



DonorsChoose.org

Designing a PSA

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Prof. Patricia Smith
MOME 120

What do they do?

Donors Choose is a non profit started in 2000 by Charles Best, a history teacher with a dream. He began the organization after organizing a class, and after realizing how much was spent on organizing it, thought that there'd be people that could use help with monetary planning. And so, Donors Choose was born. They now exist in every public school in America. "We make it easy for anyone to help a classroom in need, moving us closer to a nation where students in every community have the tools and experiences they need for a great education." The team is made up of former teachers, fulfilling a wide range of projects from "butterfly cocoons to robotics kits...". 76% of public schools in the country have used the site. There are 2,854,398 donors, both corporate and citizens, who have given in total \$586,732,443 towards classroom project funding.



Concept - Change for Change

After all your living expenses you're left, hopefully, with some money leftover. What are you going to do with that money? Are you going to go out drinking and partying? Buy a video game or some clothes? Or are you going to use that **change for change**? The spot focus on all the frivolous ways that young adults spend some of the extra cash they may get their hands on and instead of wasting it encourages them to use their leftovers to support a education.

Moodboard



Adrian S.

Style Frame

After all your living expenses you're left, hopefully, with some money leftover. What are you going to do with that money? Are you going to go out drinking and partying? Buy a video game or some clothes? Or are you going to use that **change for change**? The spot focus on all the frivolous ways that young adults spend some of the extra cash they may get their hands on and instead of wasting it encourages them to use their leftovers to support a education.



Style Frame

A PINT



OF BEER

Style Frame

After all your living expenses you're left, hopefully, with some money leftover. What are you going to do with that money? Are you going to go out drinking and partying? Buy a video game or some clothes? Or are you going to use that **change for change**? The spot focus on all the frivolous ways that young adults spend some of the extra cash they may get their hands on and instead of wasting it encourages them to use their leftovers to support a education.



