

# Scope of Work

Volunteers for Outdoor Colorado  
“Find your place”



# Agenda

1. Overview of Climate Change and VOC
  2. Target Market
  3. Objectives (Needs, Goals, Vision)
  4. Deliverables
  5. Media Strategy
  6. Tonal Comp Visuals
  7. Production Schedule
  8. Storyboard and Creative Concept
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# Overview

- Climate change is long-term shifts in weather/temperature patterns, which have been increased by human activity.
- “The consequences of climate change now include... rising sea levels, flooding, melting polar ice, catastrophic storms and declining biodiversity... Climate change can affect our health, ability to grow food, housing, safety and work.” (United Nations)
- **Volunteers for Outdoor Colorado** engages people in outdoor improvement projects to foster care for the environment and “collaborative culture that encourages stewardship of the outdoors, of the volunteer experience, and of our organization’s sustainability.” (VOC)
- Connects to climate change because of their improvement of our outdoor spaces and teaching about how to take care of our world



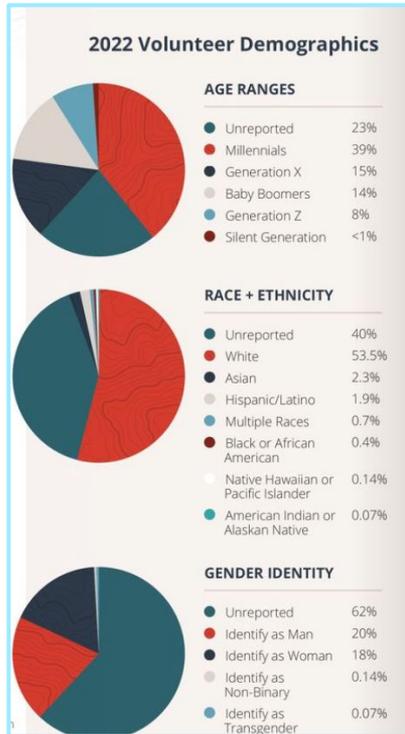


# VOC Creed

*"At Volunteers for Outdoor Colorado, we believe that everyone has a place in the outdoors and in caring for them. No matter your background, we share the land as our home, and it is up to us to maintain it for the benefit of all living things. No matter how you connect with the outdoors, we believe we can find common ground in nature, and can be united in our efforts to leave it better than we found it. We welcome everyone to be a part of our stewardship community, and to find your place with VOC."*



# Target Market = Middle age Coloradans, who are motivated and passionate.



## Demographic

“The people that engage with us are millennials and generation X so, ages; millennials ages 23 to 28 and gen x 29 to 57... Just thinking about where people are in that stage of life, a lot of people with families come out and volunteer with us and then give back, and then we have an even distribution amongst men and women... we have a good mix of both.”

- Abby, Engagement Coordinator



## Psychographic

- **Cares about the Environment**
- **Active**
- **Motivated & Passionate**
- **Has Available time**



# General VOC Needs

## Highlights

- Accommodations given to Volunteers
- Solar Garden
- Calwood Habitat Restoration
- Cairn Program for High Schoolers



## Additional Items

- Requested a video at annual spring fundraising event on May 11th
- Short video project highlights for social media



## Perception Shift

They are not just a trail building club. It's only one part of what they do- they want to show more of the habitat restoration.

## Obstacles

Fighting for volunteer's time. Making them believe that volunteering for the VOC is a priority.



# Goals

## Quantitative Goals

1. By the end of the 10-week deadline, we will complete and turn in a complete ad campaign, including 3 primary videos
2. We maintain organization throughout the quarter, and ensure we meet every deadline
3. We gain viewership of at least 500 people across all media platforms

## Qualitative Goals

1. VOC approves of the media campaign, and are satisfied with the results
2. More people decided to volunteer or donate to VOC
3. Make VOC a priority in volunteers minds. Integrate Voc into their lifestyle.



# Vision

*-To create a Colorado where all people connect to nature and care for our outdoor space*

## Short Term Vision

The short term vision is to increase awareness of Volunteers for Outdoors Colorado. It is also to help VOC gain donors and future volunteers.



## Long Term Vision

To motivate individuals to make a real difference against climate change. To make greatly needed improvements to our environment and our local communities.



