


How the Pandemic Changed Nonprofit Video Forever

An analysis of social
media videos from
778 nonprofits





“ Far too often we rely on gut instinct when making decisions in the nonprofit sector. The team at Tectonic Video is providing organizations everywhere with actionable intelligence they can use to drive engagement and fundraising—something that is more important now than ever.”

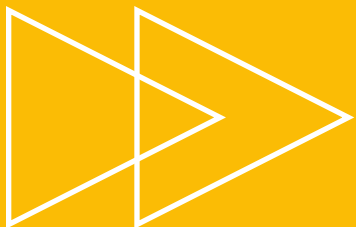


Andrew Means

FOUNDER OF DATA ANALYSTS FOR GOOD

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Introduction

When the COVID-19 pandemic sent the U.S. into lockdown in early 2020, nonprofits were forced to quickly answer critical questions. How do we continue to deliver our programs despite socially distancing? How do we raise funds when we can't hold events or meet with donors in person? How do we advance our mission despite profound uncertainty?

As the old saying goes, necessity is the mother of invention. Within days of shelter-in-place orders being issued in mid-March, nonprofits were inventing new ways of delivering their programming, raising funds for their work, and engaging their communities. **The tool they used was social media videos.**

Examples of their innovation are as diverse as their missions:

- Museums created videos about their collections
- Symphony orchestras livestreamed concerts
- Literacy nonprofits read books aloud to children
- Organizations serving developmentally disabled adults created exercise videos
- Zoos gave behind-the-scenes access to their animals
- Religious organizations offered daily prayers

My team and I were profoundly inspired by the nonprofit community as we compiled this report. This is our second annual analysis of how nonprofits use video on social media, and we're excited to share trends, valuable insights, and interviews with experts to help nonprofits create more engaging videos for the remainder of the pandemic, and in the years to come.

If you missed **last year's report**, we shared which social media channel was growing the fastest for nonprofit video (Instagram), which types of content were most engaging on social media (Animals & Cuteness), and whether video post frequency and engagement correlate with audience size (they do!). In this year's report, we've identified **5 Key Learnings to help nonprofits make better videos.**

Let's dig into the data.



A stylized, handwritten signature in black ink that reads "Doug Scott".

Doug Scott

FOUNDER, TECTONIC VIDEO



Methodology

This report is based on the Nonprofit Video Index™, our proprietary data set of 778 nonprofits selected at random from a database of more than 10,000 501(c)(3) organizations. With the help of a social media analytics company, we collected one year's worth of video post data from each nonprofit's Facebook, Instagram and Twitter account to identify trends and establish benchmarks.

For this year's report, we studied the same nonprofits and applied the same methods as last year to learn if the COVID-19 pandemic affected how nonprofits created social media videos.

The Index measures nonprofits' video post engagement rate (calculated by adding together likes, comments, favorites, retweets, shares, and reactions per video post, and dividing by audience size). We focus on the engagement rate for three reasons:

1. Nonprofits want to create videos that their followers react to, comment on and ultimately share with their friends and followers.
2. Algorithms determine which content is prioritized in social media feeds. Although each channel's algorithm is different, and their exact ranking factors are secret, each channel says that their algorithm values engagement over everything else. The more engaging your videos are, the more likely they will be distributed to more of your followers who will share them with their friends and so on, providing you with the opportunity to reach millions of prospective fans, donors and partners.
3. By focusing on engagement rate we're able to identify the most engaging video posts, regardless of audience size.

To better quantify engagement, we developed formulas and algorithms for each channel that weigh various types of engagement in accordance with that social media channel's known value system (for instance, Facebook values comments more than shares and likes).

It should be noted that our ranking of nonprofits is based solely upon their video posts on Facebook, Instagram and Twitter, and not on their social media accounts in general, nor any video assets that aren't posted to their social media accounts.

NOTES

GIFs on any platform were not included.

Videos uploaded as Instagram Stories were not counted.

A minimum threshold of video posts and followers was determined per channel.

Data Set

The Nonprofit Video Index™ is a cross-section of nonprofits from diverse categories, annual revenues and follower sizes.

Categories

- Animals
- Arts, Culture, Humanities
- Community Development
- Education*
- Environment
- Health**
- Human & Civil Rights
- Human Services
- International
- Research & Public Policy



