

- 1. What is the reason for making the video and who is the target audience?**
 - What is the situation, product, service, problem, conflict or challenge that the organization wants to address in the video?
 - What is the purpose of the video (to create awareness, to educate, to recruit volunteers, to change perceptions, to raise funds, etc.)?
 - Who is the target audience (be specific)?
 - Where will the video be seen (website, social media platforms, email marketing campaigns, etc.)?
- 2. What is the message?**
 - Is the message clearly defined, simple, easy to understand and memorable?
 - What are the key points/sections/topics of the video?
 - What is the emotional impact to be created (anger, joy, nostalgia, happiness, inspiration, etc.)?
- 3. What criteria will determine the video's success?**
 - Has an outline and/or script been developed or does it need to be developed?
 - Is speaker video footage and supporting footage/images available from the organization?
 - Does supporting footage/images need to be provided?
 - Does additional speaker video footage need to be shot?
 - Is voiceover needed for the video?
 - Are logo, branding graphics, color scheme and font selection available?
 - What is the desired length of the finished video?
 - What is the timeline for production?
 - Who are the decision makers and stakeholders and are they available for timely feedback?