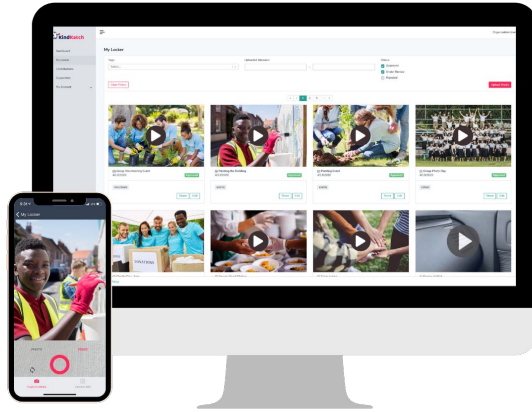




KindKatch

Capture Moments. Share Stories.



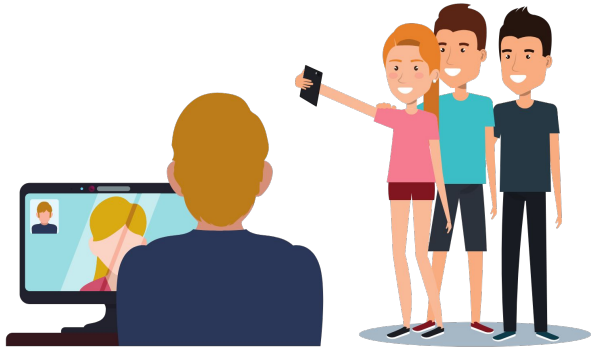
and share them
directly with
supporters.



[KindKatch Intro Video Link](#)

Video Is Essential

We live in a digital age. Video content is everywhere and consumers, especially younger ones, **expect organizations to be savvy enough to utilize the medium.**



Video gives supporters a **way to be connected** to an organization's work and **understand its impact** in a way simple text could never do.



**The way many organizations
collect and tell their stories has
become too complicated...**



Video Is Difficult To Capture

Organization's staff are already overtaxed and don't have the bandwidth needed to create and distribute content with the current tools available, **so too often, it simply doesn't get done.**



Multiple people end up texting videos to one person who then has to download them all on their phone, upload them to folders that are shared out OR people are expected to upload their content in a process that is messy with permission levels and access requests. **There isn't a quick way to capture moments on video and then collect them in one place.**



And Video Is Difficult To Share

If an organization is able to capture content and centralize it, **current options for sharing video don't really get the job done.** Social media is easy and quick, but it has a low view rate.



Sharing a video via an email campaign takes a lot of steps, including uploads to computers, video sharing platforms, embedding links in webpages, linking in an email buttons, and sharing to a larger group. After all that, videos sent via email yield low engagement rates. **Industry average for email open rate is 23% and click through rate average is 9-10%.**



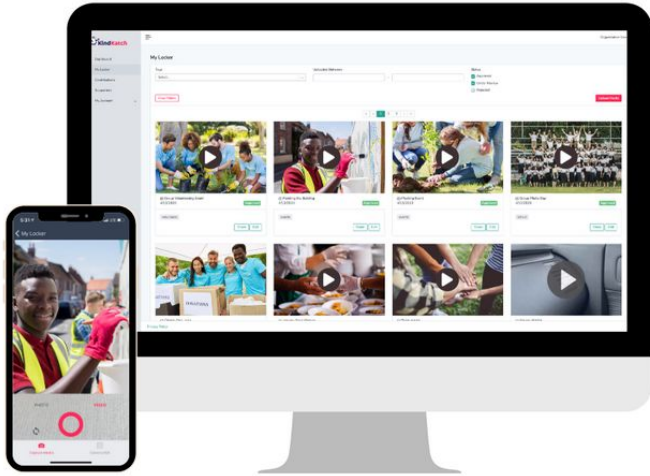


The

KindKatch

Solution

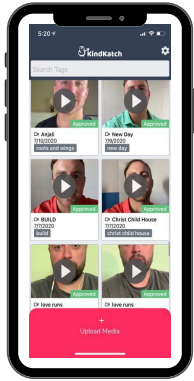
What is KindKatch?



Marketing, development, fundraising and social responsibility professionals struggle to collect and share meaningful content.

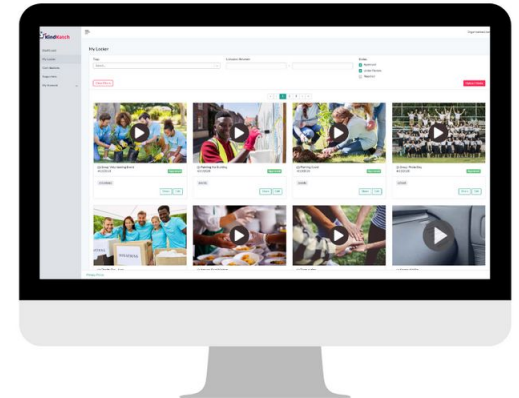
KindKatch is a mobile content capture and distribution software that makes the collecting and sharing of video content easy for them and engaging for recipients.

