

# How to create mission-advancing videos...

WITHOUT DROPPING THE 101  
OTHER THINGS YOU HAVE TO DO



# Introduction

I know you're wearing a lot of hats. You're managing PR for your organization, making posts and monitoring social media, handling development and fundraising, fielding day-to-day questions and inquiries... the list goes on. Sometimes, you hear that ideal echoed in your head:

**“If it makes a difference for one person, it's worth it.”**

In your ministry, you're reaching for the infinite. However, you're stuck with a limited (or nonexistent!) budget, and even less time, which leaves you feeling like you can't even help that one lost sheep. Additionally, you carry the weight of corporate life's expectations, including the need for results, reporting, and proof. Yes, we must reach for the infinite. But even Jesus said we have to be shrewd, and praised the servants who doubled the money that was entrusted to them.

In today's digital world, finding and connecting with our sheep presents another complication: We can't see the sheep! How can we know if we've reached their hearts? How can we report to the flock manager (the president, the board, your boss...) that the search has been successful?

The goal of this workbook is to help you:



**Find your sheep**



**Craft a video that speaks to them**



**Bring them home**

**1. Find your sheep, 2. Craft a video that speaks to them, and, 3. Know with confidence that you have found them and are bringing them home.**

# How to guarantee impact



In Section 1,  
we'll give you the  
tools to easily:

- 1. Set goals**
- 2. Generate ideas**
- 3. Understand KPIs**
- 4. Determine ROI**

How to guarantee impact:

# Begin with the end

The most common reason for failure in video marketing efforts is the lack of a defined vision of success. Without clearly defining your goals and markers from the outset, it becomes challenging to create a video that effectively reaches your intended audience—the lost sheep.

# Setting your goal

Your goal is the foundation of your video and will determine its overall success or failure. It's crucial to define who you want to reach and what you want them to do.

## Who do you want to reach?

Consider the basic demographics of your target audience. Avoid “boiling the ocean” by making the outreach so broad that it's ineffective. Remember, you only have a few seconds to capture their attention and a few minutes to touch their hearts!

Age	Gender	Marital status
Location	Profession	
Education level	Income	

## Really – who are they? Let's get specific.

Provide details about their background, demeanor, goals, challenges, etc. For example, a private school targeting parents for enrollment needs to consider their common educational experiences, location, income level, and hopes for their family. By understanding your audience on a deeper level, you can tailor your video to resonate with them.

Background	Demeanor
Challenges	Personal goals
Common objectives	Communication preferences

 **Pro tip:** Survey some of your current supporters so you can find others like them.

# Generating ideas

Now that you know who you're speaking to and what you want them to do, sketch out the key messages and visuals that will motivate them to take that desired action.

## What does this person need to do?

Generate some initial ideas for messages and visuals that will resonate with your target audience. Outlining these key elements will provide a foundation for your video's development. For this section, we're focusing on general ideas and we'll plan the details later.

How can you address and alleviate this person's fears? For example, if you want them to donate, clearly communicate how their money will be utilized and the impact it will make.

How can you inspire excitement? A sense of anticipation and eagerness?

# Generating ideas

## Now, let's get visual.

Again, we're just noting some of your general ideas for later.

Sketch it out: What visuals will resonate with your audience?

Who should appear on camera?

What are the deadlines?

Which location should you choose for filming?

On which platforms will you share the videos?

# Understanding KPIs

Now that you know where you are going, we're going to set checkpoints that will tell you if you are getting there.

## What's a KPI?

KPI is a marketing term that means "key performance indicator." It is a **measurable number** that you use to determine whether you are meeting your goal. This is how we "see our sheep" and know that we are reaching them.

## Determine your KPI

**An excellent example of a KPI is video views, which can be easily tracked – for free – on any video hosting platform.**

For instance, if your goal is to inspire young men to inquire about becoming a priest in your diocese, your KPI could be to achieve 1,000 views among young men aged 15-30 residing in specific counties. If your goal is to inspire supporters to donate, your KPI could be to have your video seen by 200 new potential donors.

Possible KPIs that are related to my goal:



# Determining your ROI

Now that you know where you are going, we're going to set checkpoints that will tell you if you are getting there.

## What's ROI?


ROI, or return on investment, is a marketing term that measures the stewardship of your resources and investment.

## Using KPIs to determine your ROI

Once you know your KPIs, you can estimate the return on your investment. What impact would these metrics have on your organization? With this knowledge, you can confidently set a budget for that production and know the return is greater than the spend.

Example: You reach your KPI of 200 new potential donors. If 1 in 20 supporters typically donates to your organization and the average lifetime donation is \$200, on average, 10 of them will donate about \$500. Your ROI is \$5,000!

KPI	Average earning
Average conversion rate	ROI

 **Pro tip: Video marketing consistently gives the best ROI compared to any other form of advertising. One video view is cheap (a fraction of a cent), but each view yields big results.**

Well done,  
good and faithful servant!

# How to craft a video

Amidst 101 other tasks



In Section 2,  
we'll give you the  
tools to easily:

- 1. Plan the video**
- 2. Get approvals**
- 3. Find trusted help to produce it**



**How to craft a video  
amidst 101 other tasks:**


# **Streamline planning and communication!**

I know you've got a million other commitments, and up to this point, this seems like a lot of work. Stay calm. All the heavy-lifting is actually done, even though you haven't even hit "record." With a few more tips, your impactful video is as good as done.

