

MAKE THE MOST OF YOUR INVESTMENT VIDEO PLACEMENT CHECKLIST

To ensure your donors see and engage with your videos, consider the following placements:

Website:

- Homepage** *Introducing the customer journey*
- Donation Pages** *Demonstrating solutions*
- Blog or news sections** *Sharing customer stories*
- About Us page**
Establishing your cause as the guide

Social Media Platforms:

- Facebook** *Posts, Facebook Live, cover video*
- Instagram** *Posts, stories, IGTV*
- X, formerly known as Twitter**
Tweets, pinned tweet
- LinkedIn** *Posts, company page*

Email Campaigns:

- Newsletters** *Featuring journeys*
- Donation appeals**
- Thank you emails**

YouTube Channel:

- Regularly updated with new content**
- Organized into playlists for easy navigation** *e.g., success stories, how-tos*

Events and Webinars:

- Opening or closing sessions**
- Breakout room content**

Digital Advertisements:

- Google ads**
- Social media ads**
- Video platforms like YouTube**

Partner Websites and Blogs:

- Collaborations with influencers or related organizations**

Offline Settings:

- Fundraising events**
- Information kiosks**
- Presentations to potential donors or partners**

By strategically placing your videos across these platforms, you ensure that your message reaches your donors wherever they are, effectively driving them to action. Remember, the key is creating great content and ensuring it's seen by the right people at the right time.

