

# Multimedia – Short Form Video

## Thank You: Legacy and Leadership *Texas A&M University*

### Objective or purpose of project:

The Legacy and Leadership video was a feel-good, heart-warming video spotlighting different scholarship recipients across the Texas A&M College of Agriculture and Life Sciences. Initially, this video was created to share at the annual Legacy and Leadership banquet, however due the overwhelming response from the audience at the banquet, the College of Agriculture and Life Sciences decided to additionally share across social media in a few different ways over the following several months to leverage social media as a tool to carry the sentiment created at the banquet.

### Audience:

The primary audience of the video included donors and existing friends of the Texas A&M College of Agriculture and Life Sciences that have already given to the college in a form of a scholarship. The college wanted to thank and honor their existing generosity, while celebrating the very real and life-altering impacts their gifts had on those students. Additionally, the secondary audience included prospective donors and former students interested in finding ways to give back to the student body.

### Project Outcome:

The outcome of this video exceeded any and all expectations and previously set precedents with this existing audience base. When this video was first revealed at the annual Legacy and Leadership banquet, the response was amazing to witness. The video caused college leadership, donors and students alike to tear up as well as inspire some of the most heartfelt conversations between donors and those students receiving their specific scholarships. After seeing that response, it was important to the college that they found a creative way to carry that heartfelt feeling throughout the next few weeks. They wanted those individuals in attendance at the banquet to not only have the ability to watch the video again, but be continuously reminded about why their gifts matter and the real impact they can potentially have on a student in need when they give. Therefore, the college not only broadcasted the video far and wide across social media the week following the banquet, but they paired the social media post with a link to the press release announcing the total amount of scholarships awarded the previous year. All in all, the video within the social media posts received thousands of views and the original purpose of the video surpassed all expectations. Additionally, given the way the video was created with the different clips of students, the video was then able to be cut and reformatted into several smaller videos of specific interview quotes shared across social media throughout the next few months to care the sentiment with our donor audiences even longer.

### What makes this project exceptional?

This social media video was exceptional because it represented a new and effective way to amplify the college's stewardship goals, bringing together both in-person events and social media. Because of the success this video had on social media, the college has worked out a unique formula to stewardship that extends past events. When donors have the ability to attend an event on campus, walk past the iconic Texas A&M-landmarks and be present with the students they are directly supporting, it creates powerful feelings. However, when they leave campus and return to their lives, they do not necessarily see the faces of the students day-to-day, nor do they remember what makes attending Texas A&M so special. This video was designed to be upbeat, positive yet heartfelt and genuine. The video was created in a way to make sure the faces of the students shined, and the audience could listen to their unique stories about how their scholarships impacted them. By sharing this video on social media, the college created a tool for the donors to carry their memories and reminders of their impact back home.



Watch the full  
Thank You:  
Legacy and Leadership  
video.