778

Nonprofits included
in the Index



Jan 1 – Dec 31, 2020

One year of video
post data



67k+

Total video posts
analyzed



82.5M

Total followers of
Index nonprofits



**Facebook, Instagram
& Twitter**

The most important
channels for nonprofits



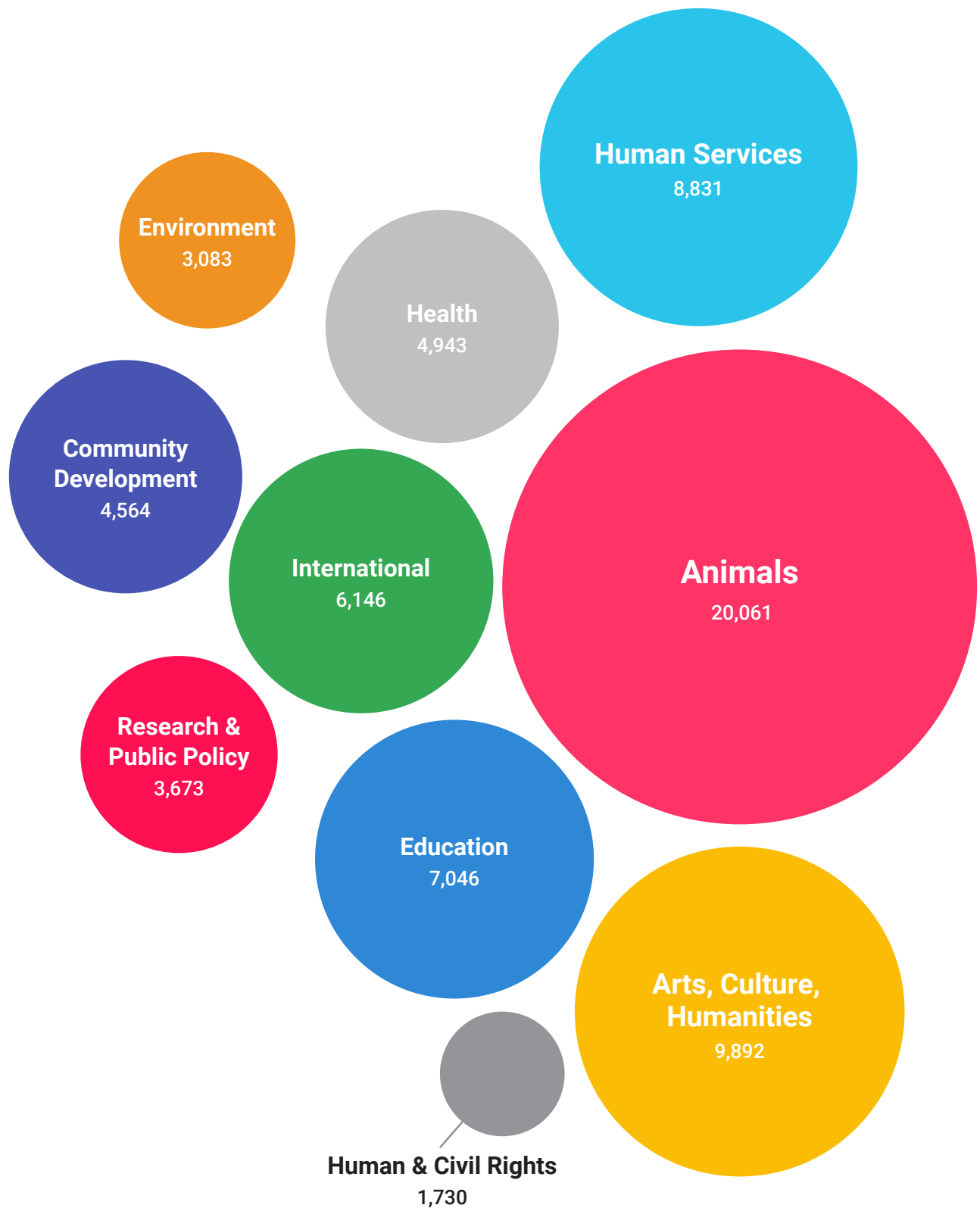
10 Categories

A diverse cross-section
of nonprofits

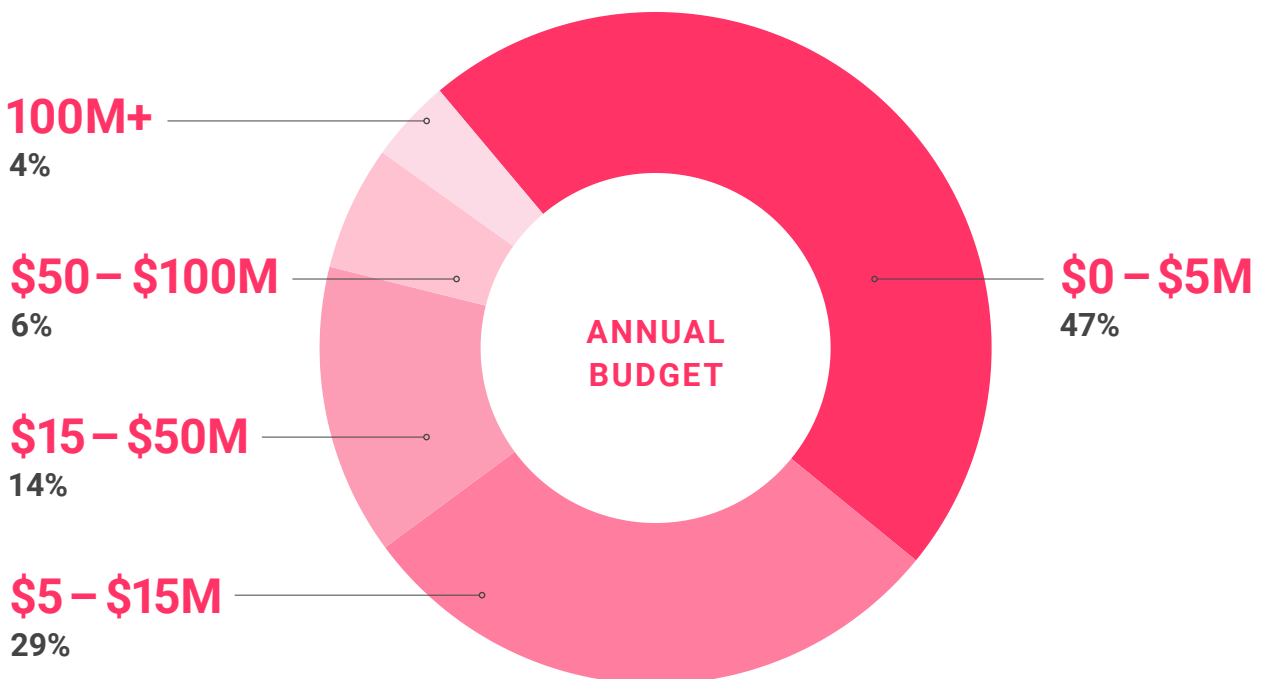
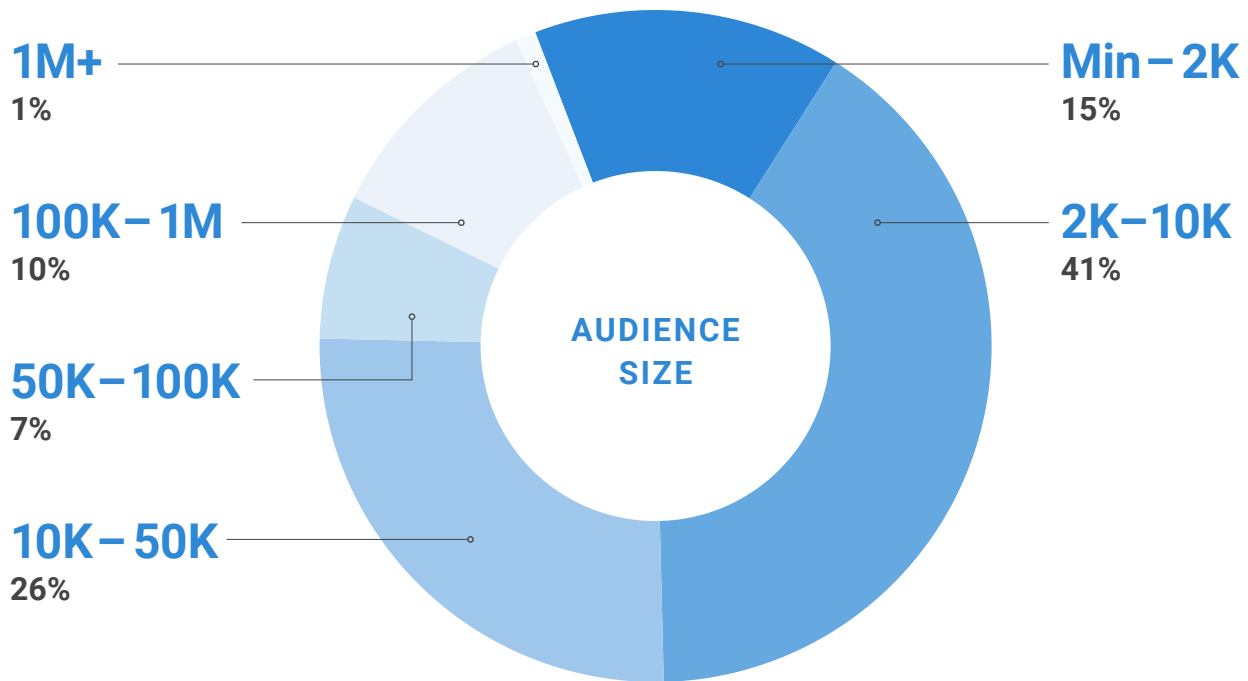
* Colleges and universities not included

