



NonProfit
HelpDesk

2024-2025



Nonprofits:
We're Here To
Help **YOU**

Ethical Storytelling
& Trauma-Informed Video Production

TUESDAY AT NOON | FACILITATOR: Make A Scene Media

NONPROFIT HELPDESK

We're here for you!

- Free Live Workshops
- Archive of Past Workshops
- LinkedIn Community
- Free Expert Support

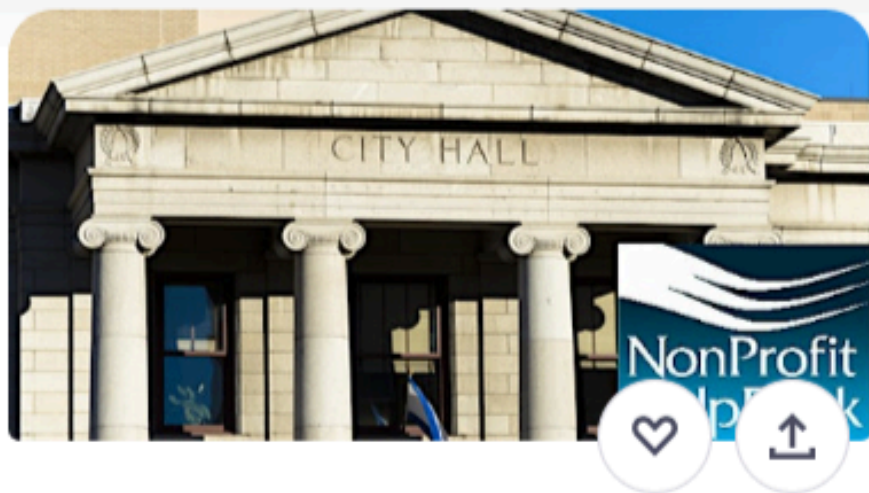
Find out more at www.nphd.org

These workshops are funded by generous allocations from Council Members and

Sobel Bixel
CONSULTING FOR NONPROFITS



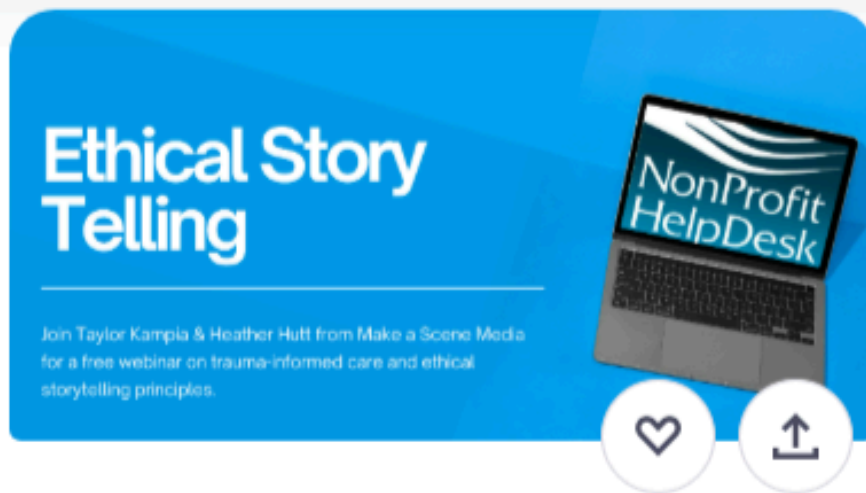
Nonprofits:
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Help YOU



You've Been Awarded NYC Discretionary Funding! What...

Monday • 7:00 PM EDT

Free



Ethical Story Telling

Join Taylor Kampla & Heather Hill from Make a Scene Media for a free webinar on trauma-informed care and ethical storytelling principles.

