writing for green

Lesson 6 Handout: Script Review Exercise

Read the organization background and script example aloud. As a group, discuss how the script could be improved

considering the following criteria:

- Does the script include the typical content a funder would require in a video submission (an organizational background, overview of the problem/need you are working to solve, your proposed solution to the problem, and a call to action)?
- Is the story articulated in the script memorable and compelling?
- Is the script easy to follow and accessible?

Record your feedback to the scriptwriter as suggested changes or as comments.

Organization Background: Trey is the Founder and CEO of Fed Well, an organization dedicated to eliminating food insecurity in their city. He is submitting a video to a foundation to ask for a $20,000 grant to contribute to the purchase of a new van.

Timestamp (minutes: seconds)	**Voiceover/Script**
0:00-0:30	Narrator (Trey): Every day, over 500 families in our city face severe food insecurity. Behind this statistic are real people—parents skipping meals so their children can eat, and seniors choosing between medication and groceries. This crisis is growing, but it does not have to be our permanent reality.
0:30-1:00	Trey: I'm Trey, and at Fed Well, we believe everyone deserves access to healthy food. For the past five years, we have run the City Mobile Pantry, delivering fresh produce directly to the neighborhoods that need it most. We don't just provide food; we “restore dignity."
1:00-1:30	Beneficiary: "When the mobile pantry started coming to our neighborhood, it changed everything for my family. My kids finally have fresh fruit every week." Trey: "To date, partnering with 12 local farms, we have distributed over 100,000 pounds of fresh, healthy food."
1:30-1:45	Trey: "We are so grateful to our partners. Thank you for your time, your trust, and your shared vision."