Amplify Charity Films

Sharing Your Story

How to use your charity video for maximum impact

At the Matthew Good Foundation, we know small charities have powerful stories but often lack the time or resources to share them. That's why we created the Amplify Charity Films programme, funding professional films tailored to whatever you need, from raising awareness to supporting campaigns, training, attracting funders, or capturing lived experience.

This guide has been designed to help you get the most from your film after it has been produced, including sharing and tracking its impact. It brings together practical tips, examples, and simple steps you can use straight away, even if you don't have marketing experience or dedicated comms staff.

Our aim is to give you the confidence, tools, and support you need so your film doesn't just look great, but continues to be a valuable asset for your organisation long after it's made.

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Sharing Your Story

How to Use Your Video for Maximum Impact

Creating a charity video is only half the story. The other half is getting it in front of the right people. Many organisations stop at "upload and hope," but without a clear distribution strategy, even the most powerful film may go unseen.

A thoughtfully shared film can amplify fundraising, recruitment, awareness, advocacy, and partnerships. It allows supporters to connect emotionally with your mission, demonstrates your professionalism to funders, and gives your team a shared asset to communicate your story consistently.

This guide explains how to promote a charity film effectively so you can maximise visibility and impact, including where to share it, how to repurpose content, ways to engage your supporters, launch timing strategies, and how to use it effectively in funding applications.

1. Core Places to Share Your Film

Once your charity film is ready, the next step is making sure it reaches the right people. Strategic placement is key - simply uploading it to your homepage isn't always enough. By targeting different platforms and audiences, you can maximise impact, engagement, and potential support. These charity video promotion tips will help you reach the people who matter most.

Your website

Your website should act as the central hub for your film. Place it prominently on the homepage or create a dedicated page with context about the story, supporting images, and clear calls to action (donate, volunteer, or sign up for updates). Ideally, your video will be directly uploaded and hosted on your site so it can be watched reliably without users leaving the page.

Video Hosting Platforms

If your website has hosting limitations, platforms like YouTube or Vimeo are excellent alternatives. They provide free hosting, can usually be embedded within your site, and offer tracking of views and engagement.

Newsletters

Use any printed or email newsletters to showcase your film. Include a short teaser, a compelling thumbnail, and a direct link to watch the full video. For print, consider generating a QR code so people can scan the link with their phones. If you send different newsletters to different groups such as donors or service users, tailor the messaging to resonate with each audience. If you have an email signature attached to all your emails as standard, you could also add a link to your video there.

Social Media

Different platforms require different approaches, so when sharing a charity video on social media, bear these in mind.

- **Facebook & LinkedIn:** Post the full film (or a trimmed version) with an engaging caption. Uploading directly to the platform usually gives better visibility than linking to your site or video host. Mixing post types can also be effective.
- **Instagram, TikTok & YouTube Shorts:** Use shorter clips or trailers to grab attention and meet platform guidelines. Portrait orientation works best to fill the screen and maximise engagement. Create multiple clips highlighting different parts of your story to keep content fresh.

If you receive a film through the Amplify Charity Films programme, you can let your filmmaker know if you want clips formatted for social media and they can usually provide them. If not, free tools like Clipchamp or Canva can help you create basic edits yourself.

Don't forget to use hashtags to extend reach, and always tag relevant partners and encourage your network to share clips widely – more on this later.

Events and presentations

Whether it's a community open day, trustee meeting, or funding pitch, showing your film in-person reinforces your message and adds emotional impact that written materials alone can't achieve. Check event facilities in advance to ensure you can screen your film, and play the original copy from your device, using WiFi to stream video from online platforms can often go wrong!

Partner networks

Collaborate with other organisations, funders, or local authorities who share your mission. Ask them to feature your film on websites, newsletters, or social channels, extending your reach to new, relevant audiences.

With your permission, the Amplify Charity Films programme can host and share films we have funded on our social media and other communications throughout the year, helping you reach an even wider audience.

2. Repurposing Your Video for Maximum Reach

Your charity film is a powerful asset, and repurposing it is an important part of effective charity marketing, and one full-length video won't always fit every platform or audience. Repurposing it into a range of shorter clips, graphics, and tailored content ensures your story reaches more people in formats that work for them.

