

Animated Video Planning Worksheet



Your Project

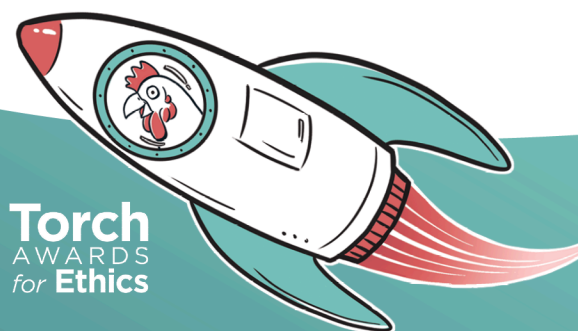
What's the goal of this animation or series?	
What's the subject of your video?	
Does the content for your video already exist somewhere as reference?	
Who will write the script in a concise, clear way? Who will review it?	
Who will review your script to ensure it aligns with community-centric fundraising and ethical storytelling principles?	
If you had to summarize what you're trying to get across in three points, what would they be?	
Where will this video primarily be viewed?	

Ready to collaborate on your project?

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Your Project Continued

What action would you like your audience to take immediately after watching this video?	
What's your intended deadline/ launch date?	

Your Audience

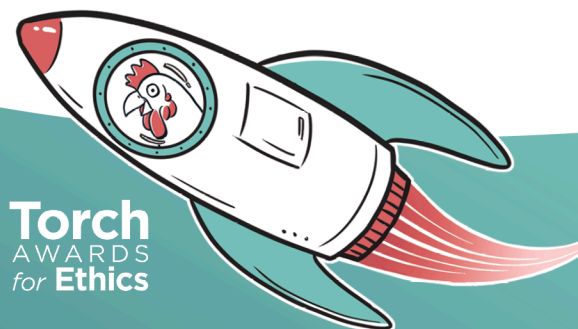
Who is your target audience? (Consider demographics, background, perspectives, responsibilities, or experiences)	
What do they care about?	
What are their biggest problems or pain points?	

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Your Solution

Exactly how do you (or your idea) help solve their problems?	
What sets your solution apart?	
How will the audience's life be better after this solution?	

Your Branding

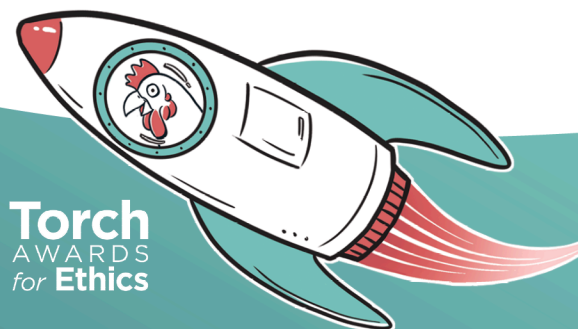
Are there any specific reference images to inform illustrations?	
Do you have any existing videos that inspire you?	

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Your Voice

How would you describe your brand voice?

On tone:

Informality and humor are powerful tools for greater audience engagement - even (and *especially*) for animating serious topics.

Place an "X" where the tone of your project falls on these two spectrums:

Serious

Playful

Casual

Formal

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