** Hospitals not included

Video Posts by Category



Breakdown of Nonprofits in the Index



Key Findings

After analyzing tens of thousands of video posts, we've uncovered **5 Key Findings** to help your nonprofit create better videos.



01.

The number of video posts and amount of audience engagement increased dramatically during the pandemic.

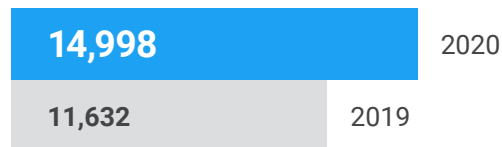
The number of video posts from nonprofits across categories increased significantly, irrespective of operating budget, audience size, or production capabilities. **At more than 60%, Facebook saw the biggest increase, followed by Instagram at 33% and Twitter at 29%.**

Total Video Posts by Channel 2020 vs 2019

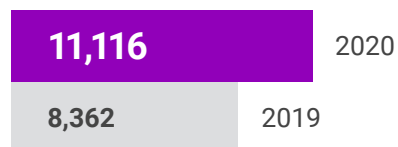
Facebook



Twitter

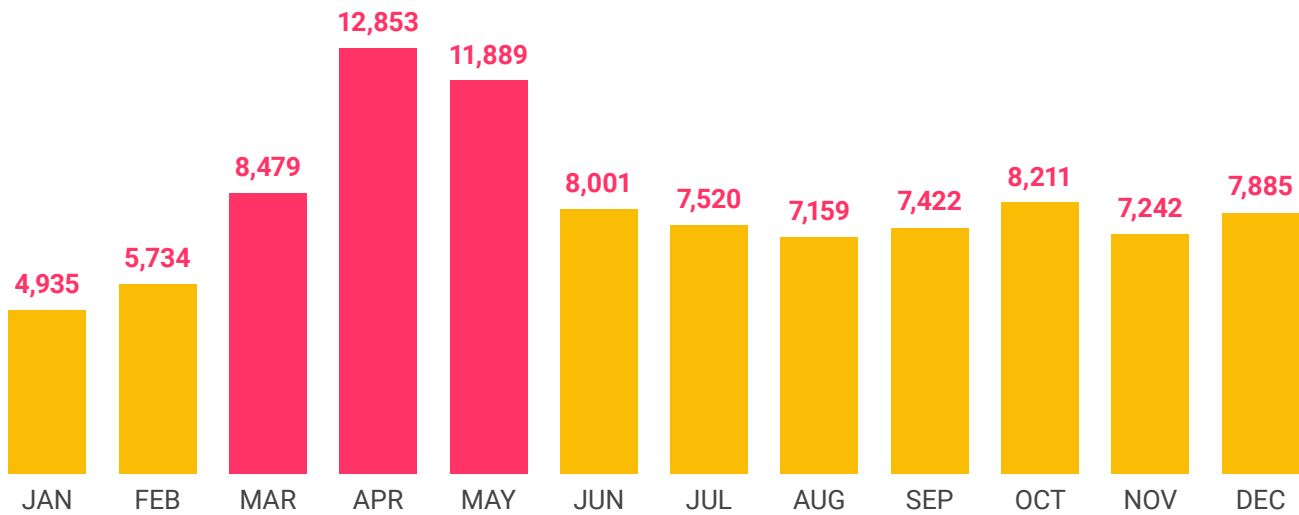


Instagram



This increase correlates with the COVID-19 pandemic. As much of the U.S. sheltered-in-place back in March and April, the number of video posts skyrocketed, and video post levels have remained elevated ever since.

