

## 2024 Legacy Grant Social Media Idea Starters



All of the major social media outlets favor video content which is a powerful tool to increase your exposure. It can help you connect with your audience, share your mission, and inspire action in a way that other types of content may not achieve as effectively.

Producing effective video content for social media can be a valuable strategy for non-profits. Here are some tips to help you create compelling videos:

1. **Define Your Goals:** Start by identifying clear objectives for your video content. Are you aiming to raise awareness, drive donations, recruit volunteers, or educate your audience? Understanding your goals will guide your video creation process.
2. **Know Your Audience:** Understand your target audience's preferences, interests, and demographics. Tailor your video content to resonate with the people you want to reach.
3. **Craft a Compelling Story:** Storytelling is a powerful tool. Create a narrative that connects emotionally with your viewers. Share personal stories, testimonials, or anecdotes that highlight the impact of your non-profit's work.
4. **Keep it Concise:** Attention spans on social media are short, so keep your videos concise and to the point. Aim for brevity while delivering your message effectively. Shorter videos often perform better on platforms like Instagram, Twitter, and TikTok, while Facebook and YouTube can accommodate longer content.
5. **Capture Video:** Invest in quality equipment if possible, but remember that smartphones can also capture excellent video. Ensure good lighting, clear audio, and stable footage. Use a tripod or stabilizer to reduce shaky camera work.
6. **Plan Your Content:** Create a script or outline to organize your video content. Decide on the key points you want to convey and how you will present them. A structured approach will help you stay on message.
7. **Incorporate Branding:** Include your non-profit's branding elements like logos, colors, and slogans in your videos. Consistent branding helps build recognition and trust.
8. **Engage Your Audience:** Encourage audience interaction by asking questions, running polls, or requesting comments and shares. Engaging with viewers in the comments section can also foster a sense of community.
9. **Be Authentic:** Authenticity is key to building trust with your audience. Be genuine and transparent in your videos, and avoid overly polished or scripted content.
10. **Stay Consistent:** Develop a regular posting schedule to keep your audience engaged. Consistency can help you build a loyal following over time.

Remember that the effectiveness of your video content may evolve, so be open to trying new approaches and adapting your strategy based on audience feedback and changing trends in social media.

(VIDEO OF A PARTICIPANT ENGAGED WITH THE RESULTS OF YOUR GRANT)

We're pleased to announce that we are the recipient of a Wispect Foundation Legacy Grant which will allow us to continue to provide support for the people we have the honor of serving. For example, here is \_\_\_\_\_, engaged in \_\_\_\_\_.

(VIDEO OR PHOTO OF SOMEONE YOU SERVE)

Thank you to the Wispact Foundation for awarding (your non profit) one of 75 Wispact Legacy Grants!  
Our grant will be used for \_\_\_\_\_.

(YOUR LOGO)

Please help us share the good news, (your non profit) will be receiving a Wispact Legacy Grant in the amount of \$\_\_\_\_\_ Our grant will be used for \_\_\_\_\_.

(PHOTO OF GRANT CHECK)

Check this out, the Wispact Foundation has awarded us a Legacy Grant to fund support for \_\_\_\_\_ in 2023.

(WISPACT FOUNDATION LOGO)

Three Cheers for the Wispact Foundation! (your non profit) will be receiving a Wispact Legacy Grant in the amount of \$\_\_\_\_\_ which will be used for \_\_\_\_\_.

ADDITIOINAL COPY BELOW, ADD TO ANY SOCIAL MEDIA POSTS AT YOUR DISCRETION

To enhance the lives of people with disabilities across Wisconsin, the Wispact Foundation will distribute \$637,330.

The Wispact Foundation increased their support of Wisconsin non-profit organizations 275% over last year.

The mission of the Wispact Foundation is to improve the quality of lives of persons with disabilities through partnerships with the disability services community.

The Wispact Foundation was established in 2021 to provide a broader scope of service and create more opportunities to improve the lives of persons with disabilities across Wisconsin.

The Wispact Legacy Grant Program was established by Wispact Inc. and is managed by the Greater Milwaukee Foundation.