Ethical Story Telling

Tuesday • 12:00 PM EDT

Free



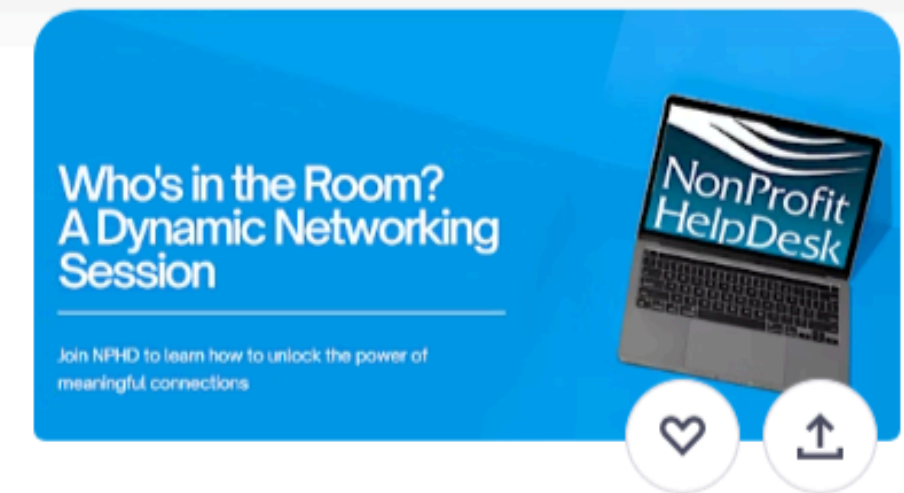
Best Practices for Annual Board Meetings

Join Yzeret Schulman of the Schulman Law Group to learn the do's & don'ts, responsibilities, and the delicate balance between executive directors and board presidents.

Best Practices for Annual Board Meetings

Tue, Mar 25 • 12:00 PM EDT

Free



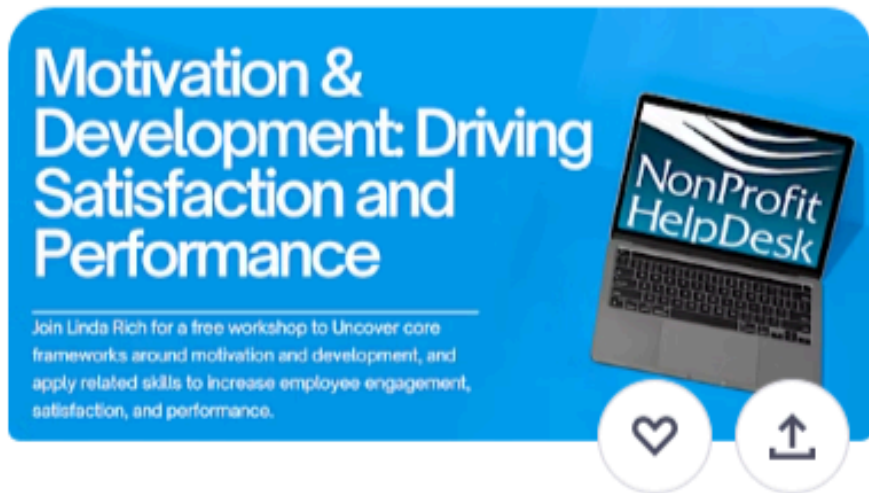
Who's in the Room? A Dynamic Networking Session

Join NPFD to learn how to unlock the power of meaningful connections

Who's in the Room? A Dynamic Networking Session

Tue, Apr 8 • 12:00 PM EDT

Free



Motivation & Development: Driving Satisfaction and Performance

Join Linda Rich for a free workshop to Uncover core frameworks around motivation and development, and apply related skills to increase employee engagement, satisfaction, and performance.

Motivation & Development: Driving Satisfaction and...

