



## **A NONPROFIT CASE STUDY:**

### **Hearts and Horses**

Hearts and Horses, a therapeutic riding center in Loveland, Colorado serves many diverse populations. Starstream Productions, LLC worked with the center to create a series of “video vignettes,” each spotlighting the positive effects of the center on the different riding populations as part of the “Power of the Horse” series. Not only were these extremely effective for fundraising at that year’s gala, Hearts and Horses has also utilized these videos for years since.

The videos are embedded on their website (with thousands of views on each) and emailed specifically to targeted potential donors and supporters for each specific cause (Veteran support groups versus Alzheimer’s support groups, for example). The videos are shown at volunteer training sessions; indeed, many volunteers initially decided to come volunteer at the riding center after having seen one or more of the online videos!

This group of videos as a whole capture the magic that transpires in countless ways at Hearts and Horses, and have compelled many supporters to donate time and money...a true testament to the power of video.