

Creating Lasting Connections: Cultivating Stronger Donor Relationships through Personalised Video

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Why use Video?

Videos stand out in a fast-paced world:

- **Attention-Grabbing**
- **Memorable Impact**
- **Emotional Connection**
- **Deeper Engagement**
- **Personal Touch**
- **Natural and Engaging**

Think about it. **People remember...**



20%

20% of what they hear



30%

30% of what they see



70%

An amazing 70% of what they see & hear!

Video brings your message to life in ways text alone can't.

Opportunities to utilise Personalised Videos

Engage Supporters in meaningful ways:

- **Thank donors**
- **Project updates**
- **Meeting invitations**
- **Celebrate anniversaries**
- **Fundraising appeals**
- **Event promotion**
- **Send well wishes**

ClipConnect makes it easy to create and share these impactful videos.

Why use ClipConnect?

ClipConnect: Your all-in-one personalised video communication solution.


- **Record** videos with ease
- **Host** on a personalised page
- **Share** with branded email
- **Track** engagement start to finish

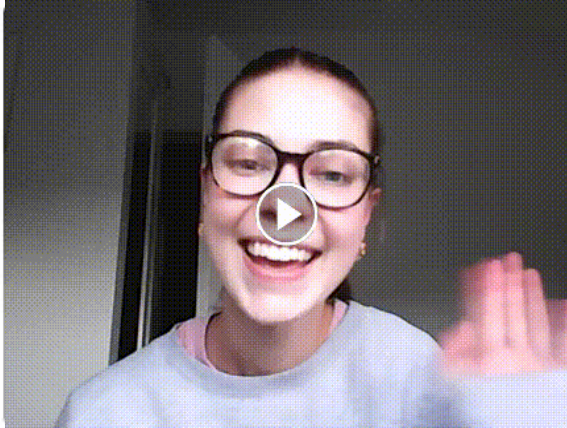
The logo for ClipConnect features the word "CLIP" in a dark blue, bold, sans-serif font. To its right, the word "CONNECT" is written in a bright yellow-green, bold, sans-serif font. A horizontal line is positioned below "CONNECT", with a small yellow-green circle centered on it, resembling a play button or a video control element.



Let's see how educational charities are successfully using personalised videos...

Example – Email






[Play Video](#)

