

Put Your Cause in Motion

Online video lets organizations improve external and internal communications and better engage members. As consumers are spending more time than ever viewing online video — according to comScore, online viewers watch an average of 3.4 hours of video per month — non-profits need to adapt. Organizers have a powerful opportunity to **tell their story and inspire people to action.**

Brightcove is working closely with major non-profit organizations to add online video to their content mix. With the Brightcove online video platform, organizations can focus on their mission and message while Brightcove takes care of everything else.

BRIGHTCOVE BENEFITS

- **Proven:** Embraced by the largest non-profits in the world
- **Speed-to-Market:** Get your content online tomorrow
- **Quality:** Showcase your initiatives and leadership in the best possible light
- **Intuitive:** Designed for non-technical users, including creative pros
- **Affordable:** Priced to fit your interactive budget
- **Customizable:** Easily create unique, one-of-a-kind experiences
- **Innovative:** Keep up with the latest trends in video

SELECTED CUSTOMERS

- AFL-CIO
- Minneapolis.org
- BillyGraham.org
- Marantha Volunteers International
- Consumers Union Advocacy
- Anti-Defamation League
- Consumer Reports
- Christopher and Dana Reeve Foundation
- American Federation of Teachers
- Kauffman Foundation

KEY USE CASES

- Turn a static online presence into a multimedia network
- Inspire contributors and donors to support your cause
- Recruit new members and communicate with existing members
- Mobilize people to action through the compelling impact of video
- Quickly publish documentary and investigative videos
- Reach new members through viral sharing

CASE STUDIES

Learn how media companies are using Brightcove in a variety of highly innovative ways at www.brightcove.com/customers/case-studies.cfm.

Dow Jones: Using the Brightcove platform, Dow Jones created an online community of viewers who syndicate and share their videos across the Web.

DuPont: DuPont and its marketing agency developed a highly effective viral marketing campaign that told DuPont's story to a new generation through online video.