

Purpose: The purpose of this video is to celebrate the generous financial contribution United Way, Texas Instruments and other community stakeholders invest in making incredible academic experiences accessible to our scholars. **Where & When It's Used:** This video was strategically posted on social media after the event where it could find the intended audience and be enthusiastically shared by them to naturally increase the size of the audience as well as increase engagement. **Target Audience:** The target audience is students, their parents, school staff and most importantly our community stakeholders whose generous financial donations gave our scholars an experience they otherwise wouldn't have had access to. **Supporting Effective Communication:** This story supports effective communication by giving the audience access to what is normally a private event and in doing so inviting them to experience the raw excitement of this monumental opportunity for our scholars. **Outcomes Achieved:** The largest outcome achieved is the visual documentation of this event for United Way, Texas Instruments and other community stakeholders to show them how much of a difference their investment in our scholars makes. Videos like this also serve as proof-of-performance for those organizations as they search to connect our school district with financial or in-kind contributions. By the numbers, this video increased awareness as 346 community members watched the video on YouTube. Furthermore, United Way says it will incorporate this video in its own outreach campaigns when asking for community support because it exceeds what its own internal communications team can produce.