PUT YOUR CHANGE TO GOOD USE

Style Frame

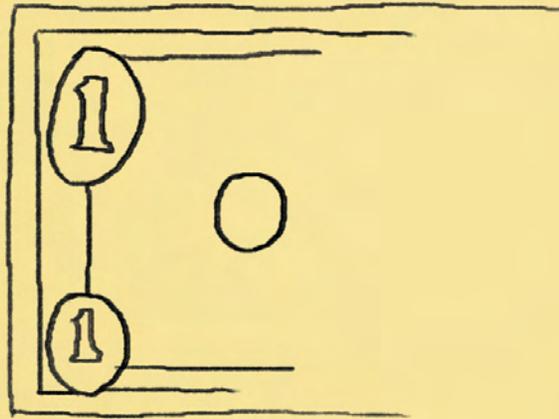


PUT YOUR CHANGE TO GOOD USE

Design Boards

Camera Block. Medium shot.
Dollar Bill begins to draw on

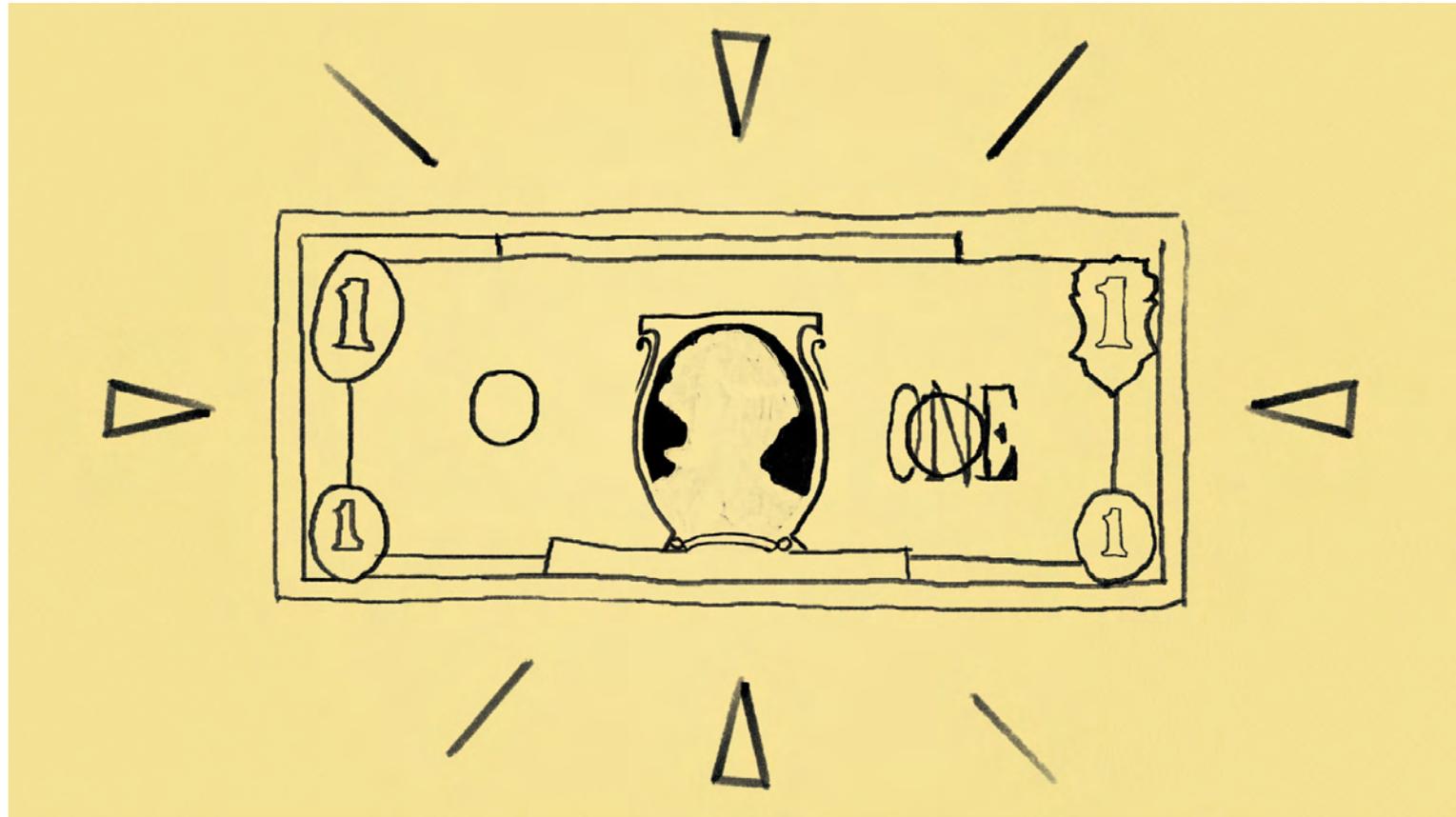
VO: So you just got paid..



Design Boards

Camera Block. Medium shot.
Dollar Bill is fully drawn. Bill
pops and sprites pops up
around it.

VO: What're you gonna spend
it on?



Design Boards

Cut to blue scene. Camera Block. Medium shot. Cup is in scene. As liquid fills the cup the text fills in as well.

VO: A pint of beer?



Design Boards

Camera Block. Medium shot. Cup is in scene. Liquid sloshes in and type is fully in scene.

SFX: Liquid pouring



Design Boards

Cut to deep purple scene.
Camera Block. Medium shot.
Disco Ball swings into shot.

VO: A night partying?



Design Boards

Camera Block. Medium shot.
Disco Ball swings into place
revealing text in place. Dis-
co ball sparkles and spins.
Spotlights flash in the back-
ground.

