

FOOD DESERT

Year-Round Narrative-Based Fundraising Campaign Strategy

Six Steps For Year-Round Film-based Fundraising



- 1. Foundational Film Release**
- 2. Digital Campaigns**
- 3. Corporate Partnerships & Gift Matches**
- 4. Community Events**
- 5. Year-End Capstone Event**
- 6. Donor Stewardship & Reporting**

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1. RELEASE OF NARRATIVE 2 MINUTE IMPACT 'BRAND' FILM.

- **It begins with a story.** Launch a year-round online fundraising campaign on the foundation of a two minute narrative brand film prominently exemplifying the organization's impact.

2. DIGITAL FUNDRAISING BUILT AROUND FILM

- **Deploy film & accompanying call to action across all digital channels** including the food bank's website, social media channels, and email newsletters.
- **Integrate text-to-give and online donation platforms** with the film to facilitate immediate giving after viewing.
- **Use the film as the cornerstone and lead content** for peer-to-peer fundraising challenges and virtual campaigns - encouraging supporters to share the film and solicit donations from their networks.
- **Leverage social media influencers and local celebrities to share the film** and promote fundraising campaigns.

3. CORPORATE PARTNERSHIPS AND MATCHING GIFTS

- **Present the film to potential corporate sponsors as a powerful demonstration of impact to secure corporate giving programs**, including employee matching donations and sponsorships for events.
- **Leverage the film to increase number of corporations hosting food drives** or donation bins at their locations, using the film to motivate employees and customers, alike.

4. COMMUNITY EVENTS

- **Use the film as the primary awareness kickoff tool** when partnering with local schools, churches, and community groups to host food collection events.

5. YEAR-END BLACK TIE GALA AS A CAPSTONE EVENT

- **Use the film as the opening presentation at the gala** to set an emotional tone and demonstrate the food bank's impact.
- **Follow with live storytelling, testimonials, and a call to action** for capital campaign donations during the gala.

- **Include auctions, raffles, and donor recognition** moments aligned with the film's theme to deepen engagement and encourage large gifts.
- **Offer film themed sponsorship packages** for the gala, a meaningful way for sponsors to align themselves publicly with the film's message, outreach and donor engagement.

6. ONGOING DONOR STEWARDSHIP AND TRANSPARENCY

- **Follow up with donors post-campaign and post-gala** by sharing updates and success stories that tie back to the film's narrative, reinforcing the impact of their contributions.
- **Provide transparent reports on how funds raised through these campaigns are used** to expand services, purchase nutritious food, and support community programs.

Like what you see?

Do you feel your organization would benefit from
the comprehensive, strategic development of your
own narratively driven brand film?

If you do!

Your journey starts here!