# Calls To Action

## Company:

*Join our community as a volunteer or donor. Your contribution will help VOC continue to foster a love of the outdoors by providing rewarding and impactful volunteer stewardship opportunities and helping build statewide capacity through education and our training program.*

## Project Highlight

*Join the movement to protect and care for Colorado's outdoors! Watch our highlight video showcasing VOC's impactful project, and discover how you can get involved in preserving the natural beauty of our state.*

## VOC General

*See how VOC's dedicated volunteers and staff made a significant positive impact in our state's outdoor spaces last year, and learn how you can get involved in making a difference today.*

## Donor Promotional

*Join us in making a tangible difference in preserving and enhancing Colorado's outdoor spaces. Donate now and see firsthand how your contribution is making a positive impact in our communities.*





# Deliverables

## # of Videos

There will be 3-4 videos total:

- 1 general brand information
- 1 project highlight
- 1 donor promotion
- If possible, 1 pre-project promotion

## Video Durations

- VOC overview: 1:30- 2:00
- Project Highlight: 1:00-1:30
- Donor Promotion: 1:00-1:30
- (Tentative) Pre-project promotion: 0:10

## Platforms

- Instagram (stories, reels)
- Youtube
- VOC Website
- Facebook



# Media Strategy

**Timing:** Final screening day is June 1st.

**Location:** Project videos will be on Instagram and the VOC website. Brand and donation videos will be shown at the fundraising event and posted on their Youtube channel and possibly on their website.

**Target Audience:** Millennials (23-28) and Gen X (29-57)

# Tonal Comp Visuals- VOC Brand Overview

We will to highlight VOC's contributions and the people they work with by highlighting volunteer stories, showing previous project footage, and discussing their impacts. We want to create an informative video that emphasizes the VOC mission: "To motivate and enable people to become active stewards of Colorado's natural resources."

*Shot Concepts*



# Donation Pitch

The goal of this video is to create a narrative about where donated money goes. We will follow a donation as it goes from the hands of the donor to VOC, and eventually to the resources they spend the money on both for their projects and also to make their projects more accessible to the community.



# Project Highlight

We want to emphasize community and collective changemaking, as well as highlight environmental impact, by showing one of the projects VOC is working on. We will include a lot of shots of nature, volunteers at work, as well as clips/sound bytes of volunteers and the project lead talking about it. This video will be closest to a mini-documentary.



*Concept Video:*

<https://player.vimeo.com/video/622655061?h=164d009e78>



# MFJS Equipment List

- 2-3 Canon C-200s
- 2 Manfrotto Tripod
- Boom Mic and XLR cable
- Sandbags
- Collapsible Circular Reflectors
- DJI Drone
- Steady rig (wheel)
- 2 light kit (just incase)
- 3-6 lens kit (6 preferred)



# Production Schedule

## Friday, April 14

- Initial location scout for Solar Garden project

## Tuesday, April 25

- Shoot day: VOC office interviews (2 PM)

## Thursday, April 27

- Shoot day: Calwood forest restoration footage (2 PM)

## Tuesday, May 2

- First edit/footage log day
- Get client feedback on what we have

## Thursday, May 4

- Finish editing VOC Overview video, submit to client for feedback
- Trail maintenance shooting

## Tuesday, May 9

- Rough cut screening day

## Thursday, May 11

- VOC Overview video deadline (TBD)
- Reshoot day if needed

## Friday, May 12 and Saturday, May 13

- Project Highlight shoot days
- Filming on location all days

## Tuesday, May 16

- Edit day- Donor and Project Highlight videos

## Thursday, May 18

- Fine cut screening day with client

## Tuesday, May 23

- Fine Cut Screening

## Thursday, June 1

- Final screening day

# TENTATIVE SHOOT DATES

(to be confirmed by client)

April 25



## *Production Day 1*

- Interviews with VOC community members
- Interviews with donors

April 27



## *Production Day 2*

- Interviews day 2
- How VOC provides accessibility
- Get footage from previous project site

May 11



## *Reshoot Day*

- Implement feedback from client

May 12/13



## *Project Highlight Production Day*

- On-site at project location

Dates may change based on client needs  
An extra shoot date for more project footage  
may be possible on April 15, May 4, or May 6



# Storyboard and Creative Concepts



# Project Highlight Video

## Distribution



## Target Audience

- Millennials and Gen-X  
Ages 23-57
- Non- gender specific
- Colorado Locals
- Activists, Environmentalist  
and do gooders
- volunteers