Total Video Posts by Month (Cross-Channel)



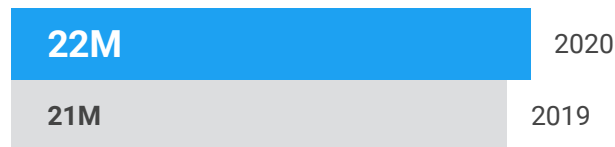
Interestingly, the increase in video posts didn't result in significant audience growth. While audiences on each channel did increase, and Instagram repeated its rapid growth for the second year in a row, overall audience size didn't increase in proportion to the increase in video posts.

Total Audience Size 2020 vs 2019

Facebook



Twitter



Instagram



But audience engagement did increase significantly from the previous year. This can be partly attributed to the increase in total video posts; yet audiences engaged with nonprofits' videos overall more in 2020 than in 2019.

Total Engagements 2020 vs 2019

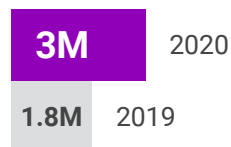
Facebook



Twitter



Instagram



With the pandemic still raging across the U.S. and mass vaccination campaigns just ramping up, we expect to see elevated levels of video posts and heightened audience engagement throughout much of 2021.

Takeaway

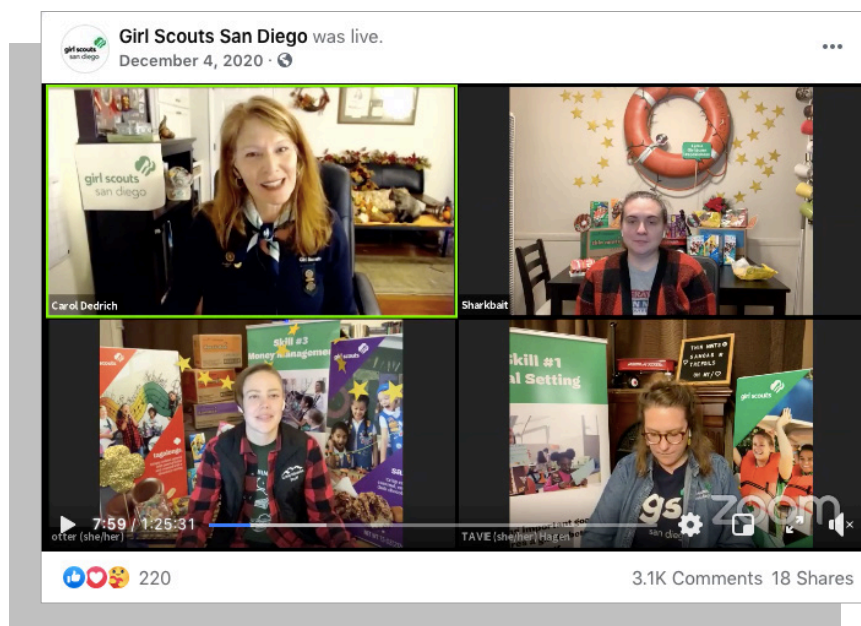
Nonprofits are posting significantly more videos on social media because of the pandemic, and their audiences are engaging at heightened levels. With a return to “normal” still a long way off, nonprofits will continue to rely on video to further their missions throughout much of 2021.

02.

Livestreaming has transformed the nonprofit video landscape.

Livestreaming on social media, specifically Facebook Live, exploded in 2020. **Of the top 100 most engaging video posts on Facebook, 51 were livestreams.** And livestreaming accounted for a significant number of top engaging videos on Instagram and Twitter as well.

Top 100 Most Engaging Video Posts on Facebook



This increase in livestreaming is a significant change from the previous year when only a couple of the top 100 most engaging video posts on Facebook were livestreams.

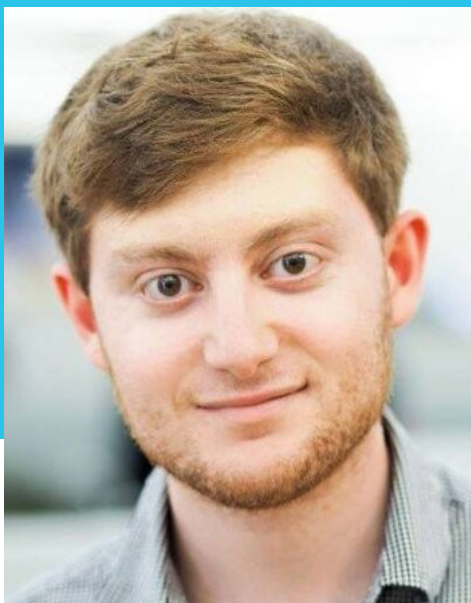
We believe there are four reasons for nonprofits' adoption of livestreaming:

- 1. Nonprofits are uniquely positioned to convene people on social media.** A nonprofit's clients, staff, volunteers and donors have deep relationships with each other, and when they were unable to gather in person because of social distancing, nonprofits exercised their convening power to bring these individuals together through livestreamed events on social media.
 - 2. When nonprofits were forced to cease in-person operations due to social distancing protocols, some **programmatic, marketing and development staffers had newfound capacity to pivot their responsibilities and create videos for social media.**** Livestreaming requires no special equipment or technical expertise, providing an opportunity for various nonprofit staffers to create livestream videos.
 - 3. Livestreaming is a communications medium that can be utilized for numerous purposes,** and nonprofits invented ways to livestream program delivery, marketing, advocacy and fundraising.
 - 4. Facebook's algorithm favors livestreaming, pushing live content higher in news feeds, attracting viewers and engagement.** When nonprofits began experimenting with livestreaming and saw how effective it was, they were spurred on to livestream more.
-



Takeaway

Livestreaming is a powerful way for nonprofits to deliver their programs, connect with and engage their audiences, and raise funds. We expect livestreaming by nonprofits to increase in 2021 as more organizations recognize its potential, and realize its benefits.