Tue, Apr 22 • 12:00 PM EDT

Free



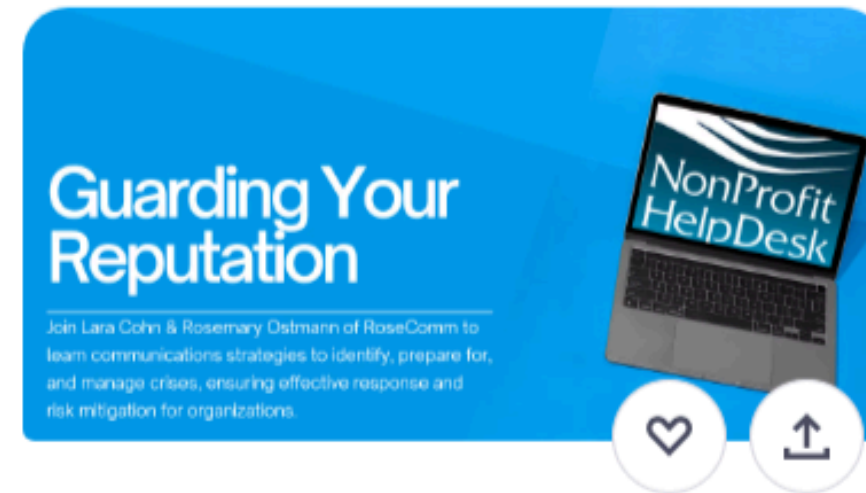
Multigenerational Conflict Resolution: Finding Common Ground

Join Krishna Powell of HR 4 Your Small Biz to learn to diffuse conflicts and strengthen workplace relationships in this workshop!

Multigenerational Conflict Resolution: Finding Common...

Tue, Apr 29 • 12:00 PM EDT

Free



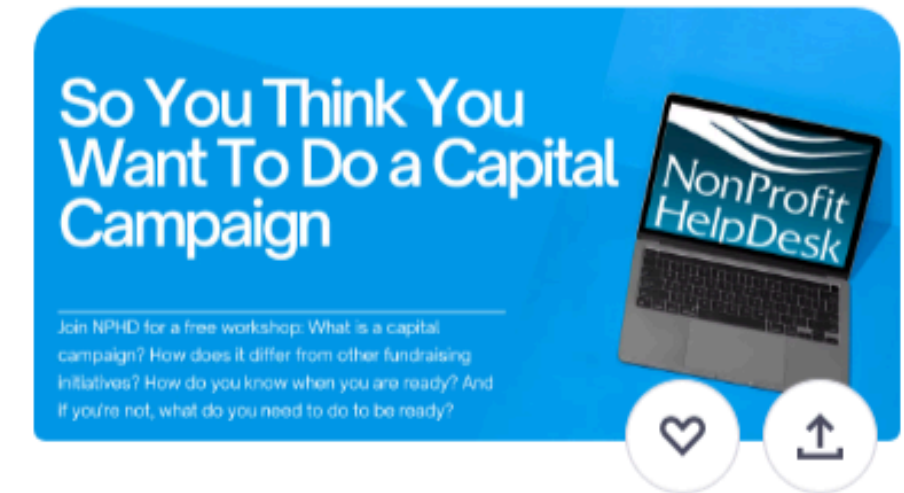
Guarding Your Reputation

Join Lara Cohn & Rosemary Ostmann of RoseComm to learn communications strategies to identify, prepare for, and manage crises, ensuring effective response and risk mitigation for organizations.

Guarding Your Reputation

Tue, May 6 • 12:00 PM EDT

Free



So You Think You Want To Do a Capital Campaign

Join NPFD for a free workshop. What is a capital campaign? How does it differ from other fundraising initiatives? How do you know when you are ready? And if you're not, what do you need to do to be ready?

