



<https://www.snaccprogram.org/>

Fundraising Video Script

Note: SNACC is a New York non-profit that focuses on helping underprivileged families learn cooking skills and provides access to the food they need to make healthy meals. I helped them write a script for their fundraising video. The goal was to create a video that highlights the need for the organization while dignifying the families that benefit. You can read the script below, and watch the video here: <https://www.youtube.com/watch?v=ClqaxXfdleM>

SNACC Inc. – 2023 Fundraiser Video Script

EXT. NYC STREETS/BRONX/HARLEM - DAY

We see the vibrant community and bustling everyday life.

INT. KITCHEN - MOMENTS LATER

Students are chopping up and preparing food together.

Student Narrator: Imagine a New York City where every kid, just like me, can enjoy healthy meals.

(Show footage of SNACC students cooking together.)

Student Narrator: Picture families like mine, sitting around the table, talking about our day, and sharing a delicious meal.

(Students and parents are eating a meal around the table, having a conversation.)

Student Narrator: It's important that all families have access to nutritious food that helps us grow and succeed. And that's what SNACC is all about. They're here to make sure we have the best chance to do well in school, stay healthy, and learn important skills that will help us in life.

Danielle: SNACC starts with kids in the kitchen, but its impact echoes throughout the communities we serve. That's because, at the end of the day, SNACC is about more than cooking — it's helping families connect, communicate, and make healthier choices together. Through SNACC, students learn foundational leadership skills that create lasting change both in and out of the home.

(Camera shows a child preparing and cooking food.)

(Interview with Deya.)

(Interview with a SNACC parent.)

Lindsay: “SNACC has helped hundreds of students. Through the program, our students have grown closer with their families and shown improvements in school. 100% of our students say that SNACC has made them feel more confident, independent, and open-minded.”

(Show more interviews with SNACC students and parents. Edit as needed.)

Closing: “With your help, SNACC is making possibilities into a reality for families across New York City. Join us in building a happier, healthier community -- one recipe at a time!”

(Closing shot: SNACC logo)