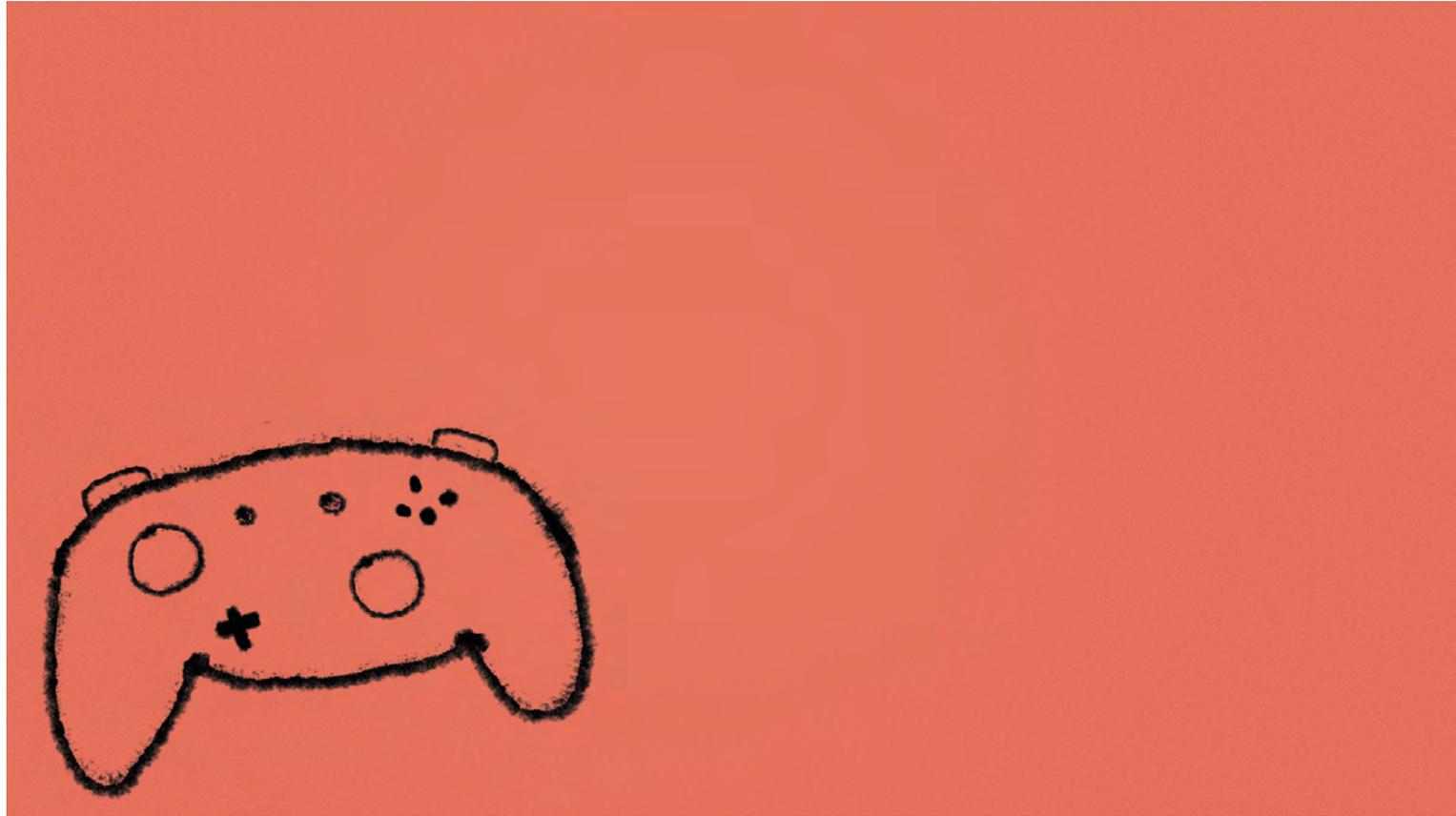
SFX: Club beat.



Design Boards

Cut to pink scene. Camera Block. Medium shot. Remote control is sitting in the corner of the screen.

VO: A new video game?



Design Boards

Camera Block. Medium shot.
Remote control is picked up
revealing text behind it.

SFX: Legend of Zelda secret
sound.



Design Boards

Cut to blue scene. Camera Block. Medium shot. Shirt is in frame, price tag is swinging.

VO: A new shirt?



Design Boards

Camera Block. Medium shot.
Zooms to frame price tag
hanging on the shirt.

