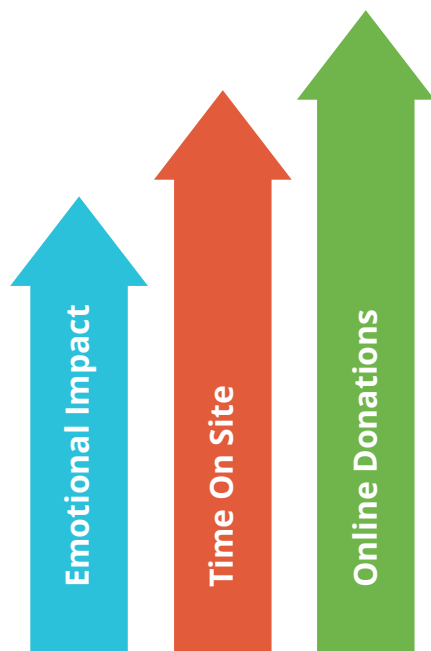


Let Your Story Shine with Hero Videos



Hero videos are the future of nonprofit websites; once you see how impactful they are, we know you'll agree.



MORE SUCCESS

Your website acts as your information hub, right? Today, 36% of donors prefer to get information about nonprofit organizations through their website and 55% of visitors spend less than 15 seconds on your website. Be at the forefront of this trend that's changing the game for nonprofits and make that website visit as meaningful as possible!

What is a hero video?

A relevant, impactful video, automatically playing in the background of an organization's homepage that shows an instant connection to the organization's cause and work.

What are the benefits of a homepage hero video?

- Heightens emotional connection to cause
- Conveys meaning beyond what words can offer
- Strengthens branding
- Increases donations
- Shows that your organization is an early adaptor to new technological ideas
- Increases time spent on website
- Improves google ranking

Key Considerations/What is needed?



Video Needs

- Should contain meaningful imagery depicting your mission and your organization's impact
- Should be able to connect with site visitors using only visuals, no sound
- You can repurpose an existing video, or we can work with you to create something special



Design Options

- If you currently have a full-width hero image on your home page or landing pages, only minimal design updates may be necessary
- If larger revisions are necessary, our design department can deliver whatever you need



Development Considerations

- File size management and optimal hosting should ensure your video loads quickly
- We'll provide distinct user experiences by using video on desktop and static images in mobile
- Minimal development if replacing existing image, can require more work if a new design is needed

Words often fail to convey our true meaning, especially today as we are surrounded by written content. A hero video will stand out, creating a direct emotional connection for your website visitors. This connection will invite new and stronger supporters so that you can better pursue your mission.

Contact us to see how Charity Dynamics can enhance your website with a hero video retrofit.

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