







Putting Wisconsin Missions in Motion

# Discover • Watch Support Local Charities

## The Challenge Facing Nonprofits

Most charity websites are text-heavy and hard to scan. Directors wear multiple hats... and rarely have time or expertise to create compelling video.

## Why Video Matters

-  Engage & inspire supporters faster than text alone
-  Boost donations, volunteer sign-ups & program participation
-  Save staff hours on storytelling & editing
-  Create shareable content that spreads organically



## Your Video Toolbox

1. Intro to Mission (30 sec)
2. Behind-the-Scenes Facility Tour
3. Impact & Testimonials

## How Guide4Good WI Helps

- Interactive map of 100+ under-the-radar charities
- 30-second cinematic tours that capture missions in motion
- 100% sponsor-funded—free for nonprofits



Scan the  
QR code

[www.Guide4GoodWI.org](http://www.Guide4GoodWI.org)

## Our Signature Series

- Featuring local charities applying for 100% sponsored video
- Show your mission, your people, your impact—no cost to you
- Join nonprofits like Breath of Life Foundation, HOOAH WI, Challenge The Outdoors

## Next Steps for Charities & Sponsors

1. Apply for your FREE video at [Guide4GoodWI.org](http://Guide4GoodWI.org)
2. Sponsor a video—build brand goodwill & local impact
3. Explore the map, favorite causes & share stories

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