



## CASE STUDY #3: AMPLIFYING AWARENESS FOR THE MSDB



### CLIENT OVERVIEW

The **MONTANA SCHOOL FOR THE DEAF AND THE BLIND FOUNDATION (MSDBF)** is dedicated to supporting the **MONTANA SCHOOL FOR THE DEAF AND THE BLIND (MSDB)**, which provides essential education and resources for children with sensory challenges. To expand its reach and bolster fundraising efforts, the Foundation sought a compelling video presentation to tell its story and connect with potential donors across Montana.

## THE CHALLENGE

MSDBF faced several key challenges:

- **Limited statewide awareness of the school's impact and services.**
- **Fundraising needed a compelling story to inspire donors.**
- **Reaching a geographically dispersed audience across Montana's 56 counties.**
- **Conveying the school's mission effectively to both general audiences and potential philanthropic supporters.**

## THE SOLUTION

**GENTLE THUG VISUAL MEDIA** collaborated with the **MSDBF** and the **MSDB** to produce a **short-form video presentation** that would:

- Showcase **real student experiences** to illustrate the school's profound impact.
- Highlight **the unique educational programs** and resources available.
- Incorporate **high-quality visuals and storytelling** to create a memorable, shareable piece of content.
- Ensure **accessibility features** such as closed captions and ASL interpretation.

## THE PROCESS

- **Discovery & Storyboarding:** We worked with **MSDBF** leadership and **MSDB** administrative and staff personnel to craft a compelling narrative focusing on student success stories and the school's mission.
- **Filming:** Captured engaging footage of the school's facilities, classrooms, and activities.
- **Post-Production & Editing:** Edited the video to balance information with emotion, incorporating cinematic visuals, subtitles, and ASL interpretation.
- **Strategic Distribution:** Optimized the video for multiple platforms, including the **MSDBF's** website, social media, and fundraising events.

## THE RESULTS

- **Statewide Reach:** The video was viewed in all **56 Montana counties**, significantly expanding awareness.
- **Fundraising Boost:** The presentation played a key role in **increasing donor engagement** and support for **MSDB**.
- **Stronger Community Connection:** Families and advocates shared the video, fostering greater recognition of the school's vital role.

- **Long-Term Use:** MSDBF continues to use the video for outreach, education, and fundraising efforts.

## KEY TAKEAWAYS

- A well-crafted video can amplify nonprofit reach and donor engagement.
- Emotional storytelling drives support and fundraising success.
- Optimizing video for accessibility ensures inclusivity and broader impact.

## CONCLUSION

By partnering with **GENTLE THUG VISUAL MEDIA**, the **MONTANA SCHOOL FOR THE DEAF AND THE BLIND** gained a powerful storytelling tool that **not only expanded awareness across Montana but also strengthened its fundraising initiatives**. This project highlights **how video marketing can be a transformational force in the nonprofit sector**.