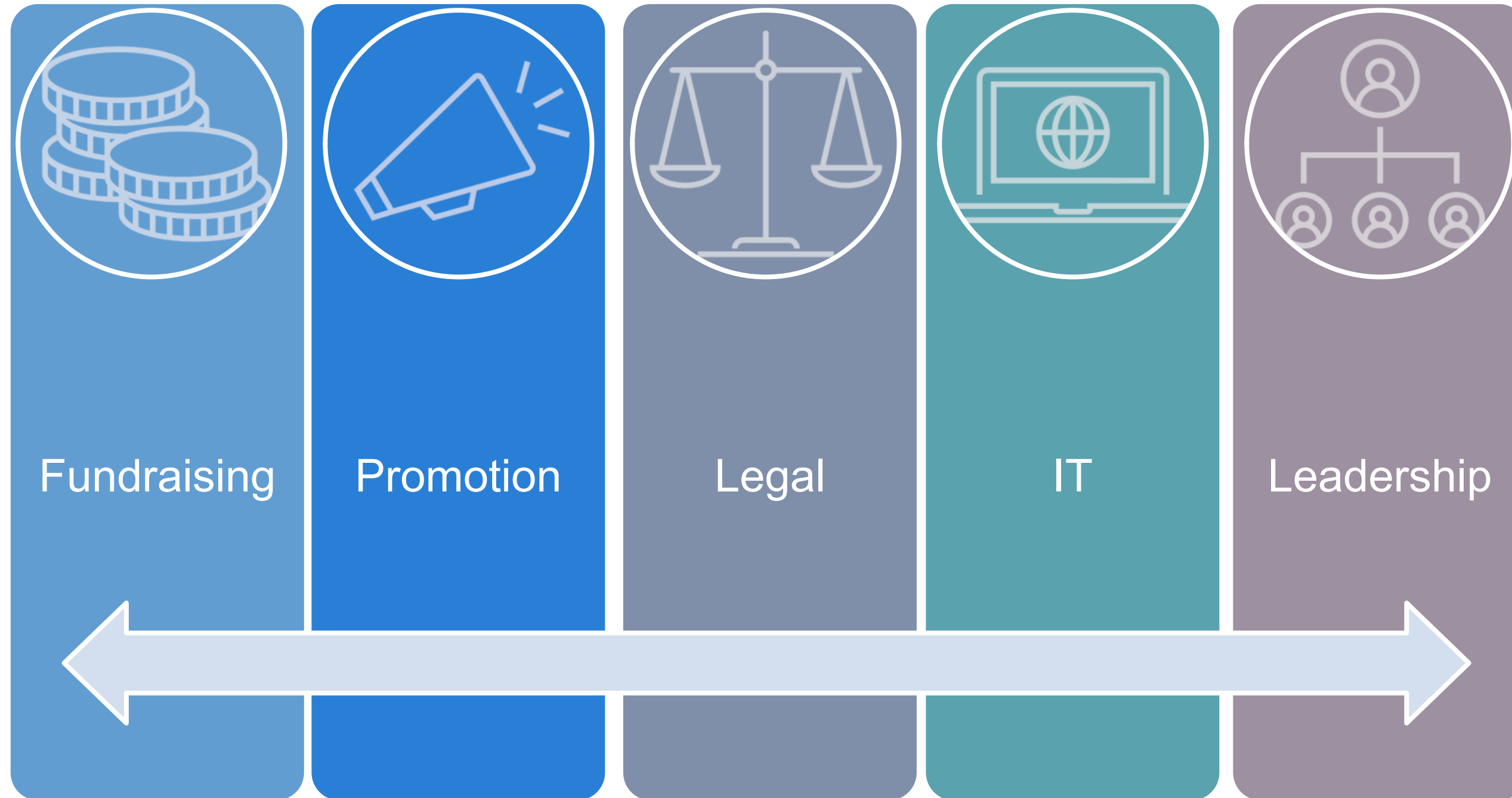
So You Think You Want To Do a Capital Campaign

Wed, May 7 • 12:00 PM EDT

Free



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**WE REALLY ARE A HELP DESK! JUST COMPLETE THE FORM AT
WWW.NPHD.ORG!**