# Planning the video

All video productions have three distinct stages, and understanding the planning, filming, and promotion process is the final step before putting together your presentation to the board:

- 1. Pre-production - planning the video**
- 2. Production - filming the video**
- 3. Post-production - editing and promoting the video**

 **Pro tip: Respect the boundaries of each stage. Finish all your plans before you start filming, and finish filming before you start editing. This will keep you on task and save you from retracing your steps.**

## What type of video is needed?

In order to plan your video, you need to understand what type of video will be the most impactful for you to achieve your goals. Video types are not limited to the below options!

### Interview or documentary

Captures authenticity and emotion

- Requires 15-45 minutes per interview, plus additional time for setup and capturing visual footage (if needed)
- Ideal for “about us” videos, testimonials, fundraisers, introduction videos
- Typically requires less pre-production, but extensive post-production

### Scripted video

Accurately communicates a lot of complex information in a short amount of time

- Script reading requires 4 times the length of the final video, plus additional time for setup and capturing visual footage (if needed)
- Ideal for explainers, short TV/internet spots, training videos, educational videos
- Typically requires extensive pre-production, but less post-production

### Event

Captures and extends the energy of an event; creates hype for a similar upcoming event; preserves and shares the information with those who couldn't attend

- Requires 1-2 hours before the event for setup, plus the length of the event
- Typically requires moderate pre-production and post-production

## Setting a consolidated filming timeline

**If you can stack interviews or other video activities together, you will save exponentially on hours and dollars..**

Setting up the camera and equipment takes time, so plan to film several videos on the same day to dramatically reduce the time and effort needed for each.


Who needs to be present?

How many days will be needed for filming?

What would it take to film several videos on the same day? Or two back-to-back days?

What dates (or month, if you're not sure) would be ideal for filming?

What is a ballpark time estimate?

 **Pro tip: Use Calendly or Doodle to find a film date. These tools allow you to create a survey where participants select the times that they are available, and further reduce email threads.**

# Approvals and streamlined communication

Communication directors often have to get approval from the president, pastor, board or a committee before they can green-light a video project... and it's a huge source of delay. This is where you can save substantial amounts of time and avoid lengthy meetings and email threads.

Get the board (and everyone else) in agreement quickly by coming to the approval meeting prepared with all the information that you have *already* collected. After that, you will only need to meet with them once more when you have a draft of the video ready for review.

## Meeting outline & agenda

Since you've already done the hard work of putting together the goals, KPI, and ROI of the video, let's summarize the outline of the meeting. By coming prepared, you are more likely to build trust.

Goal of the project

Target audience

Key KPIs & ROIs

Estimated production time

Key decision makers to include

Meeting date  
(using Calendly/Doodle)


# Find help you can trust

You don't have to go it alone. If you already determined the ROI, you know how much wiggle room you have to hire the help you need to create your video.

When you meet with a video production professional for the first time, you can use the same goals and plans from the previous page for your production meeting. This guarantees that you are on the same page from day one, you won't have to hand-hold the crew, and your video will advance your mission.

## How to find a video crew you can trust:

- 1. Take advantage of the free consultation to ask questions about their experience and understanding of the Catholic Church and its teachings.**
- 2. Go with your gut. If you don't trust them after the free consultation, you won't trust them during the production process.**
- 3. Ask if the company will provide or store the raw footage to be repurposed in multiple promotions.**
- 4. Make sure they are transparent about pricing and give you a clear process and timeline.**
- 5. Check out their website to view previous work and make sure they are good at what they do.**

 **Pro tip:** If the budget is slim, keep in mind that editing tends to take the longest amount of time and is easiest to subcontract. Find a company that can take your amateur footage and turn it into something great.

# Now, you're ready for production!

# How to keep momentum going



In Section 3,  
we'll give you the  
tools to easily:

- 1. Track KPIs and share impact**
- 2. Remain focused on your mission**



How to keep momentum going:

# Remember your mission

Be ready to build on your success. One video production, well-executed, will unlock the trust and capacity to move on to more successful productions. But, don't forget to keep in mind that real reason for your outreach.

# Tracking KPIs

Once posted, check your video's KPIs about once a month and note them in a spreadsheet. Then, make sure to share those numbers with the committee and key personnel! This will lead to faster approval of your future ideas and give you a reference point to plan new efforts.

## Example spreadsheet

Video Title	Released	Plays	Plays at 10-sec	Avg Play Time	Video Link
The Eucharist	1/5/23	1000	20	00:12	<a href="http://facebook">http://facebook</a>
Our Church	3/6/23	1200	15	00:10	<a href="http://facebook">http://facebook</a>
...	...	...	...	...	...

# Remain focused on your mission

Don't forget the real  
reason for your outreach:  
to bring the lost sheep  
and bring them home.



**Find your sheep**



**Craft a video that  
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**Bring them home**

As you see those numbers come in, remember that each number has a name – and is known and loved by God. He is using your finite plans, efforts, and good stewardship to work an eternity of change.



# Hundredfold

## VIDEO



### **About the author**

Katie Rutter is the COO of Hundredfold Video. She has received multiple awards for her video work, including a nomination for a Chicago/Midwest Regional Emmy in 2021 and being declared Video Producer of the Year in 2018 by the Catholic Press Association. She is trusted by both local and national Catholic organizations, including Notre Dame University, Glenmary Home Missioners and Catholic News Service.