LEARN FROM THE EXPERTS

Interview with Jeremy Grossman of Liberty Science Center

JEREMY GROSSMAN

Digital Media Manager

Liberty Science Center

Liberty Science Center (LSC) in New Jersey houses 12 exhibition halls, live animal exhibits, giant aquariums, and the Western Hemisphere's biggest planetarium. LSC's innovative use of livestreaming on Facebook during the pandemic led to a significant increase in their audience size and engagement.

TECTONIC: What type of video content for social media were you producing before the pandemic?

JEREMY: In the past we made a lot of highly produced videos. We once had a MythBusters exhibit, so we made a few videos with our STEM team busting myths. We'd spend a lot of time editing them, and they were good and people liked them.

But going into 2020, what I really wanted to focus on was content that we filmed on a phone and was easy to post. **We found that phone-quality video content was as successful, if not more successful, on social media than videos that took a long time to produce.**

Why do you think phone-quality content is so engaging on social media?

When you see a video pop up in your feed that was obviously filmed on a phone, you may instinctively think it's something that a friend posted, not a brand. It feels more natural and interesting in your feed.

We've found that phone-quality content is very effective on Instagram and Facebook. But on YouTube, professionally produced content often performs better.

Yeah, you're correct about that. That's the place for longer, more high-produced content.

When the country started shutting down because of the pandemic, how did the way that you think about video on social media change?

The building closed in March. Nobody knew how long it was going to be. So, I thought, “Okay, maybe it will just last a couple of weeks. Nothing too crazy.”

But I remember Mary Meluso (LSC’s Communications Director) saying, “Maybe there are ways we can deliver our programs on video.” At the time, I didn’t know what that meant. But towards late March, early April, after talking about it for a while, we knew what we were going to do.

We decided to become like a TV network.

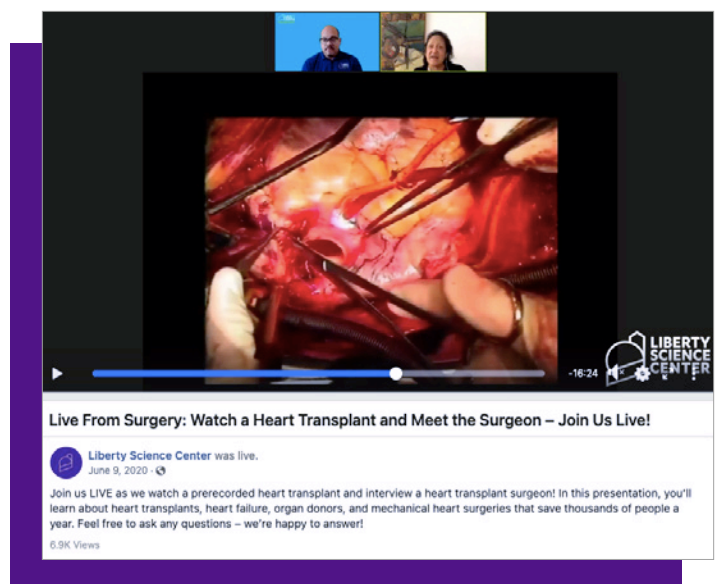
We created a whole schedule of content, with different shows every day. We’d use our staff members, who were mostly at home, to create the content, and then they’d livestream it from their computers or phones to our Facebook page using a program called **OBS** (Open Broadcast Software).

On Mondays we had a show called **LSC Junior** which was for little kids. It featured one of our educators doing an experiment or reading a story live from their home.

Tuesdays were **Live from Surgery**, where viewers could watch a real surgery or dissection while a presenter shared all kinds of facts about biology and medicine. This was already an acclaimed program at LSC for high schoolers, but it had never been livestreamed before. As graphic and gross as it was, people absolutely loved it.

Wednesdays we did something called **Animal Update**. We had two staff members go into the building and livestream from their phones as they checked on the animals in our exhibits. They would walk around, talk to the animals, feed them, and play with them. It was funny stuff.

Thursdays we had the **Planetarium Online**, which was our most successful program.



One of our planetarium presenters took viewers through space to other planets, or explained what you'd be able to see in the sky that night. It was majorly successful and people from all over the world tuned in each week just like it was a TV show.

Our final program was **Virtual Science Trivia**. Using software from **LiveReacting**, we livestreamed an interactive quiz show for adults on Thursday evenings and for kids and families on Friday mornings. Viewers would answer the questions by commenting, and the software would tabulate responses, record who answered correctly, and identify who got the most points.

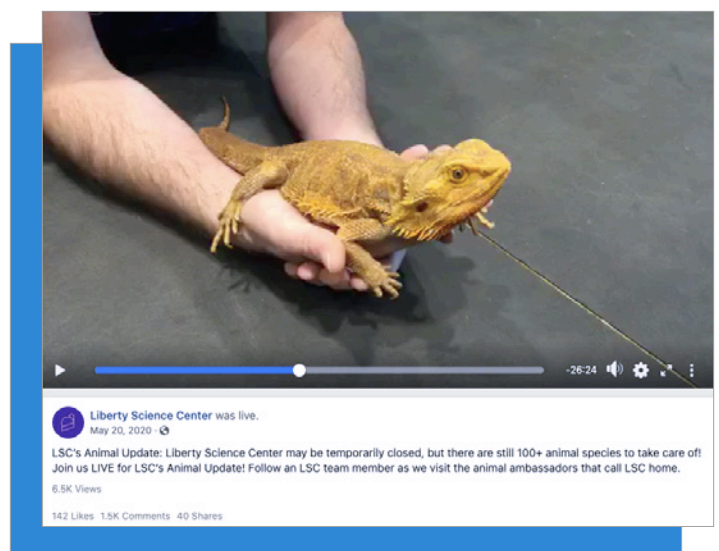
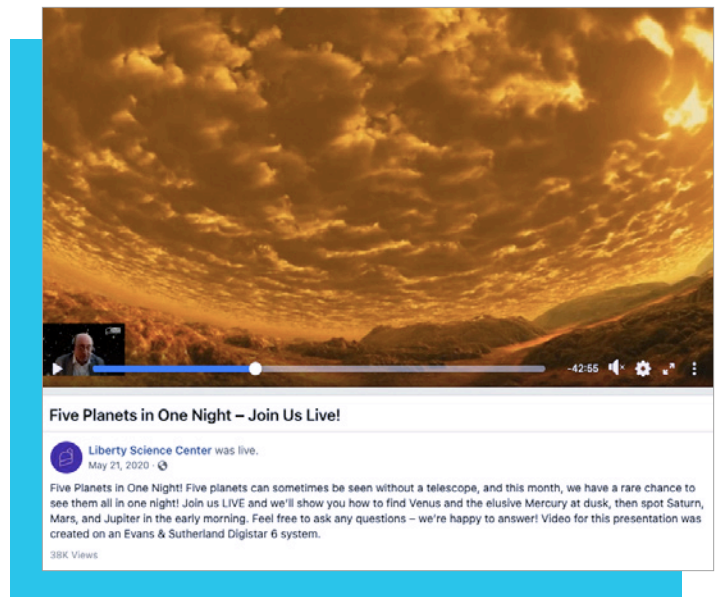
It really did feel like we were running a TV network, and it was a lot of fun.