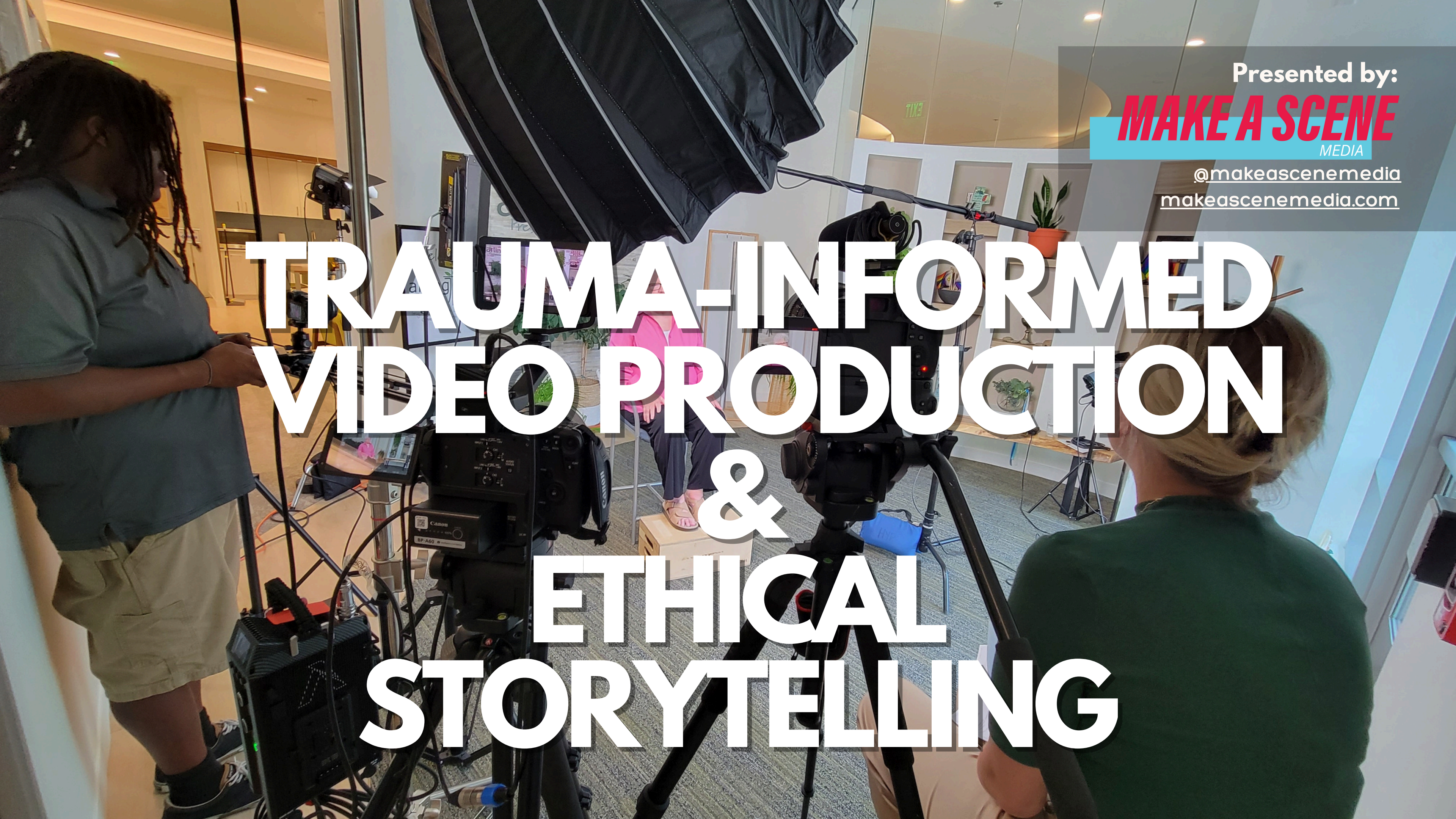
**Nonprofits:
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Presented by:

MAKE A SCENE
MEDIA

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[makeascenemedia.com](https://www.makeascenemedia.com)