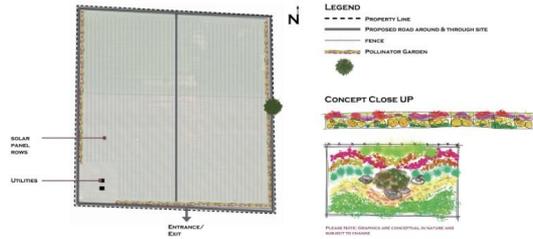
## Duration

- 10 second instagram reel
- 1-1:30 minute promotional video

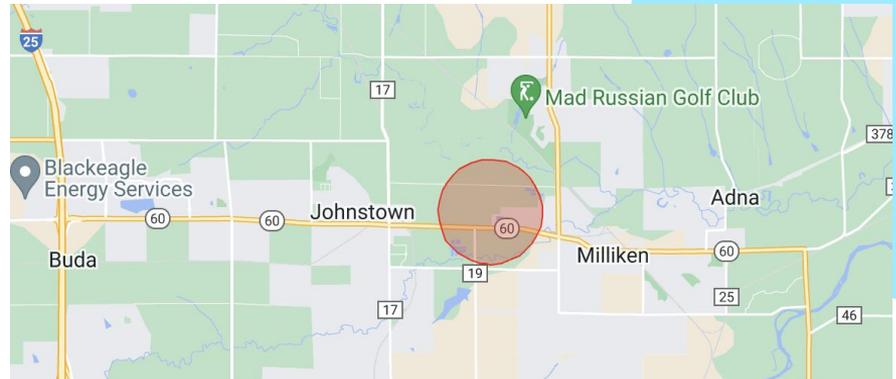
## Contents

- Current projects
- Nature
- Community
- Documentary style interview
- Drone shots and artistic shots of  
volunteers working

# Shoot Location: Project Highlight



Concept art of the new solar garden in Johnstown. Photo: Chickadee Pine Designs, LLC



Johnstown, CO (solar garden)



Future site of the new solar garden in Johnstown. Photo: Evan Barrientos/Audubon Rockies



Future site of the new solar garden in Johnstown. Photo: Evan Barrientos/Audubon Rockies



Milkweed and solar panels at Jack's Solar Garden. Photo: Evan Barrientos/Audubon Rockies



Montage made up of drone shots, close ups, medium long shots, and slow pans of Colorados beauty and past projects.





Medium Shots of trails, pans of people walking on the trail, wildlife close ups



Casual documentary style  
interview, footage of  
volunteers working on project,  
medium shots of the  
landscape, equipment; and  
drone shots of the project  
location.

# VOC General Video

## Distribution



## Target Audience

Millennials and Gen X  
Colorado locals looking for  
involvement  
Families and Individuals  
Volunteers and donors

## Visuals

- Drone shots of Colorado's natural beauty and resources
  - Community engagement
    - Their facilities
    - The work they have done
- Team bonding, volunteers laughing, and nature
- Voice over of VOC's people, places and purpose