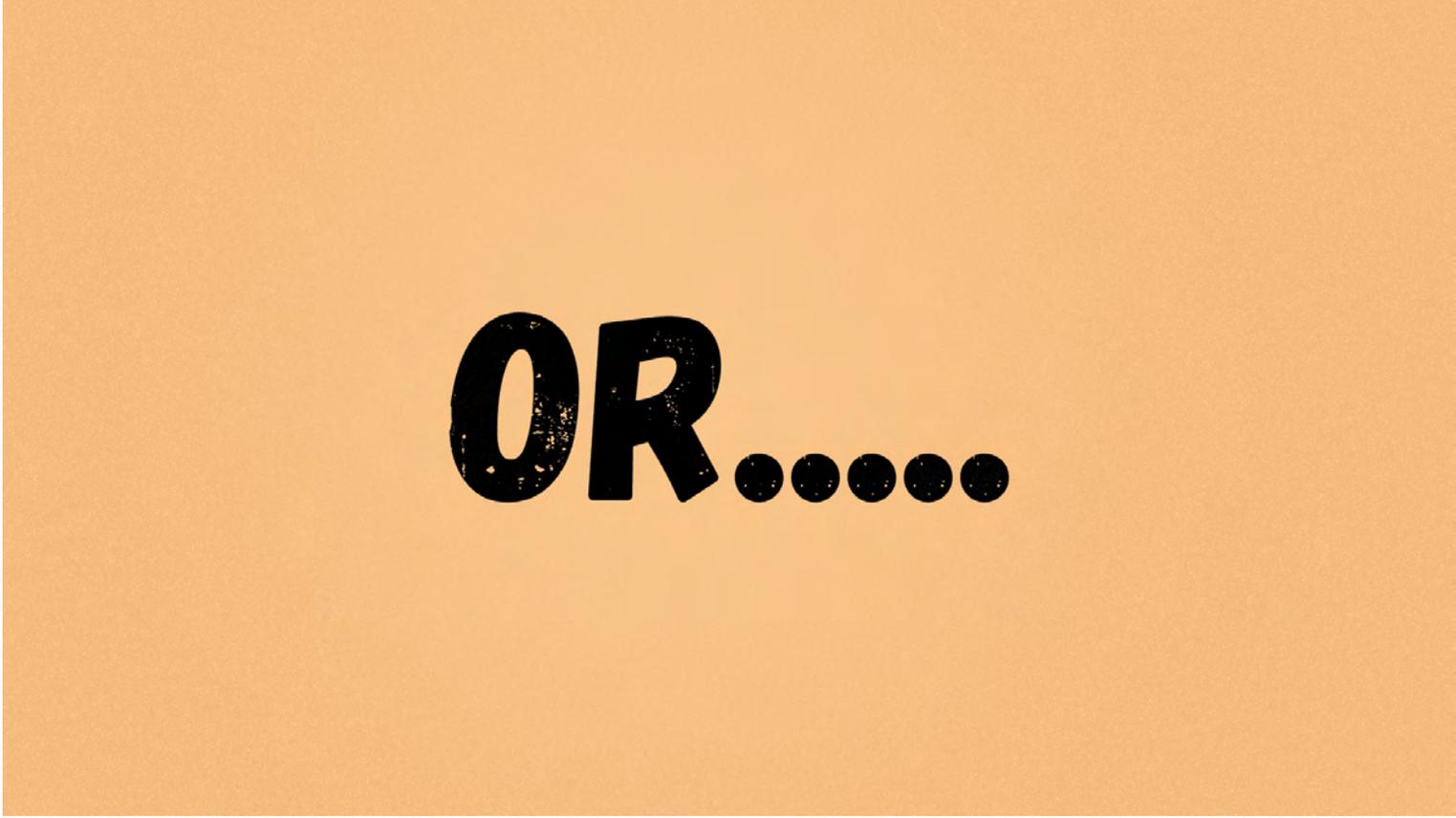
SFX: Cash register ding.



Design Boards

Cut to new scene. Camera Block. Medium shot. Text writes in center of frame.

VO: Or.

