Supporting People To Tell Their Stories

The Saltways

What stops people saying yes to sharing their story?

All non profits should be able to create ethical and effective video content






Charity Films That Matter
The Saltways
- Good!
- Are you excited?
Watch on YouTube

What we’ll cover

- Finding the right people
- Supporting them on camera
- Plan B when nobody can be filmed
- Making the most of what you capture

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What stops people saying yes to sharing their story?

Start with your message, not your camera

- Talk to the people closest to you first
- Ask: Why do you support us? How would you explain us to a friend?
- Look for the themes that keep coming back
- Then find the people whose story carries that message

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CoppaFeel!

- A young, bold breast cancer awareness charity, not an obvious fit for legacy giving
- A pledger film
- Over 30 new pledgers, 50% acquisition rate

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Sue's Story - CoppaFeel!
The Saltways
My daughter, Leanne Hainsby
vimeo

Imagine being asked to share the hardest thing that's happened to you, on camera, for a stranger's audience

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Before the shoot

- It’s their choice
- Collaborate
- Share the topics, not a script
- Ask what they don't want to talk about
- Let them choose where they're filmed
- Be clear where the film will be used and for how long
- Consent is ongoing



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Filming day

- Start with a cup of tea, not the camera
- Keep checking in
- Let them see the footage as you go
- Ask them to repeat great answers as full sentences
- Is there anything else you would like talk about

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After the shoot

- Check in the next day
- Give them final sign off on the edit
- Check in again before launch
- Celebrate together and share the impact



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When a named face isn't possible

- Someone changes their mind shortly before the shoot
- Someone's safety depends on never being identified
- AI image scraping is making people more cautious about being seen online
- The story still deserves to be told



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Alternatives

- Look closer to home.
- Protect the identity, keep the story.
- Use an actor, with the storyteller at the centre
- Co-create an animation
- Tell your supporters the truth about why a face is missing
- If you use AI, do it with care



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Prison Advice and Care Trust (PACT)
The Saltways
vimeo

One story, many uses

- Poll: How many pieces of content do you usually get from one shoot?
- Make the most of yours and your contributors time
- Watch everything back with your message in mind and find your hook
- Keep raw footage organised and labelled so it keeps working
- Every new use goes back to the contributor first



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Summary

- Start with your message, then find the person
- They stay in control of their story, before, during and after
- When no one can be filmed, the story can still be told

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Join Our Community Studio in 2026

- Complete 4-module phone filmmaking course (story spotting, ethical filming, phone filming & editing, content strategy)
- Full ethical filming toolkit with consent forms and safeguarding resources
- 12-month membership with monthly group calls, workshops, technical support, and peer community
- Personal strategy session with our team
- Added 5 video legacy & in memory bundle
- Bonus training videos
- **DISCOUNT CODE: CC20**



£250

Lights, Camera,

Over to you!

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