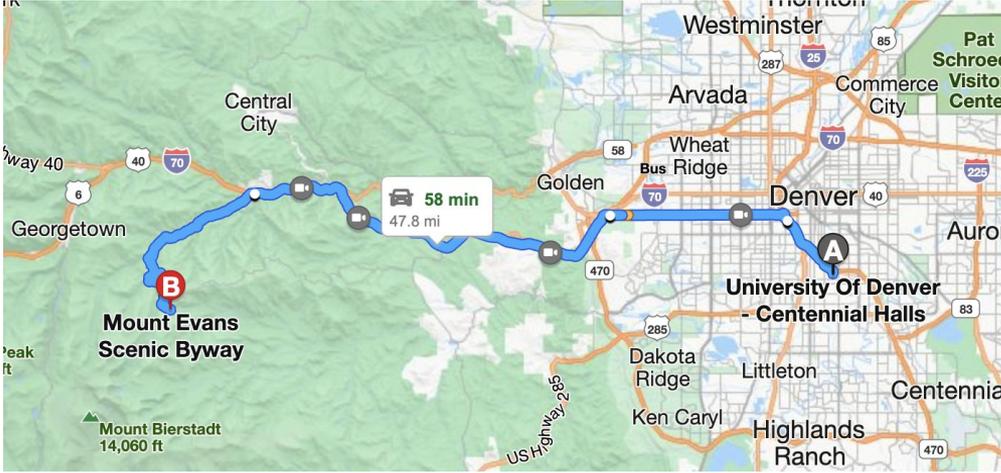
## Duration

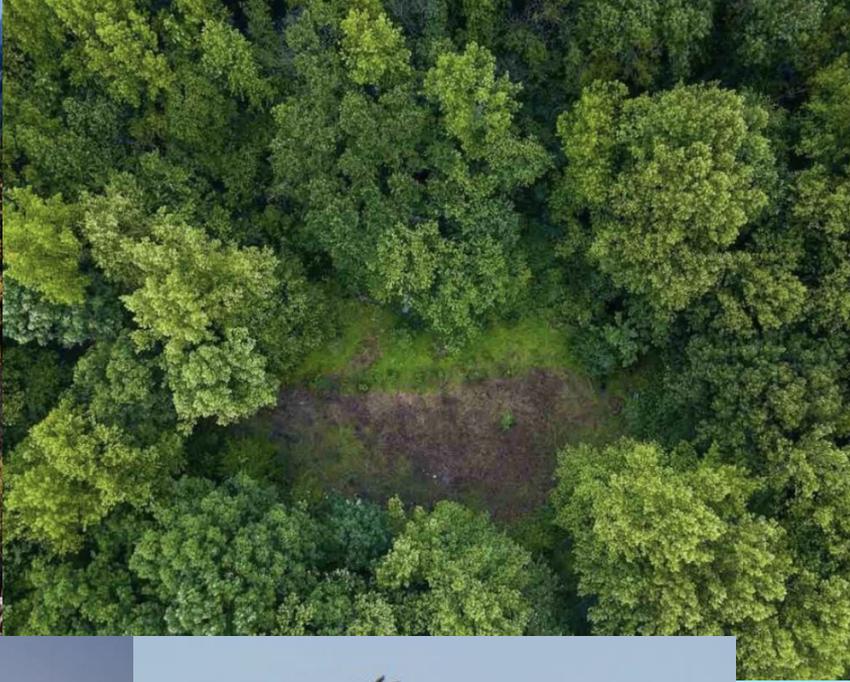
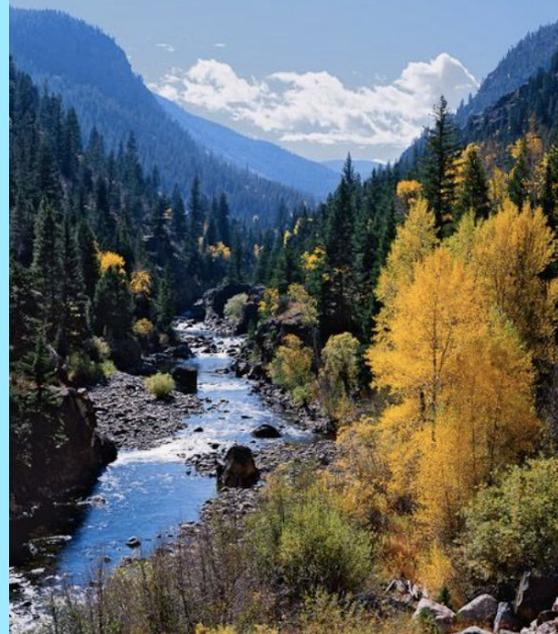
1- 1:30-minute video



# Shoot location:

Footage will be a compilation of shots from various locations. The interview footage used will have been collected on the Solar Project location.





Showcase colorado's natural beauty and resources. Medium shots of wildlife, close up shots of vegetation.



Casual documentary style interview of the volunteers, and their personal stories and relationships with volunteering at VOC.





Artistic visuals accompanying the voices of the volunteers. Medium shots of volunteers working, POV shots of the work, Medium shots of volunteer camaraderie.

# Donor Promotional Video: Follow the money

## Distribution



## Target Audience

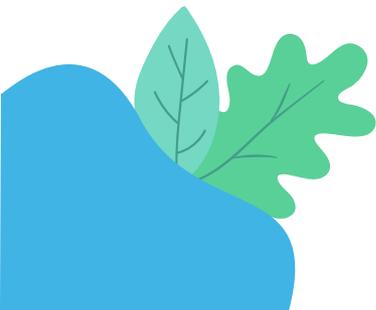
Millennials and Gen X  
Colorado locals looking for  
involvement  
individual Donors

## Visuals

Following the money to see  
what donations fund:  
equipment, food, facilities  
Money goes back into the  
community which goes back  
into nature.

