

**To:** Jodi Philip

**From:** Alexia Johnson

**Date:** Oct. 2, 2018

**Subject:** Fotolanthropy YouTube Script

Hello Ms. Philip,

For the Fotolanthropy YouTube video, there are a few specifics that I believe would benefit the organization greatly.

### **Strategic Goal**

The goal of this script is to:

- To increase awareness about an important issue, ALS (Lou Gehrig's disease)
- To inform people about the purpose of Fotolanthropy
- To encourage people to buy tickets for the red carpet event

### **Talent**

This video is going to simulate an actual client that Fotolanthropy served; therefore, 30 to 40-year-old white male and female adults will be used. The father will have brown hair and the mother will have blonde hair. A young boy aged six with light brown hair will be cast to play Julian. The actual founder of Fotolanthropy and an actual donor from Fotolanthropy will be used.

### **YouTube Data**

To ensure that this video will be found by our target audience, we will use these keywords:

- ALS
- Fotolanthropy
- Inspirational stories
- Positive stories
- Visual storytelling
- Impactful stories
- Fundraiser
- Red Carpet
- Photography
- Videography

Fotolanthropy creates life-changing videos for a good cause.

### **Venues**

- Instagram- we have the most followers on this social media outlet
- The ALS Association of Texas- Would be an inspirational story with others experiencing the same condition
- Fotolanthropy Website- To share the expertise of the organization

