

Virtual Reality and Nonprofits

GroundWork group
Chris Groves

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- B.S. Marketing, OSU
- MBA, Ohio University
- 12 Years Experience in Nonprofit Digital Marketing – United Way of Central Ohio
- Developed Accredited Social Media Degree for Charter College
- Helped Start Varsity.com – Documented in Harvard Business Case on how not to start a startup (just kidding...sort of)
- Developed love of VR for Nonprofit Storytelling at GiveBack Hack in 2016.

What is VR/AR?

What is Virtual Reality?



What is Virtual Reality?

VIRTUAL REALITY MIT EXPLAINS THE SCIENCE



How are Nonprofits Using Virtual Reality?

Virtual Reality Drives Donor Engagement

- VR wastes no time in telling the story of complex work.
- VR delivers a visceral urgency with deep potential to affect a viewer.
- VR transports people from their comfort zones — virtually, at least — **can have real power**.

How are Nonprofits Using Virtual Reality?

“The goal ultimately is that when you take the headset off, you have the inspiration to act in real life,” Gordon Meyer, director of marketing for YouVisit.

How are Nonprofits Using Virtual Reality?

A recent gala for the International Rescue Committee did just that. The fundraiser in New York City featured [a VR experience that journeys to a refugee camp in Lebanon](#). Guided on screen by actress Rashida Jones, the interactive reel was designed to **resonate beyond the moment**.

How are Nonprofits Using Virtual Reality?

[A VR experience developed for Alzheimer's Research UK](#) puts a heartbreaking problem in perspective. *A Walk Through Dementia* has viewers **encounter difficult yet routine scenarios for those with the condition** — including a struggle to read a grocery list and count change.

How are Nonprofits Using Virtual Reality?

The United Nations **put a face on the Ebola epidemic** by documenting native Liberian Decontee Davis in [*Waves of Grace*](#). The virtual reality film follows the young woman (and survivor) as she works to help orphaned children. She also serves as a viewer's guide to her homeland, educating audiences and residents alike about moving forward after illness.

How are Nonprofits Using Virtual Reality?

According to Facebook's *Shifts for 2020: Multisensory Multipliers* report, 48% of virtual reality charity content viewers were likely to donate to the causes they experienced. These supporters were also likely to donate more than those engaged by other forms of media.

How are Nonprofits Using Virtual Reality?

At a 2015 UNICEF fundraising conference, attendees watched *Clouds Over Sidra*, a VR film that follows 12-year-old Sidra, a Syrian refugee living in the Zaatari camp in Jordan. The event raised \$3.8 billion, over 70 per cent more than projected, and one in six people donated after watching the film – twice the normal rate.

Getting Started with Virtual Reality

- Equipment is coming down in price quickly!
- Consider borrowing equipment or asking for volunteers.
- Stick your toes in the water with a cheaper camera to do a proof of concept story before investing in better equipment.

Getting Started with Virtual Reality

Cameras



GoPro Fusion

5.2K Resolution
70 Minute Battery Life
Still Resolution: 18MP
Mountable
Waterproof

Cost: \$599



Ricoh Theta V

4K Video
Live Streaming Capabilities
80 Minute Battery Life
Still Resolution: 14MP

Cost: \$394.05

Is your story ready for VR?

- Tell the story of your work.
 - Can you take the user into the place you provide services?
 - Is it appropriate?
 - Is it engaging?

Is your story
ready for VR?

Don't be a Zuckerberg!



VR Show & Tell



VR Show & Tell

Travis Casper