Content Capture

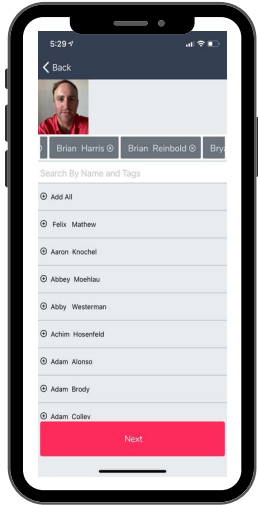


KindKatch's mobile app makes it easy to capture video and store it in a locker directly OR upload from camera roll. The content creator permission level on the app gives the capture media ability to other key organization members (board member, volunteer, staff) that see the impact consistently and otherwise would not have taken video OR would've shared it.

The request media workflow inside KindKatch makes it easy for an organization to send text/email to supporter(s) asking for one-off media uploads from events, experiences, etc. **Moments/stories that the organization isn't currently capturing can now get collected and the media exists/categorized in one place.**



Content Sharing

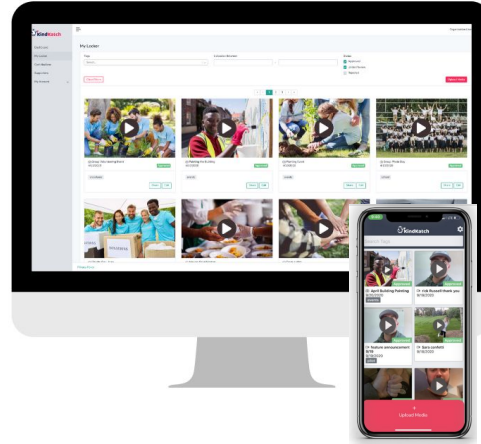
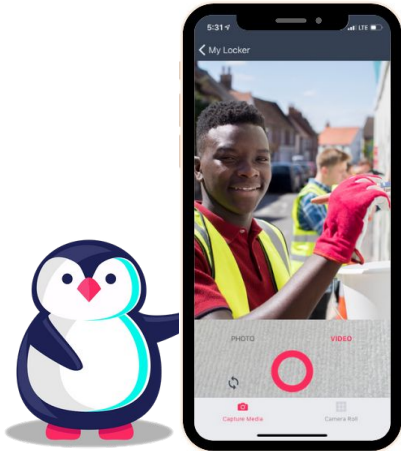


Video content can be shared from the KindKatch mobile app or desktop program in minutes. It's as simple as selecting the video, choosing the supporters, clicking, and sharing. What previously took 10-15 minutes can now be done in 10-15 seconds using KindKatch. The ability to share via text or email is helpful because KindKatch can recognize primary and secondary contact so we are delivering to all supporters each time you share.

Now cross-departments have the ability to engage their specific audiences directly. Donor relations engages monetary donors, volunteer manager engages new and current volunteers, CEO engages board, staff, sponsors, and the program manager captures and collects testimonies from recipients easier.



How KindKatch Works



#1- Organization uses KindKatch to capture impact via video/picture and uploads to media locker instantly

#2 - Organization uses mobile app or desktop to send media to supporters and groups to tell a story

#3- Supporters receive media via text or email and feel directly connected to cause.

And with KindKatch,

organizations can engage one individual supporter



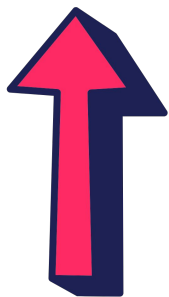
or hundreds of supporters in just a matter of minutes!



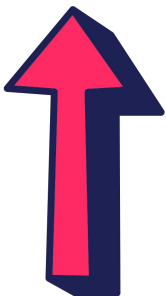


Benefits of KindKatch

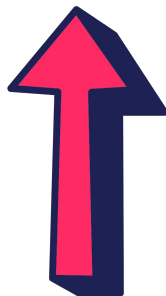
The ability to easily capture and distribute content via text increases views and engagement since text messaging has a 95% deliverability rate. **With that, supporters are more connected to the organization because they can actually see their work and impact brought to life.** Supporter retention increases, and revenue is increasing from larger gift sizes and increased recurring support.



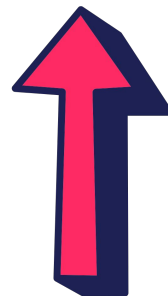
Engagement



Retention



Revenue



Impact



Storytelling Made Personal. Sharing Made Easy.

Let's connect. Schedule a live demo with a member of the KindKatch team below!

[Schedule a live demo](#)

Questions?

Email cody@kindkatch.com