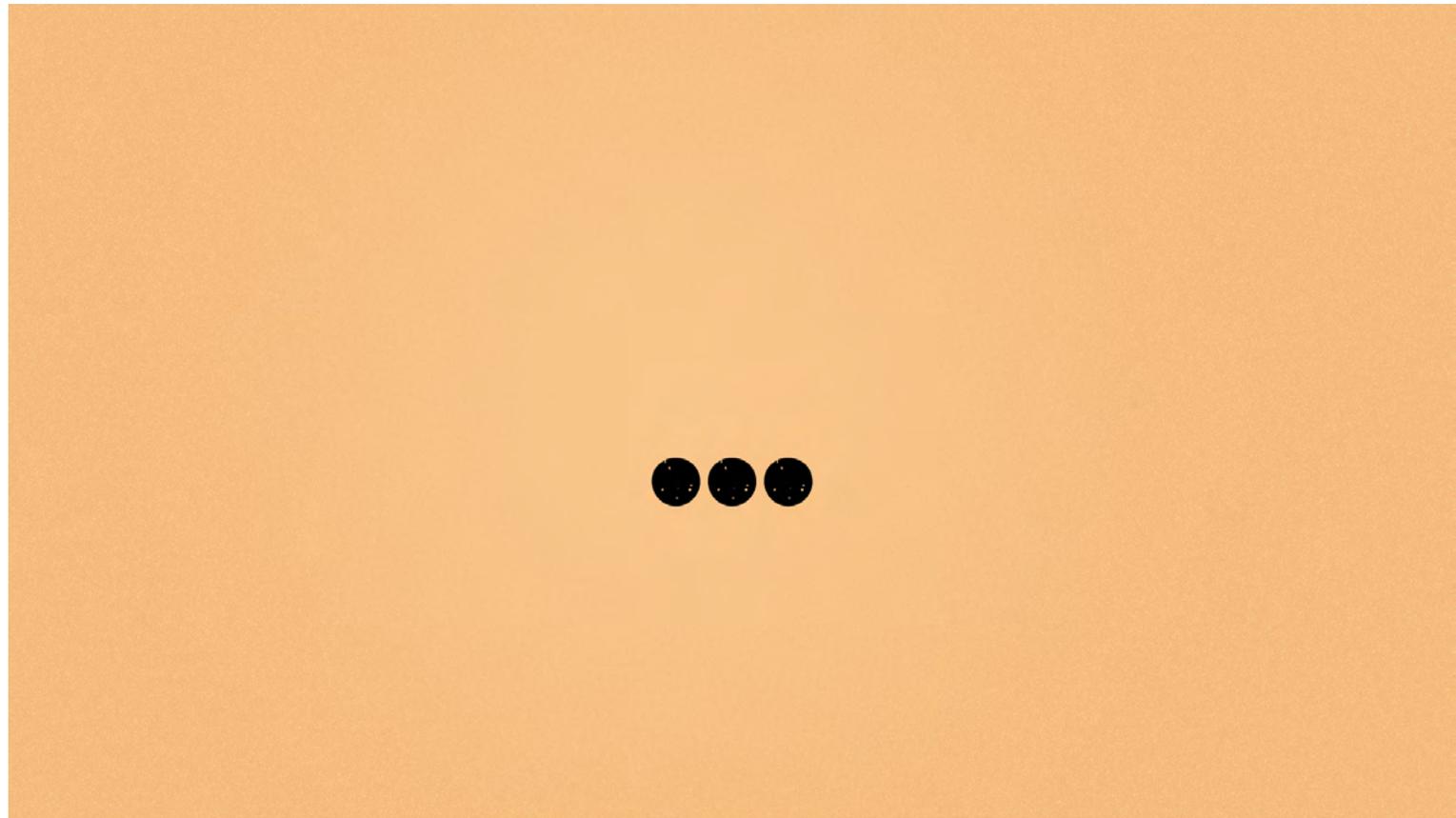


OR.....

Design Boards

Camera Block. Medium shot. Text writes in center of frame.

VO: Just this once.



Design Boards

Camera Block. Medium shot. Hands reaches in to hand dollar to smaller childlike hand. Type is already in place as the hands animate. Elements fade away.

