



# Micro-Video for Nonprofits

## WHAT IS IT?

A micro-video is typically less than three minutes long and contains compelling content.

You can record and post videos using Instagram, Periscope, Snapchat, Facebook, Vine, Twitter, and the ever-popular YouTube and Vimeo.



## WHY SHOULD YOU USE IT?

Micro-video is perfect for your social channels! It gives donors what they want most: stories that are told visually.

Fun fact: People who donate to an organization are substantially more likely to have watched a video from that org before giving.

Beth's Blog

## HOW CAN YOU USE IT?

Use micro-video to thank donors on social media, on your donation confirmation page, linked in an email receipt, show behind-the-scenes work, give updates, create calls to action, tell stories, and make fundraising asks!



## WANT TO LEARN MORE?

Click our logo to head to the Qgiv blog, where you can read more about micro-video and see some great examples from our clients!

