Light & Star Media

Pre-Production Planning Questionnaire

Why plan?

High impact film requires detailed and thorough planning, long before the cameras roll. Whether you're working with Light & Star Media or producing the film yourself, this questionnaire will help your charity / social enterprise / non-profit organisation to clarify goals, plan strategically for dissemination, increase reach, and save time and money.

1) Project overview

- Film Title / Working Title:
- Date of Filming:
- Deadline / Release Date:
- Who's Involved (*staff, trustees, volunteers, supporters):*

2) Purpose of project

- What's the main purpose of this video? (*e.g. raise awareness, drive donations, thank supporters?*)
- What do you want viewers to **do** after watching? (*e.g. donate, share, volunteer, subscribe*)

3) Audience

- Who is this video for (*e.g. specific donor type, general public, stakeholders*)?
- Where will it be shown (*e.g. social media, website, at an event, in a funding pitch*)?

4) Key Message(s)

- What are the 1–3 core ideas or takeaways?

Example: "Our work helps carers access free support"

5) Story / Structure

- Whose story are we telling? (*name or role of the person/group being featured*)
- Outline the story flow:

Beginning (setup / background)
Middle (challenge / turning point)
End (impact / outcome)

6) Script / Interview Prep

- Voiceover, Narration, Interviews?

Key Interview Questions Ideas:

Tell us your name and your story. What challenges were you facing? How did [charity name] support you? What has changed for you now? What should people watching this film do to help?

7) Visuals & B-Roll

- What supplementary shots do you need? (*e.g. walking, talking, community scenes, activities, objects*)
- Where will it be filmed?
- Props needed?

8) Sound, Music & Accessibility

- Will you need subtitles or translations?
- What type of music fits the tone (*e.g. hopeful, serious, inspiring*)?
- Stock music or bespoke music / sound design?

9) Post-Production Needs

- Graphics or Text On-Screen (*e.g. names, stats, website link*)?
- Which branding & logo to include?
- Animations?
- Final video length target (*e.g. 60 seconds, 2 minutes*)?

10) Distribution Plan

- Where will this be shared (*e.g. website, social media, email, events, funders*)?
- Who's responsible for publishing?
- 5 ways the video can be repurposed?

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