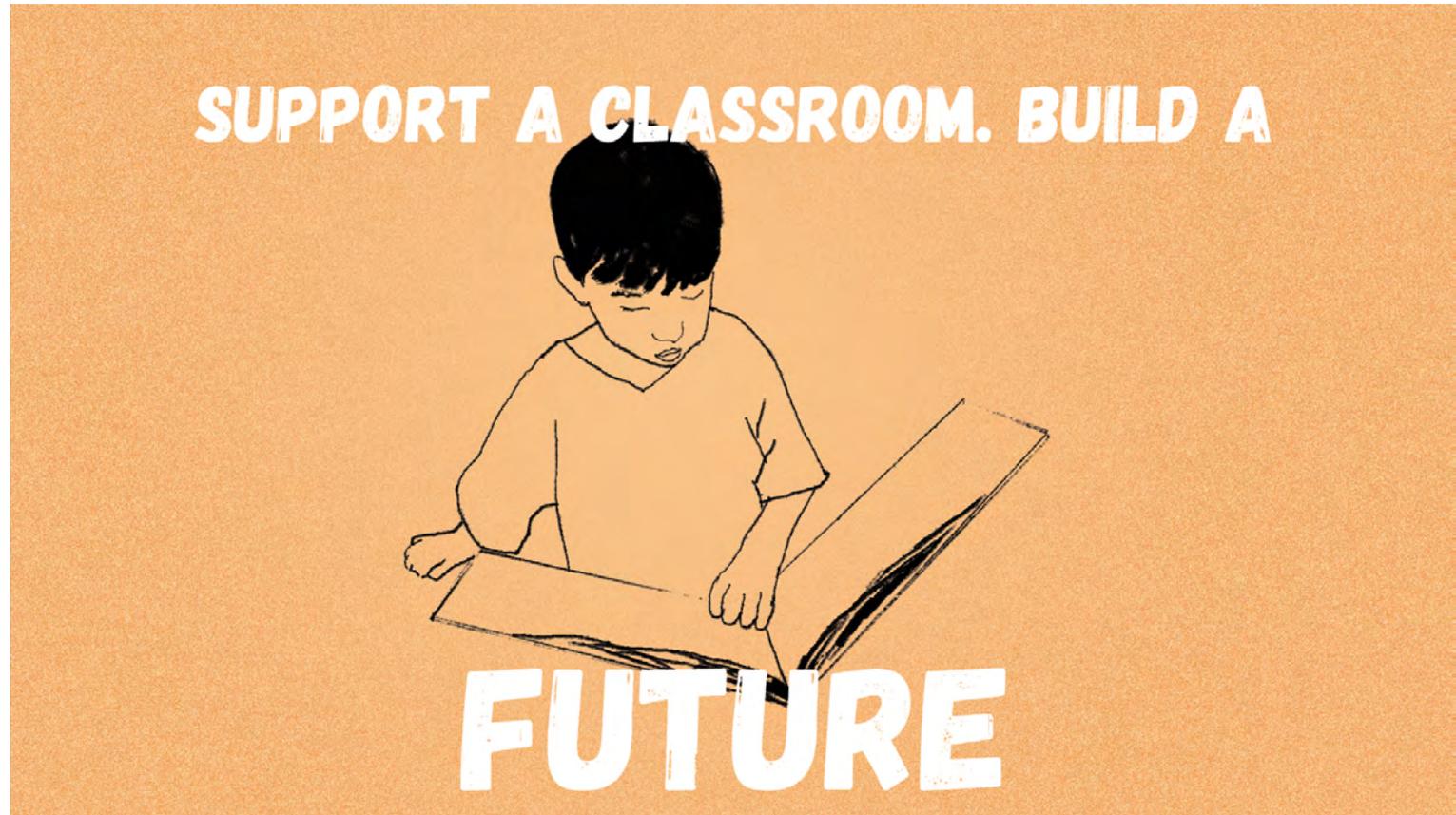
VO: Put your change to good use.



Design Boards

Fade in. Camera Block. Medium shot. Child is sitting in center reading book.

VO: Support a classroom. Build a future.



Design Boards

Cut to orange scene. Camera Block. Medium shot. Logo is centered.



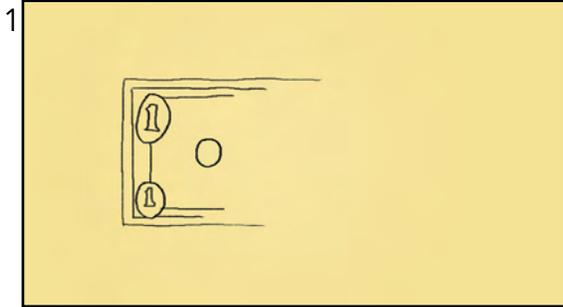
Design Boards

Cut to orange scene. Camera Block. Medium shot. Logo slides to the left revealing text. Fade to Black.



