

[Newsletter](#)

- [Archive](#)
- [RSS](#)

## Ample Earth's Blog Of Wonder

Practical Ways To Make More Of A Difference

### The Truth About Videos

Since we create animated videos for ethical organisations, it stands to reason that our first blog post is about just that!

Before we get into the content, its worth noting who this blog post is definitely NOT for:

- People who are stuck in the traditional way of doing things.
- Organisations who are afraid to think REALLY BIG; who doubt just how many lives they can truly effect, and who are scared of failing.
- Organisations who still don't get that the internet is easily the most important tool at their disposal.

If you're still with us after that, congratulations! This post will give you some of the most crucial and cutting-edge information that all organisations need today, including the following:

- [Why A Video Is The Most Important Tool In Your Marketing Shed](#)
- [Why Animated Videos Get A Million Times Better ROI Than High-Budget Film Footage](#)
- [Interactive Video & The Future](#)
- [How to Make The Most of Your Charity's YouTube Channel](#)
- [The Snowball Effect of Online Videos](#)

...and most importantly, how this all helps your organisation to make more of a difference!

#### Why Video Is So Much More Effective Than Text and Pictures

1) People will stay two minutes longer on your site. In our own case, this skyrocketed to seven minutes. Why? Because the vast majority of people would rather watch a video than read large portions of text. Reading text takes time, and effort. You have to lean forward and scroll down. You lose your place. You get bored. To watch a video you click play, sit back, and relax as it delivers your message in a fast and engaging manner.

2) Studies consistently show that people remember just 10% of what they read. This doubles to 20% if they hear it, and skyrockets to 50% if they see and hear it (i.e. a video). This means people will remember on average 5x more information when it's presented in a video.

3) Recent research shows the average person is 12 times more likely to share a video than text or image posts combined. That's the viral effect of video, and the results are there for all to see. 100 million people are taking social action on YouTube each week. So simply put, if you aren't harnessing this power, you will get left behind.

#### How to Not Get Left Behind

Online giving is skyrocketing by 20% annually. And today, 40% of donors always check online before making a donation. When they find your cutting-edge viral video there, it proves your organisation is full of exactly the kind of adaptable, up-to-date and technology savvy people they want to help.

#### A Minute of Video is Worth 1.8 Million Words...

...according to the good Doctor James McQuivey. Now, I'm not sure what he was smoking when he came up with that, but the fact remains, animation is vastly superior at displaying statistics through animated charts and info-graphics; at explaining complex topics, and at conveying plans for future projects, buildings and ideas.

#### This Ain't Hollywood, It's Real Life

The thing is, most people today already understand that video is the best way to communicate with a wide audience. Unfortunately, as I experienced during my time as a fundraiser, it's not as easy as making a video, uploading it to YouTube, sitting back and cracking open the bubbly while millions of people flock to support you.

Filming videos takes a huge amount of time, effort and money, and the end result invariably ends up covered in digital cobwebs with 324 views, 2 "likes," a single comment from the Head of Fundraising " BRAVO! :)" and abso-bleedin-lutely zero, zilch, nada, actual tangible benefit to your organisation.

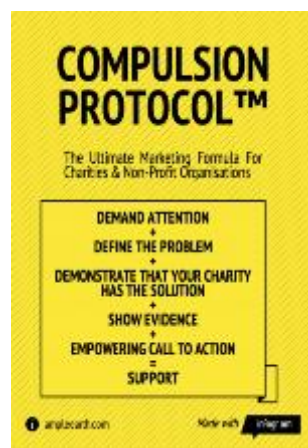
So, what is the problem and how can animation help?

## Nobody Wants To Hear Your Sad, Sad Story

A huge amount of research on viewer psychology has been carried out over the last decade, and there are proven formulas you need to follow in order to maximise the likelihood of turning your prospect into a life long fan.

One of the most important findings is that get-the-Kleenex-out sob stories rarely, if ever, work. Videos or websites that make prospects feel sad, guilty and depressed, and are not conducive to gaining support because, unfortunately, people today are inundated with bad news and most simply don't want to know.

Instead, the best way to convert your prospects into lifelong supporters follows a well trodden formula known by anyone worth their weight in salt in the business. Viewers must be taken on a logical emotional progression from initial fascination, to pessimism, to optimism, and finally aspiration and conviction. And there is a very simple formula to achieve this:



Does your video follow an empirically proven formula for maximising support generation? Or does it just look and sound nice? Be honest with yourself: if you knew nothing about your charity, would you bother watching its video? And if yes, would you do anything about it?

## Watchability & Attention Deficit Disorder

People today have access to quick fix stimulation sites like YouTube, Twitter and Facebook. This means the bar has been set extremely high for 'what is worth watching,' and if your video is less spectacular than National Geographic, or less entertaining than X Factor, people just won't watch it, and you can kiss those supporters goodbye! Richard Branson realised this years ago when he started using animated videos to increase the number of people paying attention to in-flight safety videos. They made it fun and friendly, and both young and old couldn't take their eyes off it.

## Shareability

Videos are much more likely to go viral than text and images, but in order for this to happen, it has to pass *The Shareability Test*. Yes I did make that word up, and as such, my made-up test runs as follows:

Imagine you're watching your own charity's video from a blank canvas.

Would you think: "Golly gosh! This video is so awesome and entertaining I'm going to put my reputation on the line and send it to all my friends," or would you click away? Or, as before,

watch it and do nothing?



