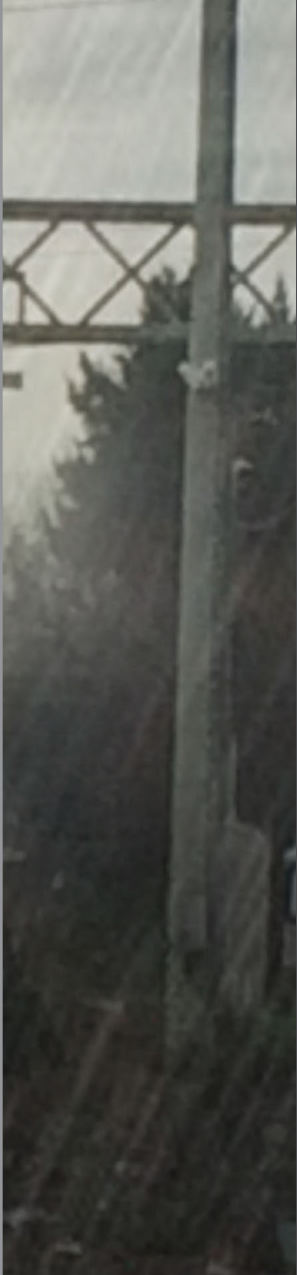


# 3

## CONTENT CREATION AND POSTING







## Are you telling your story with a blank screen?

Digital Signage is currently the largest category of promotional spending in the United States. The presence of flat screens is ubiquitous in retail environments, hotel lobbies and in the halls of higher education. The application of this technology in the service of donor recognition also has increased in the last decade; perhaps so quickly that we weren't prepared to use it to its full potential.

What could be a powerful tool to communicate inspirational stories, provide beauty in your facilities and give visitors access to more detailed information is often a dark screen that no one knows how to fix. Or worse, what is shown on the screen has been there so long that we've actually trained our visitors to ignore it.

Presentation Design Group and Mindseye Project Partners have joined forces to offer digital content creation and posting services specific to the needs of fundraising organizations. Our combined expertise in the support of visual philanthropic outreach is unrivaled. If you are responsible for an interactive donor recognition display but don't understand how it works, how to change it or what it should show, we will be honored to help you.




# How often should I change what shows on the screen?

The world of retail promotion has spent millions carefully studying how digital screens affect viewer behavior. There are novel job descriptions that now focus wholly on the development and deployment of promotional content appearing on the screens we encounter every day. Yet even with all the academic research applied to these marketing investments, the most frequently asked question is how often the content on a digital screen should change. The question is more complex than it appears.

Fundraisers have adopted the use of digital technology, because they intuit the efficiency of updating donor lists and changing messages. The exciting process of placing it in service is often followed by the sober realization that the work required to create and maintain a continuous stream of new content has been grossly underestimated. And few if any in the organization are aware of professional best practices well-established in other industries.

Every year we work with hundreds of fundraising shops across the continent. Our professional exposure gives us an unique, expert empathy for the difficulties of your important work. We have gathered our creative teams, expert interviewers, production managers and technicians to offer a service that will turn your new and existing digital screens into vibrant, moving examples of your donors' generosity.





## **An immediate transformation**

## **A sustainable plan for continuous inspiration**

We will work within your current content management system (CMS), or we can provide a new platform with control dashboards that are easy to understand and use because they were tailored specifically for the work of fundraising professionals. Using these tools, we will create a master plan for content creation and a schedule for optimum updates on the screens you manage.

With this plan in place, we'll get to work preparing the first of many planned content transformations. Our agreement with you may include some or all of the services listed here.

### **Artistic design services**

Design the overall look and feel of graphics based on our discovery and collaboration

Incorporate your colors, logos, graphics according to your organizational guidelines and budget

Create one or many screen templates for content insertion

Test and refine the look and feel on interactive screens in our content lab

Select and edit audio components and develop a cohesive music score, securing licensed use when necessary

Present for your approval final on-screen content layout and architecture

### **Inspirational interviews with donors, organizational leaders and others invested in your mission**

#### **Phone Interviews**

- Assist in planning phone interviews with your participants

- Conduct and transcribe the phone interview

- Create written stories derived from each interview

- Incorporate your photo of the participant

- Arrange the graphic so that it fits the relevant content template on screen

#### **On-site video interviews**

- Assist in planning video interviews with your participants

- Optimize the on-site production day by creating an enjoyable event for up to seven donors

- Capture still photos of each participant

- Transcribe stories derived from each interview

- Edit and refine video segments to insert seamlessly into the relevant content template on screen

### **Scheduling and posting new content to your screens**

Develop an editorial calendar for each screen according to your budget and industry best practices

Align scheduled interviews to maximize content updates according to the deployment plan

Post new content and archive old according to the plan; we'll take care of everything for you

### **Technology and integration**

Work with your current CMS systems and existing interactive displays

Develop and implement a new CMS platform with custom-tailored management dashboards

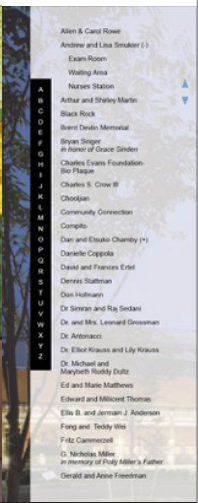
Host the content and manage the scheduled deployment of changes to each screen

Specify, procure and install hardware and peripheral components

Manage maintenance and repair service plans



One partner  
Everything you need





## Inspiring philanthropy through the power of personal stories

Mindseye Project Partners specializes in creating powerful, effective, and truly meaningful donor engagement tools for higher education and medical development.


As the exclusive provider of workshop video content for Advancement Resources, the nation's leading provider of educational curriculum in philanthropy and development, we are an integral part of their research team. This gives us a deep and unique understanding of donors and their philanthropic motivations.

With this in-depth understanding of and relentless focus on donor motivation, we will work with your team to create meaningful engagement strategies and communication tools that connect and motivate the people you need most to achieve the results you want.



Presentation Design Group is an environmental design studio. With careful study and artistry, we craft shapes, colors, textures, imagery, words, and technology into displays, exhibits, and signs that compel attention and lead viewers to feel and act in ways that benefit our client's mission.

For three decades we have applied our expertise and passion to the mission of philanthropy, creating architectural centerpieces that connect organizations to communities. We design intentionally to strengthen donor families and move others to follow their generous examples.

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- ① The Art of Donor Recognition
  - ② Giftmap, A Powerful Tool For Fundraisers
  - ③ Content Creation and Managed Services
  - ④ Digital Technology and Donor Recognition