Dear Joy,

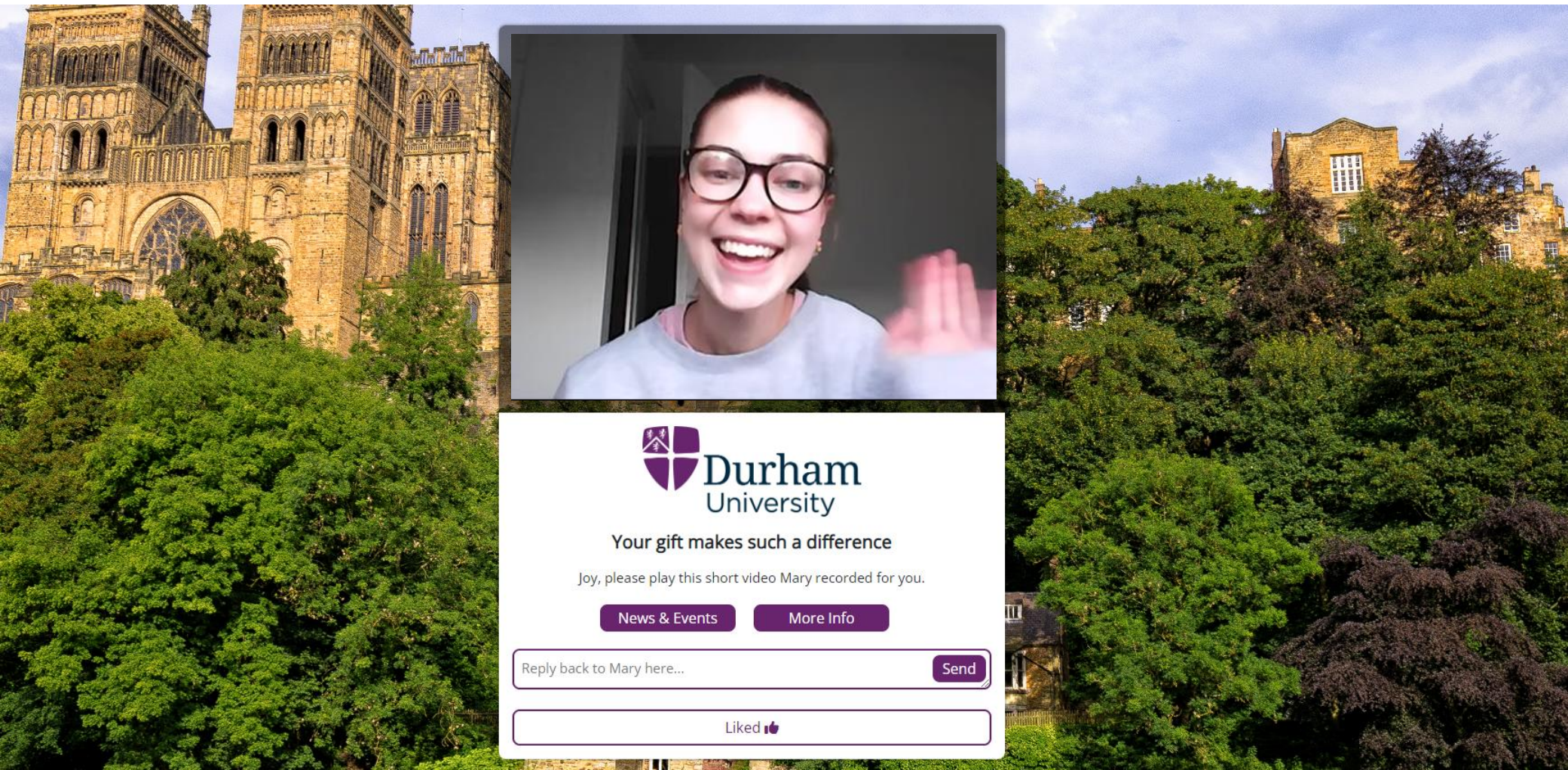
I hope you enjoyed your phone call with Mary, thank you so much for your kind donation. Here is a special video message they recorded for you following your call.

Best wishes



Rosie Morris
Alumni Engagement Manager (Regular Giving)

Example – Landing Page



Your gift makes such a difference

Joy, please play this short video Mary recorded for you.

[News & Events](#)

[More Info](#)

Reply back to Mary here...

[Send](#)

Liked 

Analytics



213 Emails Sent



81% (172) Open Rate



83% (142) View Rate



96% (137) Watch Rate



45% (61) 'Like' Rate




31% (42) Reply Rate




12% (16) Click Rate

Example – Email



Felsted



Play Video

Dear Richard & Rebecca,

We're thrilled to hear the wonderful news that Guy is off to the University of Nottingham.

Our Director of Development, Kate Love, and I wanted to share some specially-recorded words of congratulation with all of you. Please press the 'Play Video' button to hear from us both, I hope you enjoy it.

In the video we're also asking those leavers' families who might wish to come together as a year group to help another promising young person to come to Felsted on a Sixth form bursary. What a gift to give!

We hope to see you back at Felsted sometime soon but in the meantime, wishing you, Kit, Matt and especially Guy of course, all the very best.

