



What type of video production did you produce?

1) Spring 2023: A promotional video for our Red Jacket Gala, celebrating CYP's 25th Anniversary. The video featured a fireside chat with CYP Executive Director Darryl Bundrige, Idealist of the Year Wyneshia Foxworth, and Corps keynote speaker Josh Chun.

2) A video thanking our individual donors and showcasing the impact of their donations on our students and Corps members, who serve as Student Success Coaches. This video featured Darryl Bundrige and CYP alum Olivia Baptiste.

3) A video highlighting CYP's corporate partnerships, featuring three corporate partner liaisons—Maggy Wilkinson (Athena Global Advisors), Ann Marie Bell (Glenmede), and Damon Rankin (Berkadia)—alongside Darryl Bundrige.

In your opinion, was the video successful and why?

All three videos successfully achieved their intended goals. The latter two videos are semi-evergreen and can be utilized by our team for the next few years, making them a cost-effective marketing tool. They provided effective ways to communicate with different CYP audiences (donors, corporate partners, champions) and highlight various aspects of our work.

Where did you market the video and which platforms does it live on?

These videos have been marketed on various digital platforms, including CYP's YouTube channel, website, social media channels, and email newsletters. The corporate partnerships video was also recently featured at a Corporate Community Breakfast event for current and prospective partners.

What is some feedback you have received around your videos?

The videos have received overwhelmingly positive responses both internally and externally. The video showcased at the Corporate Community Breakfast received fantastic feedback, with guests feeling it helped deepen their connection to CYP's mission and provided better insight into what it means to partner with City Year.

What was it like working with the Dakota Studio Team?

The Dakota team has been excellent thought partners throughout every stage of the video creation process, from defining the initial concept and sorting out logistics up through filming and editing. The videos are of extremely high quality, and both the first cuts and final edits are turned around quickly. The Dakota team responds to emails promptly and is always eager to answer questions or help with troubleshooting.