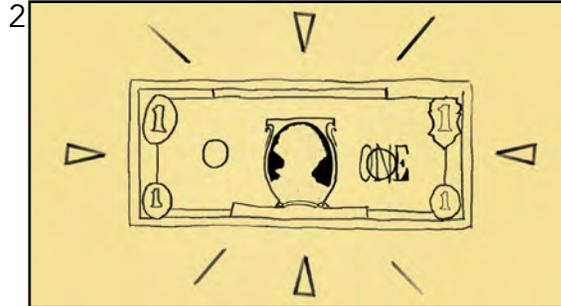
DonorsChoose.org

Design Boards



Camera Block. Medium shot. Dollar Bill begins to draw on .

VO: So you just got paid..



Camera Block. Medium shot. Dollar Bill is fully drawn. Bill pops and sprites pops up around it.

VO: What're you gonna spend it on?



Cut to blue scene. Camera Block. Medium shot. Cup is in scene. As liquid fills the cup the text fills in as well.

VO: A pint of beer?



Camera Block. Medium shot. Cup is in scene. Liquid sloshes in and type is fully in scene.

SFX: Liquid Pouring.



Cut to deep purple scene. Camera Block. Medium shot. Disco Ball swings into shot.

VO: A night partying?



Camera Block. Medium shot. Disco Ball swings into place revealing text in place. Disco ball sparkles and spins. Spotlights flash in the background.

SFX: Club Beat

Design Boards



Camera Block. Medium shot. Disco Ball swings into place revealing text in place. Disco ball sparkles and spins. Spotlights flash in the background.

VO: A new game?



Camera Block. Medium shot. Remote control is picked up revealing text behind it.

SFX: Legend of Zelda secret sound.



Cut to blue scene. Camera Block. Medium shot. Shirt is in frame, price tag is swinging.

VO: A new shirt?



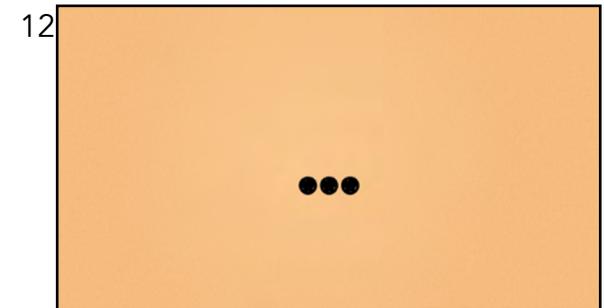
Camera Block. Medium shot. Zooms to frame price tag hanging on the shirt.

SFX: Cash register ding.



Cut to new scene. Camera Block. Medium shot. Text writes in center of frame.

VO: Or.



Camera Block. Medium shot. Text writes in center of frame.

VO: Just this once..

Design Boards



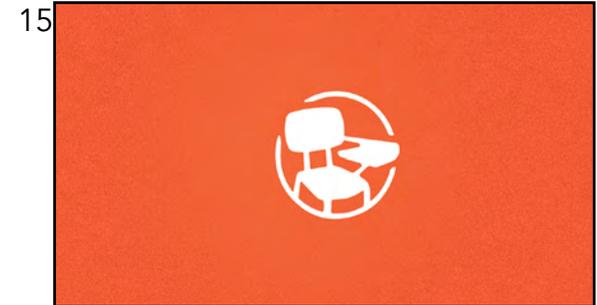
Camera Block. Medium shot. Hands reaches in to hand dollar to smaller childlike hand. Type is already in place as the hands animate. Elements fade away.

VO: Put your change to good use.



Fade in. Camera Block. Medium shot. Child is sitting in center reading book.

VO: Support a classroom. Build a future.



Cut to orange scene. Camera Block. Medium shot. Logo is centered.



Cut to orange scene. Camera Block. Medium shot. Logo slides to the left revealing text. Fade to Black.

Thank you!