Best wishes,

Chris

Example – Landing Page



Analytics



77 Emails Sent



92% (71) Open Rate



92% (65) View Rate



97% (63) Watch Rate



14% (9) 'Like' Rate



6% (4) Reply Rate



28% (46) Click Rate

Example – Email

ABINGDON

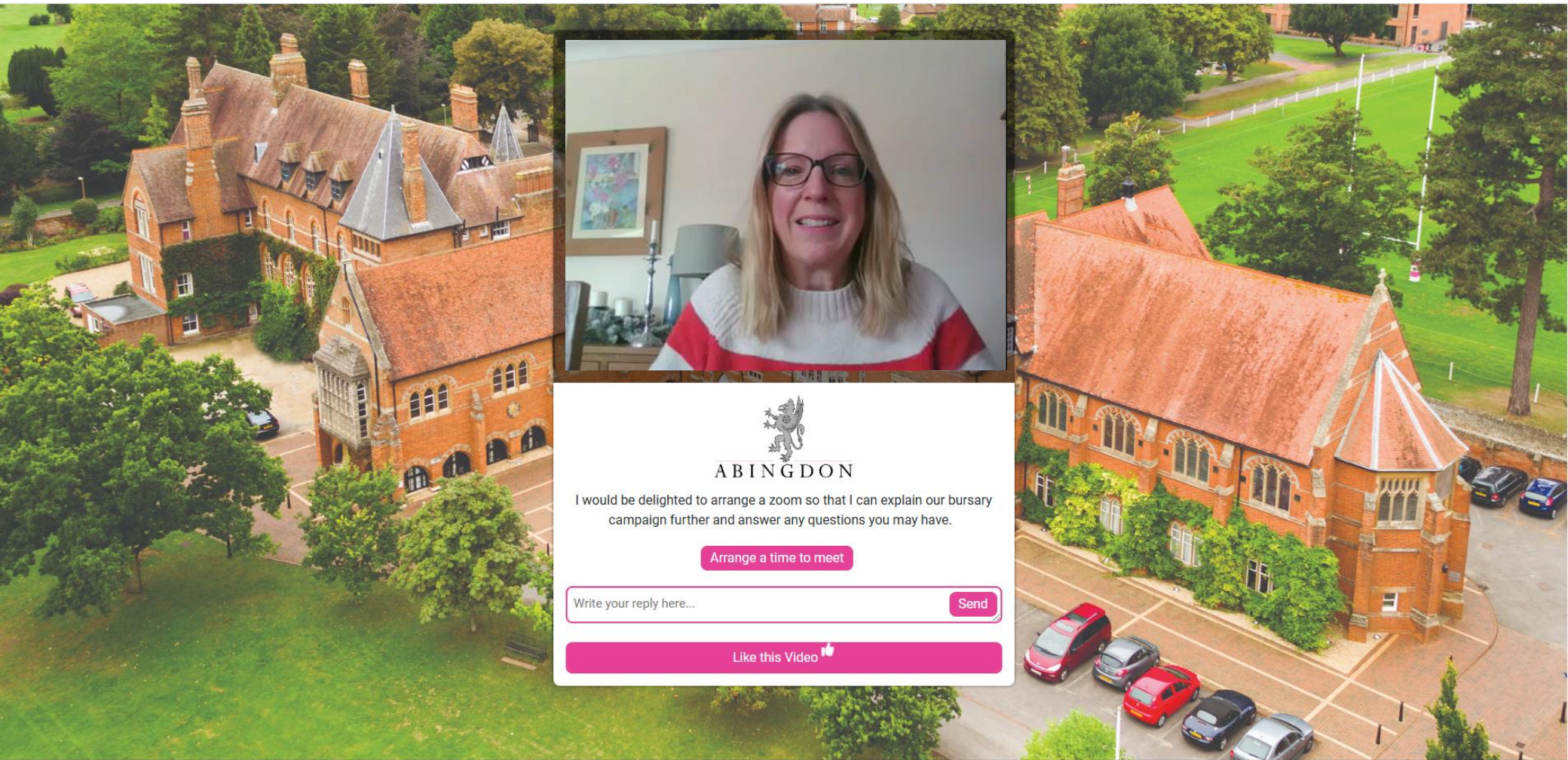
Play Video

Dear Di

Thank you for your recent email requesting information about our bursary programme. I have recorded a short video message explaining about our ambitions, please click the 'Play Video' button to watch it.

Best wishes
Harriet

Example – Landing Page



Thank you