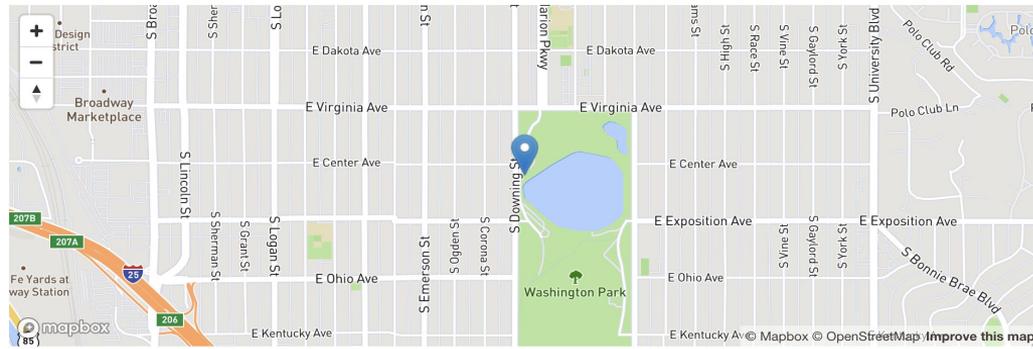
## Duration

1-1:30 minute donor pitch



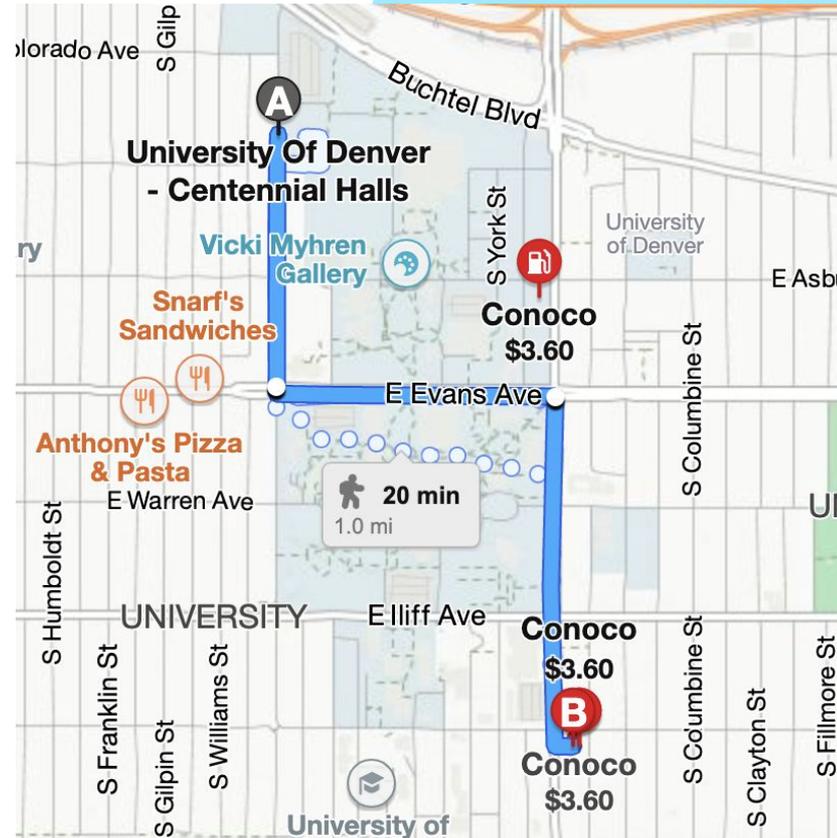
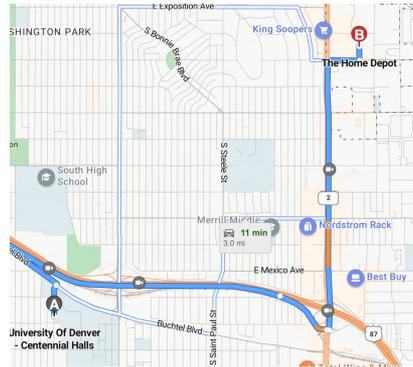
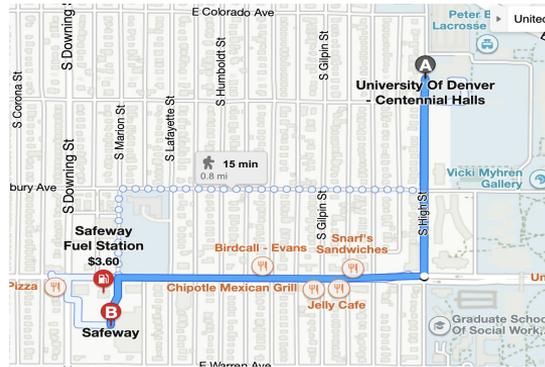
# Shoot Location:

Shots from Solar project will be used in this video



## Denver Main Office

600 S Marion Pkwy, Denver, CO 80209, United States, 303-715-1010





Close up of hands putting money into an envelope.  
Close up of money being put into donation bin.



Medium shot of donation bin being taken back  
to VOC headquarters.



Close up of hands using the money to buy equipment



Close up shots of money being used to buy gas for carpooling and travel



Follow the dollar to see the many ways your donation helps VOC help the environment



Close up of hands using the money to buy groceries for project lunches





Visuals of people getting out of the carpool car, volunteers using the tools, and eating the food during lunch. Video will end with a zoom out drone shot, highlighting Colorado's beauty.



# Thanks!



Do you have any questions?