TRAUMA-INFORMED VIDEO PRODUCTION & ETHICAL STORYTELLING



TODAY'S TALK

01 INTRO

02 WHAT IS ETHICAL STORYTELLING?

03 TRAUMA INFORMED VIDEO PRODUCTION

04 CASE STUDY 1: DOMESTIC AND SEXUAL
VIOLENCE SERVICES

05 CASE STUDY 2: TRUE GROUND HOUSING
PARTNERS

06 Q & A AND DISCUSSION



Taylor Kampa

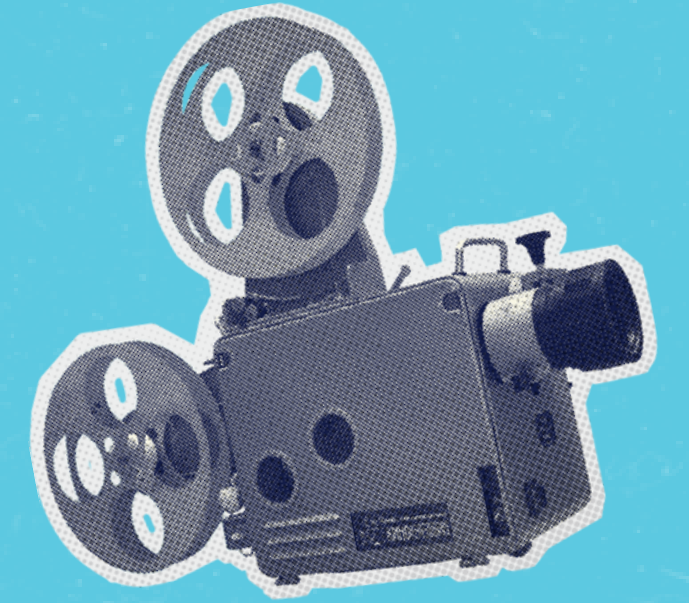
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Heather Hutt

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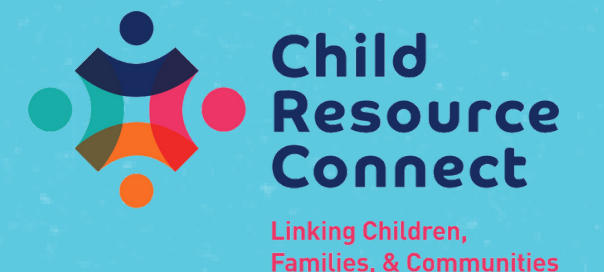
MAKE A SCENE
MEDIA



WE ARE MAKE A SCENE MEDIA

We are a full service video strategy and production company.

We develop, produce, and share award-winning videos that help further the missions of the organizations we collaborate with. Our work transforms apathy and unawareness into engagement and action through impactful and professionally made video content.



CONTENT WARNING

DOMESTIC VIOLENCE

JUVENILE JUSTICE

SEXUAL VIOLENCE

RETELLING OF
TRAUMA STORIES

AFFORDABLE HOUSING

You can:

TAKE A BREAK, GO ON MUTE, TURN OFF CAMERA, EXIT WEBINAR

**PRIORITIZE
SELF-CARE**

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POWER OF STORYTELLING

Building connections through
empathy and understanding.

Adding a visual story to data
increases retention 62%.

Johns Hopkins

A scholarship recipient gave a 5
minute version of their story and
fundraiser success increased 171%

Harvard Business Review

ETHICAL STORYTELLING

- ACCURATE REPRESENTATION
- AVOID STEREOTYPES
- COMPENSATION
- CONSENT
- POSITIVE, SOLUTIONS-BASED STORIES



Why is ethical storytelling worth it?



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WHAT IS TRAUMA- INFORMED CARE?



A MODEL OF CARE THAT ACKNOWLEDGES THE IMPACT OF TRAUMA AND AIMS TO CREATE A SAFE AND SUPPORTIVE ENVIRONMENT FOR THOSE WHO HAVE EXPERIENCED IT.