Audience engagement for your content was through the roof. What are some of the keys to your success?

One thing that we learned early on was that it's very important to make livestreamed content a two-way conversation. We would encourage it as much as possible by saying, "Please comment. Please say where you're watching from." And the program hosts would welcome people by saying, "Hi to Mary from Texas. Oh my God, Bob's from England. That's so cool that you're here." People love having their names read aloud.

In our trivia show, someone might comment, "I'm doing so bad at this," and the presenter will read that comment aloud and encourage them to keep trying. For our Animal Updates, we had some animals that didn't have names, so we would ask people, "What should the animal's name be?" And people suggested names in the comments. For our Planetarium Online, the presenters would respond to commenters questions. "Katie, that's a fantastic question. I can talk about that."

Another key to the success of our programming was that our hosts were all super likable and fun to be with. They were like your friends during the pandemic when you literally were



seeing nobody in the world. All of the program hosts were staff members who were skilled at communicating with an audience. But none of them had done livestreams before, so there was a bit of a learning curve. We coached them to make their shows feel like it was just a bunch of people hanging out together on Facebook. It was educational, and audiences were learning a lot, but it wasn't a stuffy lecture. It was a fun thing to do.

Are you still producing that much programming every week?

We did our five-days-a-week, livestreamed programming from April through August. And when LSC reopened to the public on Labor Day weekend, our video strategy changed to focus on bringing people back into the building. We stopped LSC Junior, Animal Updates and Live from Surgery, but kept the weekly planetarium and trivia shows going for a while longer. Now, in 2021, we're planning a livestreamed planetarium program once a month, and virtual science trivia on a "sometimes" basis.

When things are back to "normal," will you continue livestreaming content?

We will absolutely keep doing livestreamed content. People are going to continue connecting virtually in a big way, so we'll never stop meeting them there. Every time there's a new experience at the science center, we'll ask ourselves, "What is a way that we can use livestreaming to get people excited or interested about coming to the science center?" We might not livestream every week, but it will happen regularly.

03.

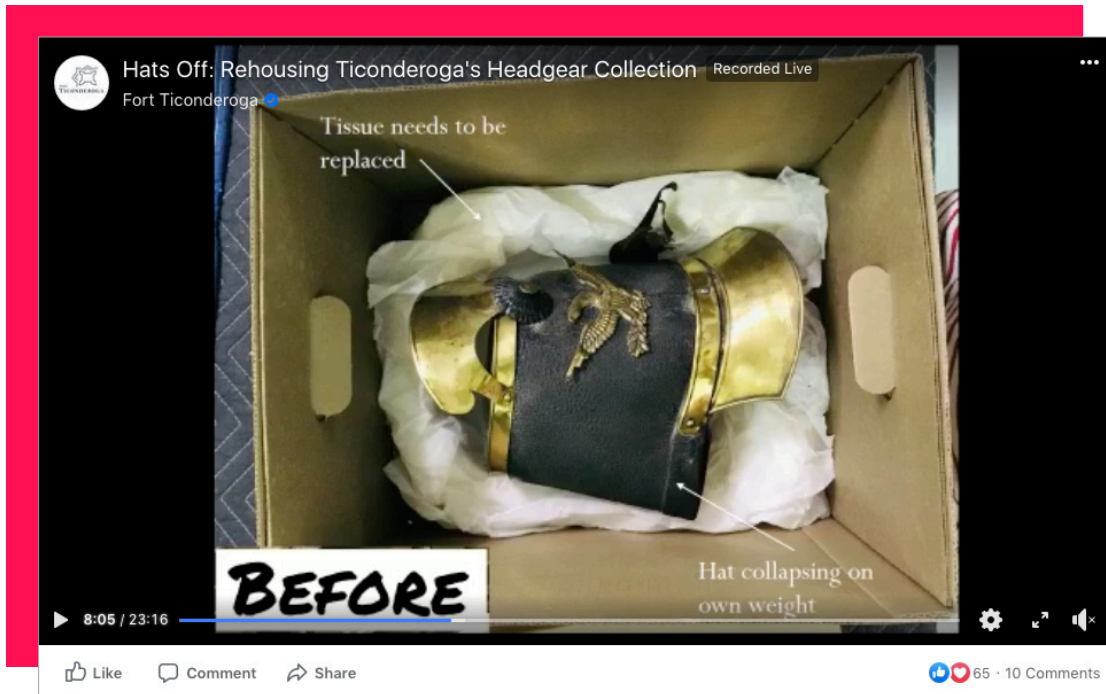
Program delivery and fundraising events were reimagined as video content.

Nonprofits made a remarkable shift in 2020 to translate their programs and fundraising events into video content distributed on social media. This phenomenon was widespread, spanning nonprofit categories, audience sizes and budgets.

