



Light & Star
Media

Filming with an eye on the funders

All third sector film is fundraising film

Even if your film's primary purpose isn't fundraising, it will likely be seen by funders—especially if it's shared online or on social media. Any content you produce can be re-edited or repackaged for future fundraising campaigns. That's why it's important to plan every shoot with funders in mind—whether they're trusts and foundations, corporate sponsors, or individual donors. From scripting to storyboarding, ask: *what would a funder need to see or hear in order to feel confident donating to this work?* Below are a range of tips to help!

Professional Presentation

A well-crafted film builds trust. Funders will interpret quality as a reflection of your organisation's professionalism and attention to detail. This doesn't necessarily have to cost any money either by using free editing software and royalty free music and images. Oh, and our DIY Smartphone Filmmaking A-Z Guide, of course.

Mission and Vision

Clearly state what your organisation does and why it matters—keep it focused, compelling, and jargon-free. Incorporate the language of your charitable objects (if a charity) or use buzzwords to help frame content and align with priorities that funders care about – whether it's education, health, relieving poverty etc.

Evidence of Impact

Highlight measurable outcomes. Explain to camera or use visuals to show what has already been achieved and explain how you track progress.

Organisational Strength

Demonstrate your team's capacity to deliver. Include behind-the-scenes glimpses, footage from public events, team days or endorsements from credible professionals.

Say Thank you!

Whatever your film, make sure you acknowledge your funders. Whether that's by including their logos, a formal message from the CEO or clips of beneficiaries talking about the direct impact funding has made to their lives – saying thank you indicates to funders that their donation really has made a significant difference. It also reassures them to see their funding is matched by others.

Monitoring, Evaluation and Learning

Briefly discuss how your organisation measures success and learns from their projects. Funders are reassured by organisations that can show they can reflect, learn and make improvements. Capturing this on film will impress funders by showing that you take this important (if a bit dry!) area of work very seriously.

Choice of Interviewees

If conducting interviews with people outside your team, include beneficiaries, community leaders, or project partners to reinforce credibility and relevance. If filming within your team, include people across the organisation (e.g. volunteers, staff, trustees and patrons) to reinforce inclusion, accountability and structure.

Future Vision and Funding Needs

Make your goals clear. What will you do next, and what kind of support do you need to make it happen? Funders often get excited by new projects, as this shows your organisation to be dynamic and responsive to changing circumstances.

Scalability and Sustainability

Show how your work can grow or endure with long-term support. Funders want to see their donation can have lasting value and can be maintained beyond their funding cycle.

Financial Transparency

Include visuals or commentary that show how donations are used and how your organisation ensures value for money. This will demonstrate to funders that your organisation is trustworthy and prudent with money.



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