

Direct Forum is a free email newsletter containing useful direct marketing tips, news updates and how-to information. It's convenient, informative and I am not trying to sell you anything!

**1. Five tips on how to use images and sound to make your communication more impactful.**

**2. Video of the month: *Everyone deserves a future.***

## **Five tips on how to use images and sound to make your communication more impactful.**

The five basic rules of using image and sound in marketing — whether direct mail, print, acquiring a grant, social media, or video — are:

- 1. The kind of image you select to communicate your message;**
- 2. The small details you include in your image;**
- 3. The sound you select for your video;**
- 4. How you compose your images;**
- 5. How to use real life to tell a story.**

## 1. The kind of image you select to communicate your message.

### Only show a single victim.



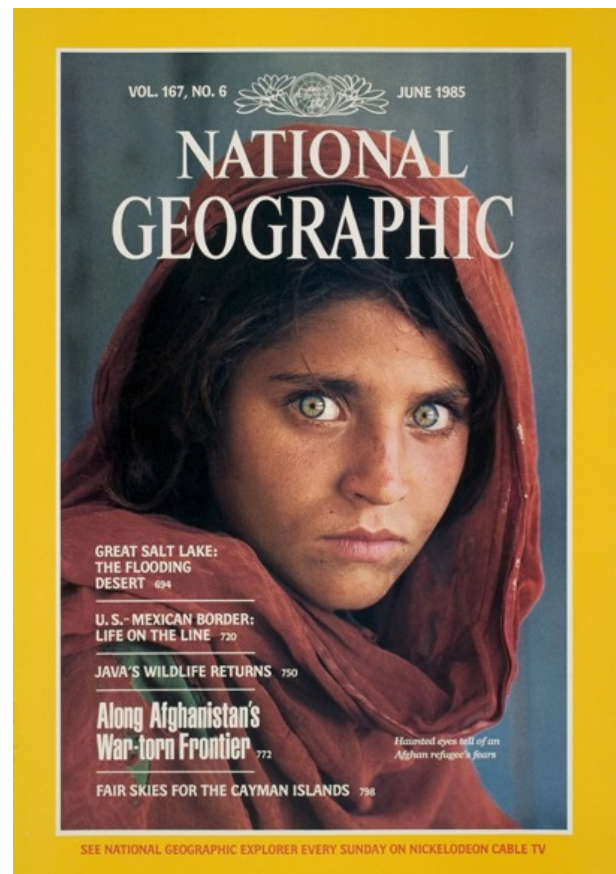
The above limp, lifeless body of the little Syrian boy who drowned resulted in more outrage and response than the daily images on TV of millions of Syrian refugees fleeing.

Researchers call it *The identifiable victim effect*.

That's because fundraising is all about emotions and people are willing to give more money to help a single victim rather than to help many victims. You would think that people would be more interested in helping ten sick children, rather than in helping just one.

Our hearts rule over our heads. In a series of experiments, it was found that people are much more responsive to charitable pleas that feature a single, identifiable beneficiary, than they are to statistical information about the scale of the problem being faced by an entire group of people.

### And use images that make eye contact with your reader.



The famous Afghan cover picture of the girl looking straight back at the reader is a classic example of eye contact. This always has the stopping power to catch the reader's attention

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## 2. Use a picture that is worth a thousand words.

For example, the photo below of a recently married woman grieving for her lost husband.

Music is key to captivating viewership. Select it well to reflect what you wish to convey



## 3. The sound you select for your video.

When it comes to storytelling by video, nothing beats the musical score that is part of the narration.

Case in point the classic score from the movie Psycho:

<https://youtu.be/fZkLZ3IXcWM>

## 4. How you compose your images.

Here's a beautiful video that explains it all.

<https://youtu.be/CvLQJReDhic>

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## 5. Use real life to tell a story

Case in point: this America's Got Talent video tells a powerful story. If you work for the Colon Cancer Society, why not get permission to use it in your social media posts?



<https://youtu.be/boK9z1hSasQ>

### **In conclusion: Your images and message need to help donors feel good about giving.**

Charities frequently focus on showing tragic situations to motivate donors to help. However, charities can sometimes go too far in focusing on the negatives as too much negative communication can overwhelm and upset potential donors, which can deter them from giving.

Additionally, while people often help due to feeling sadness for others, they also give for the warm glow and feeling of accomplishment that they expect to get from helping.

Overall, charities need to remember that most donors want to feel good for doing good and ensure that they achieve this. One reason why the ALS Ice Bucket Challenge was such an incredibly effective approach to fundraising was that it gave donors the opportunity to have a good time, while also doing good.

Remember, there is great wisdom in what Maya Angelou wrote:

*“I’ve learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel.”*

# Video of the month: Everyone deserves a future.



82.4 million people worldwide had to leave their homes, families and lives, due to persecution, war, violence, or human rights violations. With this new campaign, Emergency—an Italian NGO that provides free, high-quality healthcare to victims of war—invites each of us to think about the consequences of war through the eyes of those who experienced it.

War separates what love creates.

Link: <https://youtu.be/EWPaXOkDs1Y>

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