

Mission Statement Video Shoot

Template for writing your script

Your video can be between one and three minutes in length (which is a long time actually) to introduce yourself and your organization, describe the problem or issue you address and how your organization provides a solution to those affected.

Here is a simple template for organizing your thoughts. You can include more or different information if you wish. We recommend that whatever you end up with include these basic pieces of information for the public:

Introduce Yourself: Include your name, your title and what your role is with the organization

Introduce the Organization: Full name of the organization, where it's located, what geographic region it serves, year founded, and who/why the organization was founded

Describe the organization's Mission: Describe problem or situation your organization addresses. Use concrete facts, data, or reference a personal. Describe or give stats of how the organization alleviates/solves the problem. What does the world look like when your organization's mission is completed?

Call to Action: If you like, you can include an ask or call to action for the viewer. Invite them to volunteer, donate, visit web site, facebook page, etc.