4 R'S

- REALIZE
- RECOGNIZE
- RESPOND
- RESIST RETRAUMATIZATION



GRETCHEN SOTO, LPSW
FORMER PROGRAM MANAGER, DSVS

TRAUMA-INFORMED + VIDEO PRODUCTION

- **REALIZE:** EVERYONE COULD HAVE TRAUMA, INCLUDING CREW. TRIGGERS COULD HAPPEN AT ANY POINT FROM PRE-PRODUCTION THROUGH DISTRIBUTION.
- **RECOGNIZE:** BUILD TRUST. ASK PEOPLE WHAT TO LOOK FOR, HOW TO RESPOND.
- **RESPOND:** HAVE A PLAN IN PLACE PRIOR.
- **RESIST RETRAUMATIZATION:** PRE-PRODUCTION GROUNDWORK, INTERVIEW TECHNIQUES, CONSENT

CASE STUDY “YOU ARE NOT ALONE”



FAIRFAX COUNTY'S
DOMESTIC AND SEXUAL VIOLENCE SERVICES

CONTENT WARNING: DOMESTIC VIOLENCE AND SEXUAL ASSAULT

ESTIMATED TIME: VIDEO 3 MIN / DISCUSSION 20 MIN



SURVIVOR & ADVOCATE | Valisha

CASE STUDY:

“YOU ARE NOT ALONE” FAIRFAX COUNTY DSVS

TRAUMA INFORMED STEPS IN 3 STAGES:

- **PRE-PRODUCTION**
- **PRODUCTION**
- **POST-PRODUCTION/DISTRIBUTION**

PRE-PRODUCTION

- Asking Participants - Avoiding the Power Dynamic
 - Create a rubric approved by staff to choose participants
 - What existing relationships does your staff have?
 - Does your production company know about trauma-informed practices?
 - Is “cast” representative?
- Conduct research and understand the context and language
- Informed consent and transparent communication with participants.
- Pre-interview introductions with participants
- Keep an open line for comments, questions and concerns
- Check that the production company is preparing the crew for the subject matter
- Location
 - Accessibility and comfort. Zoom vs. In Person



PRODUCTION

- Create a safe space for sharing.
- Trauma-informed Interview Techniques.
 - Set relaxed pace and tone.
 - Establishing participant's ability to take breaks / pass on a question.
 - Offering control on flow of conversation to participants.
 - Active listening .
 - Avoiding intrusive or triggering questions and visuals.
- Plan for after-care.



POST-PRODUCTION

- Ensure stories are told respectfully and accurately.
- Do not sensationalize
- Check consent in being aired.
- Allow participants to review their stories before sharing publicly
 - Ex. Review at an internal premiere with licensed support available after



Q&A



CASE STUDY

“AFFORDABLE HOUSING FOR LGBT+ SENIORS”

TRUE GROUND HOUSING PARTNERS

CONTENT WARNING: HOUSING INSECURITY, LGBT+ ISSUES

ESTIMATED TIME: VIDEO 3.5 MIN / DISCUSSION 10 MIN

HOUSING WITH PRIDE

Making the Case for
LGBTQ-Welcoming
Affordable Senior Housing

Q&A

CASE STUDY:

“AFFORDABLE HOUSING FOR LGBT+ SENIORS” TRUE GROUND HOUSING PARTNERS

Trauma informed/Ethical production Features:

- Address personal triggers of crew.
- Hearing directly from those affected by the issue..
- Low-key set.
- Shared with participants before screening.

WRAP-UP

TRAUMA-INFORMED PRODUCTION

- Keep the 4 R's in mind
- Work with enthusiastic participants
- Maintain transparent communication and consent
- Create a safe and comfortable environment on set
- Don't forget to include the crew in your plans
- Strive for diverse and accurate representation
- Share the project with participants first

Remember, we aren't telling their story for them, merely lifting up their stories for more to hear.



Q&A

FOR MORE INFORMATION ON
TRAUMA-INFORMED PRODUCTION

●
ETHICAL STORYTELLING

●
VIDEO SOLUTIONS FOR
NONPROFIT MARKETING

●
CONTACT US:
HELLO@MAKEASCENEMEDIA.COM



**Ready to learn more?
Book a complimentary
15 minute session!
hello@makeascenemedia.com**



**THANK YOU
for your time!**

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