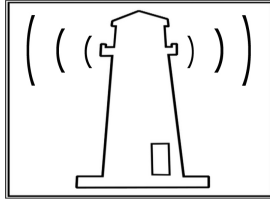


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VENTURA, CA
www.LighthouseVideoServices.com
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We Get You Visible By Creating Affordable Broadcast-Quality Business Videos ^(SM)

The Anatomy Of A Powerful Fundraising Video

An effective and *Powerful Fundraising Video* makes a personal and emotional connection with your viewers. It holds their attention as you tell them what they NEED to know about you and your cause.

People pledge their support on emotion and justify their actions by reasoning. When a prospective donor has a good feeling about a donation decision, they are more inclined to proceed; they will use your needs and benefit statements to justify that decision. When the emotional part of a prospect's mind makes a decision, the rational part will sometimes modify that decision, but rarely overrules it.

Video is effective because it goes beyond the presentation of information; it establishes a powerful emotional connection with your viewers. This emotional connection ensures that your information is retained by the part of your viewer in which the real decision-making happens: the emotional centers of the subconscious.

A Powerful Fundraising Video provides value, increases your viewers' desire to understand your message and increases the probability they will contribute to your cause.

Create Excitement And Value: Grab and hold your viewers' attention

- Make an opening statement that sets the viewer's expectations

Make A Personal Connection: Introduce yourself and make a value statement

Identify Your Areas Of Focus: Tell your viewers about your top priorities

- Tell the Viewers what they NEED to know about your cause

Set Expectations Again: Tell your Viewers what others say about their positive experiences with you

Make A Call To Action: Tell your Viewers the actions you want them to take (e.g. "call now," etc.)

- Promise something of value that will motivate them to take action

Call Us Today And Schedule Your Powerful Fundraising Video

View Sample Videos Through Our Website: http://www.LighthouseVideoServices.com/ultra_hd.html

Lighthouse Video Services, Ventura, CA

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