

# THE 3 MIN YOUNG LIFE OVERVIEW VIDEO

Follow this guide to bring clarity on what you do, make your donor the hero, and create actionable steps for any viewer. Watch the accompanying “How to” video and use the flow and description below to guide your video.

FIND EXAMPLES AT [MISSIONARYFILMS.ORG/YLOV](http://MISSIONARYFILMS.ORG/YLOV)

## THE PROBLEM 0:00-0:30

What are the problems or challenges that the people you serve have? In this section talk about the personal, physical, and societal problems that is faced by the people you serve.

**WHY: THIS HOOKS THE VIEWER INTO THE VIDEO. IT CREATES TENSION AND KEEPS THE VIEWER INTERESTED IN WHAT COMES NEXT.**

## THE SEARCH 0:30-1:00

The people you serve have deep desires to be known, or have success or just to have a healthy life. In this section talk about the people you serve and what they are searching for. Some of the people you serve may not actually say what they are searching for but there may be ways in talking about what they are unknowingly looking for in life.

**WHY: GIVES YOUR VIEWER A LOOK INTO THE LIFE OF THE PEOPLE YOU SERVE. IT CONNECTS THE DONOR AND SHOWS WHY THESE PEOPLE MATTER.**

## YOUR PLAN 1:00-1:45

Here you need to talk about how your mission works. If your mission has a one-liner statement, this is the place you put it. You also need to share the plan you have for success of the people you are reaching. It needs to be a simple 3 point plan. Don't use too much detail on how it works but keep it as simple as possible. Also stay away from “insider” terms that are only known by people in your organization.

**WHY: THIS SHOWS THE DONOR OR VIEWER THAT YOU KNOW WHAT YOU ARE DOING, YOU HAVE A PLAN, AND YOU ARE IN IT FOR SUCCESS.**

## SUCCESS STORY 1:45-2:45

Share a quick success story using the phrase “because people have partnered with us, we have seen....” then finish with a success. Simple imagery of people moving from darkness to light is great. Make the success sound like this “I was lost by now I am found.” Also success could be what the people you serve become “they are now leaders in their community, pastors at a church, or followers of Christ.” You can put into this section a short story or testimony of someone in your mission. It will be tempting to make this section longer, but keeping it short will help your viewers stay watching to the end of the video.

**WHY: THIS SHOWS THAT YOUR MISSIONS IS NOT ALONE IN IT'S SUCCESSES. IT TAKES PEOPLE TO PARTNER WITH YOUR ORGANIZATION & KEEPS THE SUPPORTER FEELING LIKE THEY MAKE A DIFFERENCE IN YOUR MISSION NOT JUST A SPECTATOR.**

## CTA 2:45-3:00

Now is the time you call the viewer to action! Make a confident statement telling them to give, pray or visit. Put your name, mission organization, website, and email in text on the screen to show them how to do that.

**WHY: THIS SHOWS YOUR SUPPORTER HOW TO CONNECT AND CONTACT YOU.**