



What type of video production did you produce?

It was a lacrosse community event production for a nonprofit organization, Sow Good Now. The video included employees of Dakota who stepped up to volunteer and serve as community leaders and role models to youth.

In your opinion, was the video successful and why?

The video is successful because it captures the participants, the players and their coaches building community, mentoring, and forming bonds in meaningful ways and inspires compassion. The video tells our story in a way that makes others want to do more and give more.

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

We sent the video out in an email campaign to donors and volunteers. We posted it on socials including LinkedIn, Instagram, Facebook and tagged community partners. The video lives on our Youtube channel in its entirety and in pieces in shorts.

What is some feedback you have received around your videos?

The comments we received are: wow, inspiring, amazing, heartwarming, cool, and can we do something similar?

What was it like working with the Dakota Studio Team?

The Dakota team was very nice to me from start to finish. They are patient, professional, responsive, considerate and extremely talented. They also shared that they felt our mission was important in serving the underserved. It was an honor to work with them.