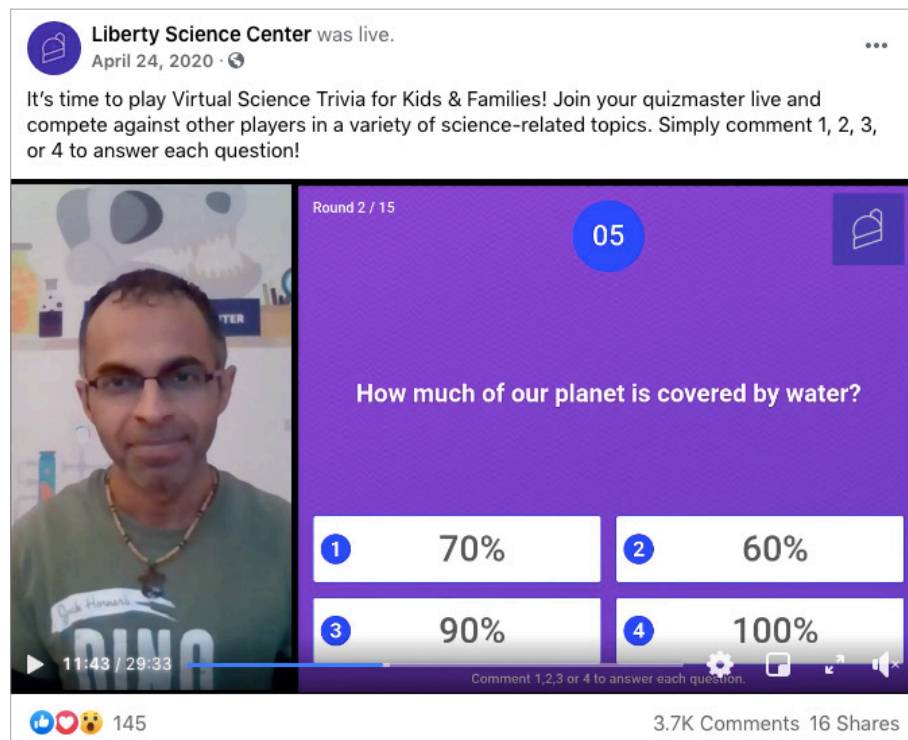
Examples of Programmatic Content and Fundraising Event Videos



The Santa Barbara Zoo took viewers behind-the-scenes to learn more about their animals.



Fort Ticonderoga's curators shared stories about items in their collection.



Liberty Science Center livestreamed interactive quiz shows for kids.



Irish Repertory Theatre · Follow

December 24, 2020 · 🌐

Coordinate with family around the world and join us for shows today at 9am or 2pm EST

We wish we could be “clanging” the trolley on our way home this holiday season, but i... See More



0:13 / 0:18

 Like  Com



Irish Repertory Theatre · Follow

October 23, 2020 · 🌐

Check out an exclusive behind-the-scenes moment from rehearsals of A TOUCH OF THE POET from cast member, Ciaran Byrne! ... See More

