

1st Piece: Video Script

TITLE: Video Ad for YouTube or TV

LENGTH: 30 seconds

PRODUCT: Non-Profit Law Firm

Scene	Visual	Audio
1	Video clip of state enforcers breaking into a building.	Have your rights been violated by government abuse?
2	Video clip of a judge turning his back to someone robbing a person.	Do you care about reigning in tyrannical overreach and corrupt bureaucrats?
3	Switch to a shot of the president, center-screen, seated & speaking to the camera.	Hi, I'm (Name) and here at (Organization) we spend our days fighting for the little guy against activist judges, political prosecutors, and other jackboot thugs.
4	Zoom in on the president's face off to the left, with a bulleted list of points to his right.	We're a non-profit law firm fighting civil liberties cases involving: corruption, police brutality, invasions of privacy, constitutional violations, and many other evils. And if we don't win, you don't lose a dime.
5	Switch to a slide displaying the organization's contact information.	If you or someone you know has a case, let us know at (phone number, email), or visit us at (physical address, web address).
6	Switch back to the wider shot of the president.	Evil never sleeps, and neither do we. Don't try and fight corruption alone. Call (phone number), right now.

2nd Piece: Email Marketing

General Email Soliciting Donations

From: (Organization Name or President's Name if prominent)

Subject: Evil Doesn't Sleep, So Neither Can We

Dear (Recipient's Name),

Right now, we have (number) active cases in court, fighting for people's rights against an overbearing government. Each one of those can cost upwards of \$100,000 to litigate.

Corrupt officials know what they're doing is wrong. That's why they're counting on good people like you and me to run out of money before we can finish the fight.

We need your support today if we're going to keep standing up for the little guy against big government. It's no secret there is a tremendous cost to any battle, and dark forces are not so easily pushed back.

That's why I'm asking you personally to donate your most generous gift of \$25 or more. It may not seem like much, but your contribution allows us to do the work we do on your behalf every day. And that makes all the difference.

I know times are tough. If \$25 is too much right now, whatever you can afford to give goes a long way. On behalf of (Organization's Name), I thank you for all you do to make our work possible.

Thank you again,
(President's Name)

Recent Success and Keeping Pressure Up

From: (Organization Name or President's Name if prominent)

Subject: Gun Grabbers On the Run!

Dear Responsible Citizen,

Thanks to you, we've scored several recent victories against the overlords who think good people should live in fear. Now, they are the ones running scared, just as the Founding Fathers intended. For that, the country owes you a debt of gratitude.

Contributions like yours allow us to fight costly court battles day in and day out. Such efforts don't come cheap, but responsible citizens like yourself really came through. Because of your generosity, we raised all the funds we needed to make it through another tough year.

We can't let up though. The wheels of tyranny never stop churning, and so the wheels of liberty must move even faster! That's why we're counting on you again to help us gear up for next year.

Please rush us your generous donation of \$25, \$50, or even \$75 if you can. We need all the help we can get to prepare for what we know is always coming. Anything you can spare helps us make the world a safer place for you and everyone else.

God bless,
(President's Name)

Recent Setback and Need to Counter It

From: (Organization Name or President's Name if prominent)

Subject: Things May Seem Bleak, but That Won't Stop Us

Dear Concerned Citizen,

You've probably heard about our recent loss in (Name of Court Case). This will have damaging repercussions for the nation, but things are far from over.

We plan to appeal our case and keep moving forward. To do that, we still need your support. You've trusted us in the past and we're asking you to continue. Battles like these are not won overnight. It can take years of hard work.

We know that cost here at (Organization's Name), and we know you do too. That's why we're asking for your generous donation of \$25 or more at this critical time. It's moments like these when tyrants hope good people back down. We can't allow that.

I know money is tight. But we need people like you, now more than ever. Please consider supporting the cause and donating today. With your help, we can finish this fight and build a brighter future.

With hope,
(President's Name)