Create bite-sized clips

Break your main film into a number of short clips of 15–60 seconds for social media, email campaigns, or events. Focus each clip on a single message, such as a personal story, a service highlight, or a call to action. These shorter clips are easier to watch, share, and engage with, especially on Instagram Reels, TikTok, and YouTube Shorts, and they increase the amount of content you can post, keeping the momentum of your new film going for longer.

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provide them. If not, free tools like Clipchamp or Canva can help you create basic edits yourself.

Use graphics and captions

Not everyone watches videos with sound, particularly on social media. Adding captions or key text overlays ensures your message is understood even without audio. You can also combine stills or quotes from your film with simple graphics to create shareable posts, posters, or email banners.

If you receive an Amplify Charity Film, you can often request photos and built-in captions as part of your package. But there are also many tools to help add captions, and many platforms, including YouTube, Instagram reels, TikTok, Facebook and Canva can all add captions automatically.

Tailor content to audience and platform

Different audiences respond to different approaches, so think about who follows you where and shape your content accordingly:

- **Funders:** Focus on outcomes, impact, and testimonials. More likely to be found on LinkedIn.
- **Service users or community members:** Highlight practical support, accessible advice, and positive stories. Typically active on Facebook, TikTok, Instagram, and YouTube.
- **General supporters:** Lean into emotional storytelling, transformation, and clear calls to action such as donating or volunteering.

3. Activating Your Supporters to Share the Video

Once your film is live, the most effective way to increase the reach of your charity video is to empower the people already connected to your organisation. Staff, volunteers, trustees, ambassadors, and local partners all have their own networks, which are often far bigger and more diverse than your charity's official channels. Giving them simple tools and clear guidance can massively extend your film's impact.

Staff and Volunteers

Your team are your biggest ambassadors. Provide them with ready-made posts, suggested captions, and a selection of short clips so sharing feels effortless. Include the film in your staff or volunteer onboarding so it becomes part of how people talk about your work from day one. Don't overlook informal channels: WhatsApp groups, community Facebook pages, or neighbourhood forums can generate grassroots interest far beyond your main accounts.

Trustees and Ambassadors

Trustees often have strong professional networks, especially on platforms like LinkedIn. Encourage them to share the film along with a personal comment about why they support your mission - these posts perform far better than organisational updates. Ambassadors and public-facing supporters can also help introduce the film to audiences you may not normally reach.

Community Groups and Local Partners

Local councils, NHS teams, schools, libraries, and grassroots organisations are ideal partners for widening your reach. Many are happy to share community-focused content if you make it easy for them: provide a short email they can forward, a pre-written social post, or a version of the film that fits their preferred platform.

Regional media, community hubs, and local influencers may also cross-post if the story has local relevance.

By activating your wider network, your film becomes more than a one-off upload. It becomes a shared asset that travels through trusted, authentic voices, reaching people who might never find it otherwise.

4. Timing & Launch Strategy

Releasing your film at the right moment can make the difference between a post that disappears quietly and a launch that sparks real engagement. A thoughtful timing strategy ensures your film reaches people when they're most receptive, aligns with your wider goals, and creates momentum rather than a single burst of activity.

Plan Your Launch Window

Choose a moment when you're likely to have your audience's attention. This might be tied to a campaign, a funding appeal, a key service update, or the publication of an impact report. You can also significantly increase visibility by aligning your launch or re-share with wider moments such as fundraising drives, national awareness days, or seasonal campaigns that connect to your cause.

Avoid launching during particularly noisy or low-engagement periods unless your film directly relates to them.

Build Anticipation

A successful launch is rarely just the day your film goes live, and forms a key part of how to promote a charity film successfully. Use the lead-up week to share stills, quotes, or a short teaser clip to build curiosity. Let your team, trustees, and close partners know the launch date so they can be ready to amplify posts early. If you send newsletters, time them to coincide with your release.

Release, Optimise and Reinforce

When you publish the film, support it with strong copy and relevant hashtags or key sector-specific keywords. Research which terms your community, beneficiaries, or peers use so your content is more discoverable and appears in topic searches. If you follow up with short clips following the main release, the continued engagement will help algorithms push your content further.

