



Meet Up For a Cause: Filmmakers & Grassroots Groups



Speakers:

Amy Benson

Documentary Filmmaker

Ellie Camaro

Seattle Filmmaker, Owner of 9 Elephants Production Company

Jill Friedberg

Documentary Filmmaker & Editor, Oral Historian @ UW Bothell

When in Dialogue With Non-Profits, Ask These Questions:

- *Who is your audience?*
- *What story do you want to tell them?*
- *When do you need it to be ready?*
- *How much are you willing to spend?*
- *Where will funders see this video?*
- *How long do you imagine it will be?*
- *How many people will be involved in deciding what is and isn't in the video?*
- *Are you willing to negotiate a contract?*

Getting the Payment You Deserve:

- Determine what the non-profit is fundraising over the course of a year
- 5-10% of this should go towards their marketing budget

Shaping Your Vision For the Project:

- Research styles and approaches
- Identify top 5 favorites and 5 worst videos
- Take these to your team you and reference the reasons why

*In the words of Jill Friedberg,
"you can only choose 2."*

