



This pitch letter is designed for you to present to our Executive Director, Board, and key decision-makers to advocate for partnering with Goodsides, a premier video production company. This recommendation outlines the strategic benefits and operational ease of initiating video projects that enhance our public engagement. Please customize this letter with specifics pertinent to our organization and distribute it to the appropriate internal stakeholders.

For additional support and to strengthen our case, refer to Goodsides' customer success stories at [Goodsides Customer Stories](#), which provide detailed accounts of their impact and effectiveness in similar settings.

Hi [Recipient's Name],

As someone deeply involved in enhancing our organization's public engagement, I wanted to share an opportunity that could significantly elevate our outreach and communication strategies. Goodsides, a premier video production company, has been instrumental in transforming how social sector organizations tell their stories and connect with their audiences.

Why Goodsides for Video Production?

Goodsides specializes in producing compelling video content that not only tells a story but also extends our reach into new audience segments. Their offerings include a diverse concept catalog for fresh, innovative ideas, tailored digital postcards for broader demographic engagement, and dynamic evergreen b-roll content for ongoing social media campaigns.

Effortless Project Initiation

Getting started with Goodsides is straightforward. Whether we opt for a pre-designed concept or require a custom solution, their team is equipped to guide us through the process smoothly. They are flexible in accommodating our specific needs, ensuring that our first project with them sets a solid foundation for future collaboration.

Proven Impact and Value

By partnering with Goodsides, we stand to:

- Expand our reach by 3.5 times into new and relevant audience segments.
- Save approximately \$170,000 annually, which would otherwise be spent on in-house video production resources.
- Utilize high-quality video content that remains impactful for 2-3 years, thanks to their use of advanced 4K-8K technology.

Value Promise



Goodsides guarantees the best pricing in the market by matching or beating any quote from comparable video production companies. For detailed insight into their value promise, please see [here](#). They also offer fixed Not-To-Exceed (NTE) rates for predictable budgeting.

Next Steps

I believe that Goodsides can play a crucial role in our efforts to connect more effectively with our community and stakeholders. Their expertise in video production is a valuable asset that can help us tell our story in a more engaging and visually appealing way.

Would you consider a brief meeting with their team to discuss our needs and how they can assist us in achieving our communication objectives? I am confident that this could be the start of a productive partnership that enhances our outreach capabilities.

Thank you for considering this opportunity to innovate our communication strategies.

Best regards,

[Your Name]

[Your Position]

[Your Contact Information]