



Press Release  
**FOR IMMEDIATE RELEASE**  
December 17, 2008

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## **Spirit Media Produces Donor Development Video for Children's Center**

**Portland, OR, December 17, 2008** – Spirit Media has produced a donor development video for the Children's Center of Clackamas County, Oregon, a non-profit organization that restores hope to children and families dealing with physical abuse, sexual abuse and neglect.

"Producing videos with a strategic foundation is one of the keys to great donor development," stated Spirit Media President, Bill Dolan. "Not only will a video like this be used across a variety of applications such as event marketing, laptop presentations, DVD and web, but it is deliberate about enhancing grant funding and major donor development as well."

The Spirit Media creative team developed a message strategy to boost existing donor retention and growth while also targeting new donor acquisition through individuals, businesses and grant opportunities. Additionally, the script structure was designed to develop both a general donor video as well as an enhanced capital campaign video for release in 2009.

The video showcases the positive impact that the Children's Center is having on the community while revealing the urgent need for larger facilities and enhanced services. The video includes interviews with Executive Director Tonia Hunt, Clackamas County Sheriff Craig Roberts, Clackamas County District Attorney John Foote and an adult survivor of child abuse. The Children's Center is headquartered in Oregon City, Oregon.

Spirit Media is an award-winning creative agency specializing in the strategy and development of marketing, sales and entertainment communications through video production, interactive media and live event direction.

To view the Children's Center Donor Development Video please visit  
[http://www.spiritmedia.com/index.php/portfolio/detail/childrens\\_center\\_donor\\_development\\_video/](http://www.spiritmedia.com/index.php/portfolio/detail/childrens_center_donor_development_video/)