

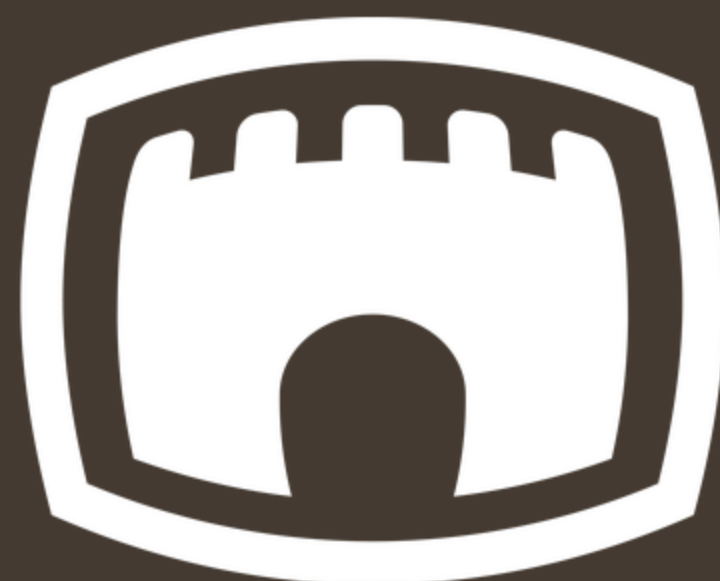
The Vertical Expertise Framework

How to make sure your next nonprofit film speaks your donors' language, not just fluent video.

Beautiful is easy to buy.

Funded takes someone who knows your world.

This framework is how we read a sector.



CASTLEVIEW
A VIDEO AGENCY

PART 1

Know the Donor.

Donor psychology is the whole game. If a film doesn't know who it's for, it can't move a gift.

- ☐ **Which donor is this for?**
First-time, mid-level, major, and legacy gifts are four different emotional decisions. Name the one this film serves.
- ☐ **What do they fear their gift becomes?**
Overhead. A number on a report. Something that disappears. Answer the fear before it's asked.
- ☐ **What transformation are they buying?**
Not a program. A person. Whose changed life is the donor actually funding? Put that life on screen.
- ☐ **Who is the hero?**
Never the charity. The beneficiary or the donor is the hero; your organization is the trusted guide.
- ☐ **What feeling ends the film?**
Relief, belonging, pride, hope. Facts inform. Emotion moves the gift. Name the last three seconds.

PART 2

Know the Terrain.

Sector fluency is timing, metrics, and the donor journey. A generalist skips these. An expert starts here.

- ☐ **When must this raise money?**
Year-end, the gala, the spring appeal, Giving Tuesday. The calendar changes the film. Name the date.
- ☐ **What single metric moves?**
Mission awareness, gala revenue, major gifts, or monthly retention. One film, one number. Write it down.
- ☐ **Which stage of the journey?**
Awareness builds mission love. Interest earns trust. Consideration proves impact. Decision removes the doubt.
- ☐ **What proof do they need?**
A major donor or grantmaker funds outcomes. Real numbers, real people, a life measurably different.

Circle the ONE stage this film serves:

AWARENESS
Mission love

INTEREST
Earn trust

CONSIDERATION
Prove impact

DECISION
Remove doubt

PART 3

Know What to Leave Out.



One story, not ten programs.

The temptation is to give every program airtime. Resist it. What single life do we follow start to finish?



One message a donor repeats.

If the film has six talking points, it has none. What's the one idea a donor could say out loud an hour later?



Show the change, don't explain it.

Donors feel a life turning; they tune out an org chart. Trade the explanation for the moment.



Attach the ask to the moment.

Where exactly does this film meet the donor's next choice? Put the ask there. Softly, clearly, once.

Boxes Checked? Now It Speaks Their Language.

Want this run on your funnel? The Castlevue Video Marketing Audit & Discovery maps your donor journey and shows exactly where video will move the numbers your board watches.

www.castlevue.agency · getseen@castlevue.agency