

**\*\*Dear [Funder's Name],\*\***

In today's digital world, visual media has become one of the most effective ways for charities to connect with audiences, raise awareness, and demonstrate impact. A well-crafted film allows people to *\*see and feel\** the difference our work makes – capturing stories, voices, and moments that written reports or text-based funding appeals alone cannot convey. For this reason, we are seeking your support to produce a short professional film that will help us share our story with clarity and emotional depth.

Our organisation works to **\*\*[briefly describe what your organisation does and who you support – one or two sentences]\*\***. While written reports and data are valuable, we know that stories told through film have a unique ability to connect with people emotionally, bring beneficiaries' voices to the forefront, and demonstrate outcomes in a way that words alone cannot.

We are seeking to produce a film that will:

- \* Capture the real stories behind our impact and outcomes;
- \* Help us communicate clearly with supporters, funders, and partners;
- \* Strengthen future funding applications and awareness campaigns;
- \* Serve as a long-term resource across our website, social media, and events.

## Why professional film matters

While videos filmed on phones can be useful for quick updates, a professionally produced film offers far greater impact and longevity. Professional filmmakers ensure:

- \* High production values that reflect the credibility and professionalism of the organisation;
- \* Sensitive and ethical storytelling, particularly where beneficiaries are involved;
- \* Clear structure and messaging aligned with the organisation's goals;
- \* Accessibility features such as captions, appropriate pacing, and inclusive visuals; and
- \* Content that can be used confidently across multiple platforms and years.

A professionally made film not only helps audiences engage emotionally but also builds trust – showing funders, partners, and the public that our organisation communicates with clarity, care, and quality.

We would work with Light & Star Media, experienced ethical filmmakers for mission-driven organisations, to ensure the film is produced sensitively, ethically, and with a clear focus on impact. The total cost of the project is **\*\*[£X]\*\***, and we are seeking funding of **\*\*[£X]\*\*** to make this possible.

We believe this investment will not only enhance our ability to demonstrate the value of your funding but also help us reach new audiences, attract further support, and inspire lasting change.

I would be delighted to discuss the project in more detail and share examples of similar films that have successfully supported fundraising and awareness for other organisations.

Thank you for considering this request.

Yours sincerely,

**\*\*[Your Name]\*\***

**\*\*[Your Role]\*\***

**\*\*[Organisation Name]\*\***

**\*\*[Contact Information]\*\***