Listen, the reason Kony 2012 went viral wasn't because everyone suddenly had a change of heart and decided "You know what, I don't think child soldiers are acceptable after all," or "Hmmm, I did always want to paint a red pyramid on the front of my house." No. It went viral because the story was presented in a stimulating and entertaining manner which meant people weren't afraid to wear their heart on their sleeve and send it to all their buddies. Awesome music, fast-paced production, kicky voiceover and a potent script combined to form the most viral video of all time, reaching 50 million people in four days.

Be honest with yourself: how does your website or video compare?

### You Do Use Facebook, Right?

I'm sure you've been told this a million times, but maybe you, like most, haven't quite grasped why? Well for one, having cutting-edge viral videos on your YouTube, Vimeo, Twitter and Facebook is a sure fire way to attract talented employees and volunteers. It resonates strongly with the young in particular, and shows you are "Groovy!" (as my parents would say).

### Versatility

An effective video is highly adaptable, and highly transportable (both online and offline). This makes it perfect for those who are a bit short on time. At the click of a button you can post it to thousands of people on a forum; add the link on a discussion board about a related news topic; or advertise it on Google or YouTube (which is free for Non Profits).

And offline, in the concrete world, you can show it at a gala, project it onto a government building, or even put it on a memory stick and shove it in a bottle to Richard Branson marked: "Dearest Dickie, I'm in a spot of bother, be a good chap and help an old friend, love, Barack." Or something like that. But I digress.

### Interactive Call to Action

Ample videos have interactive donate/share/volunteer/buy now buttons inside our videos so when the viewer clicks part of the screen, they will be taken straight to the relevant page. By allowing the viewer to sit forward and join in, not sit back and fast-forward, our unique system massively *increases the prospect's chance of taking action*. This has been further strengthened by our latest feature, the "Do Nothing Button of Doom!" which, if clicked, sends them a virus. Thats a joke. I don't even know how to do that. But if you do, please get in touch ;)



### Lifetime And The Snowball Effect

To get good film footage you have to hire camera men, sound guys and producers. And even then getting good footage it is difficult, time consuming, and costs A LOT of money.

It is also difficult and expensive to add to in the future. For example if you win an award, generate better statistics or build a new school. In contrast animation is relatively simple to edit, so it's easy to keep your video updated with all your latest achievements.

Our Ample videos even integrate live photo updates, progress thermometers and Twitter feeds showing the latest developments of your organisation and the good its doing. This means it never becomes obsolete and will last, well, forever!

And who knows if Stephen Fry might not find your video on his twitter feed one day, retweet and share it with his 5,143,562+ followers. As I said, people are 12 times more likely to share videos, so over the course of a few years, the potential for exponential growth is extraordinary.

This is where video marketing really comes into its own. Unlike other fundraising and marketing techniques, it opens the door to a complete and utter transformation of your organisation. It can exponentially increase the speed at which your organisation works, the effectiveness of its tactics, and the number of lives it benefits.

In short, having an animated marketing video is much like having the best person on your marketing team, delivering his or her perfect pitch, simultaneously, to thousands of people across the planet. S/he never stops working, 24 hours a day, 7 days a week, 365 days a year, including christmas and bank holidays. You can send her anywhere at the touch of a button. Update her with the latest information, and, unlike conventional human beings, s/he will last FOREVER, so before long your ROI is going to be Pretty. Darned. Fancy.

To see an Ample video in action, or for more information, go to [www.AmpleEarth.com](http://www.AmpleEarth.com) and we'll have a chat and see if we can help.

- - [#Ample Earth](#)
  - [#Animated Video](#)
  - [#Charity Video](#)
  - [#Increase Donations](#)
  - [#Increase Fundraising](#)
  - [#Marketing](#)
  - [#Video](#)
  - [#Truth About Charity Videos](#)
- [6 months ago](#)
- [1 Comment](#)
- [Permalink](#)

Share

Short URL

<http://tumblr.co/ZGVJRU>

[Twitter](#)[Facebook](#)[Pinterest](#)[Google+](#)

## Recent comments

1 comment

★ 0



Leave a message...

Best Community My Disqus 1

Share



Henry Lahore • 11 days ago

Really liked their cartoon video. Visited their website. Very Impressed. Just finished a Skype conversation with Harry. I expect that they will be producing a video for us concerning Vitamin D soon. [www.vitamindkwik.com](http://www.vitamindkwik.com)

| Edit Reply Share ›

Comment feed Subscribe via email

← Previous • [Next](#) →



Welcome to a friendly place where we show you practical ways to sky-rocket your fundraising :)

Email: [hello@ampleearth.com](mailto:hello@ampleearth.com)

### secret list shhh!

Email Address

FREE ACCESS

## Find us

- [@ampleearth on Twitter](#)
- [Facebook Profile](#)
- [ampleearth on Vimeo](#)
- [ampleearth on Youtube](#)
- [Google](#)
- [My Skype Info](#)

## Twitter

[@ampleearth](#)

**Ample Earth**

Using Cutting Edge Viral Videos to Catalyse Global Awareness For Just Causes And Worthy Ideas. YEEEE HAAAAAAA!!!!!!!

- Read it. Sign it. Share it. Now! [#bees](#) [#neonicotinoids](#) [#environment](#) [#monsanto](#) <http://t.co/zNlky9KC7Q> 3 days ago • [Reply](#)
- [#IamBradleyManning](#), because the public is not 'the enemy.' Time to [#DroptheCharge!](#) <http://t.co/kAdakhPTh6> 6 days ago • [Reply](#)
- Really pleased to be teaming up with [#Durham](#) based [#charity](#) [#website](#) [#coder](#) Wish Design <http://t.co/CzdJxMzfGg> Helping good people do good! 11 days ago • [Reply](#)

- [RSS](#)
- [Random](#)
- [Archive](#)
- [Mobile](#)

[Effector Theme](#) by [Pixel Union](#)