Use this period to interact actively with comments and re-shares to keep momentum high.

Revisit, Refresh and Re-share

Your film has a long life beyond its initial debut. Re-share the full film or individual clips periodically, especially during linked campaigns or relevant awareness days to bring the story back into view. New followers may have missed earlier posts, and gentle repetition helps reinforce your message. A well-timed re-share can introduce the film to fresh audiences and revive engagement months after launch.

5. Using Your Charity Film in Funding Applications

A charity video isn't just a public-facing tool, it is valuable charity marketing asset that can give your funding applications a powerful edge. Many funders read hundreds of bids, often under time pressure. A well-crafted film helps your application break through the noise by communicating need, impact, and credibility faster than text alone. The main reason that non-profits ask us for an Amplify Charity Film

is to help communicate their story in funding bids, so here is some specific information to help you with this.

Why Charity Films Work for Funders

Funders frequently skim applications, especially in early review rounds. Your film can quickly deliver the emotional clarity and real-world context that's hard to convey in written form. Seeing the people you support, their voices, faces, and environments, helps funders immediately grasp the scale and urgency of your work. It also signals professionalism: a strong film demonstrates organisational capacity, planning, and care, which reassures funders that their money will be well used.

Where to Include Your Film

Most grant makers will accept links within online forms, or digital uploads. If the application platform allows it, include your film directly in:

- Online forms (via link or file upload)
- Pitch decks or presentations for corporates and philanthropists
- Emailed proposals to trusts and foundations
- Annual reports or impact reports that accompany bids
- Digital grant portals or online dashboards (if embedding is supported)

You don't need to overuse the film, one strategically placed link can be enough, but it should be positioned where funders naturally look for evidence, outcomes, or stories.

Practical Tips for Using Film in Funding Bids

To make sure your film strengthens, rather than complicates, your application:

- Use a clean, reliable link. YouTube or Vimeo both work well and load quickly, and can provide private links if you don't want the film to be publicly available.
- Add timestamps if there's a relevant moment to a particular funder. You could do this using YouTube sharing features, or you could just write into the proposal for example, "See 00:42 for John's testimonial."
- If you have shorter clips prepared, tailor which you send to different funders, emphasising the priorities each cares about.
- Provide a one-sentence written summary next to the link so the funder knows what to expect.
- Ensure accessibility with captions and, ideally, a transcript. Many funders read quickly with sound off.

Creating a 'Funding Edit'

A dedicated shorter 90 second "funding edit" is sometimes worth briefing in to your film maker, and we often accommodate these requests in the Amplify Charity Films programme. A version designed specifically for grant makers should focus on:

- The need you're addressing
- The outcomes and evidence you've achieved
- A clear line of sight between support and impact
- Lived experience, shown authentically and concisely
- End with a soft call to action, such as "With your support, we can reach more families like Sarah's."

Examples in Action

Below are some examples of charity films that were funded through the Amplify Charity Films programme, showing how different approaches can help charities reach their goals. These examples show that even a single short charity video can help with a wide range of goals, and when used thoughtfully, a well-communicated film can make a real difference for a charity.

The Peel Project

Kept their film simple, focusing on just one event. By sharing the film through their networks on social media, it reached over 1,000 people, and it also helped secure funding from the local council and other funders for the same event in future years.

Click here to watch

Sailors' Children's Society

Aimed their film at corporate funders, including testimonials from supporters. They launched it at an event hosted by one of their supporters, which led to two new corporate partnerships. Showing the film in funding meetings continues to help bring their work to life.

Click here to watch

Jubilee Life College

Turned service user stories into a series of short clips. They shared a new film each month for six months on social media. This kept people interested over time and made sure each story was seen.

Click here to watch

Somerset Wildlands

Used their film in funding applications and in a public fundraiser, which raised £20,000. In the year after the film, the charity's income more than doubled, showing the real difference a film can help make.

Click here to watch

Water Harvest

Had a main film and extra films about project beneficiaries. A few years later, they updated their content by re-editing three new films that combined old and new footage. This helped the charity keep their story fresh and relevant for funders and supporters.

Click here to watch