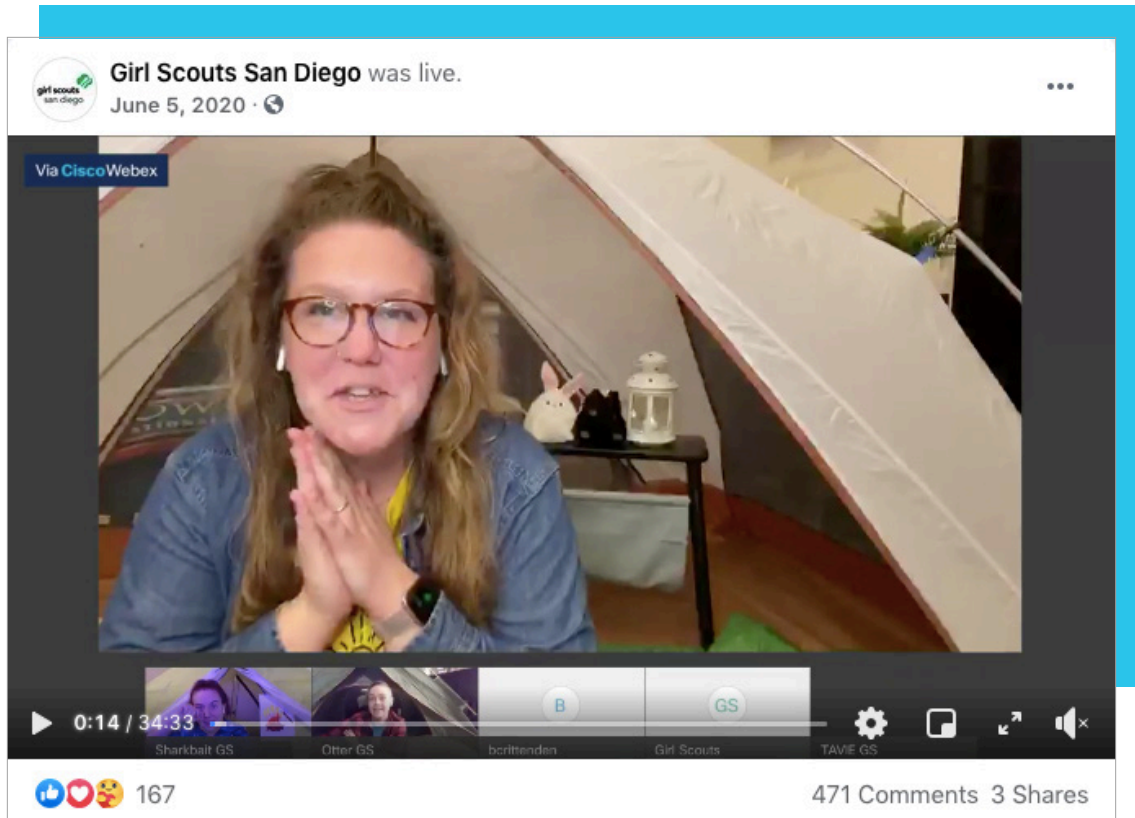


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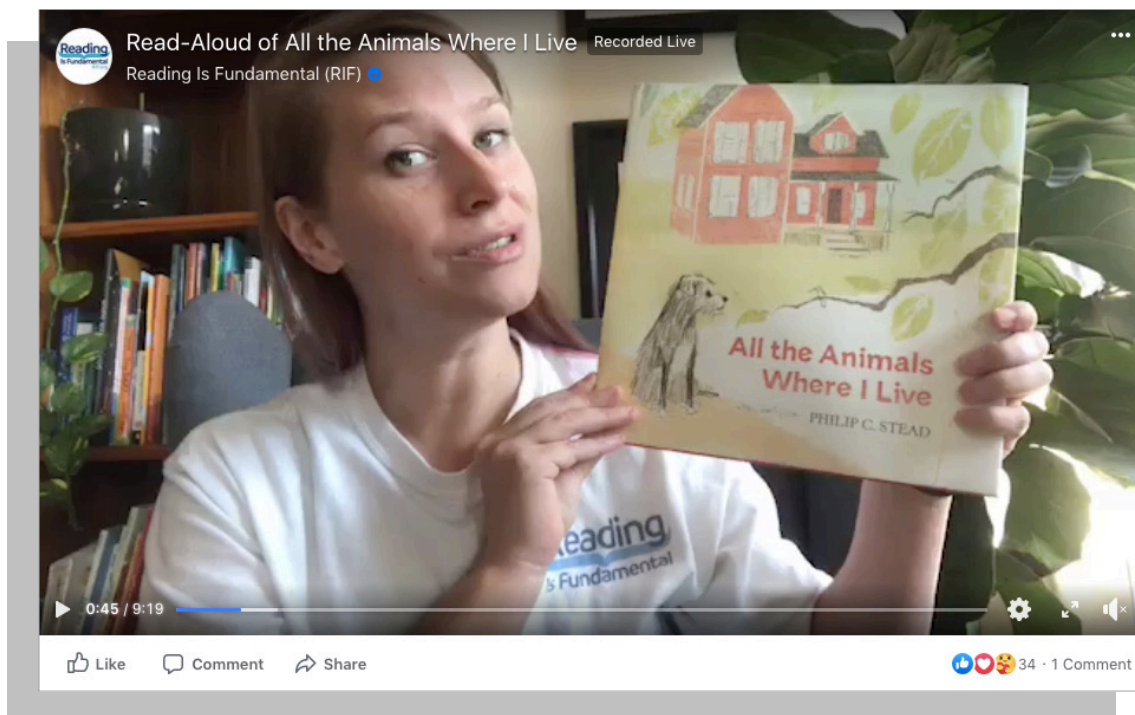
 Like  Comment  Share

   21

Irish Repertory Theatre staged productions while social distancing by recording their actors against a green screen and then inserting them into virtual backgrounds.



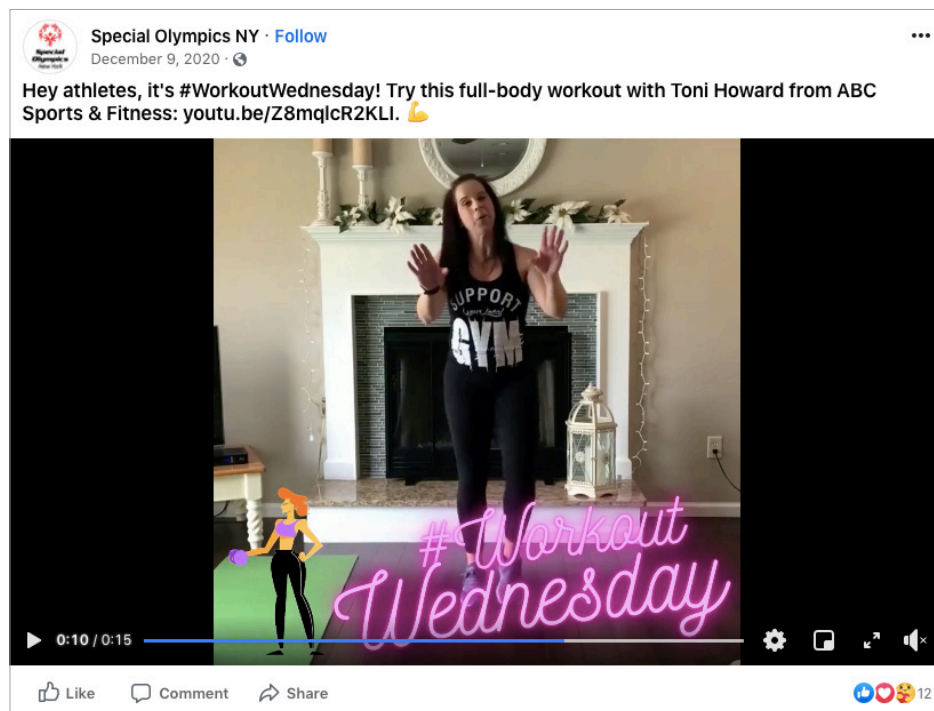
Girl Scouts of San Diego translated their summer camps into at-home, virtual camping experiences.



Reading is Fundamental livestreamed a daily storytime for kids.



The Dougy Center held their annual fundraising benefit virtually via Facebook Live.



Special Olympics New York created at-home workout videos for their athletes as they were sheltering-in-place.

The result of this pivot to video on social media created new opportunities for nonprofits to expand the reach of their programs and attract potential donors for fundraising.

While we expect this trend to continue throughout the remainder of the pandemic, we're curious to see how this shift may permanently change the way that nonprofits deliver their services and raise support for their causes.



Takeaway

Nonprofits can expand their reach by translating their programmatic content into video that's distributed on social media. Virtual fundraising events can attract supporters and cultivate donors anywhere in the world. We expect nonprofits to continue using social media videos to deliver their programs and hold virtual fundraising events even after the pandemic has ended.



04.

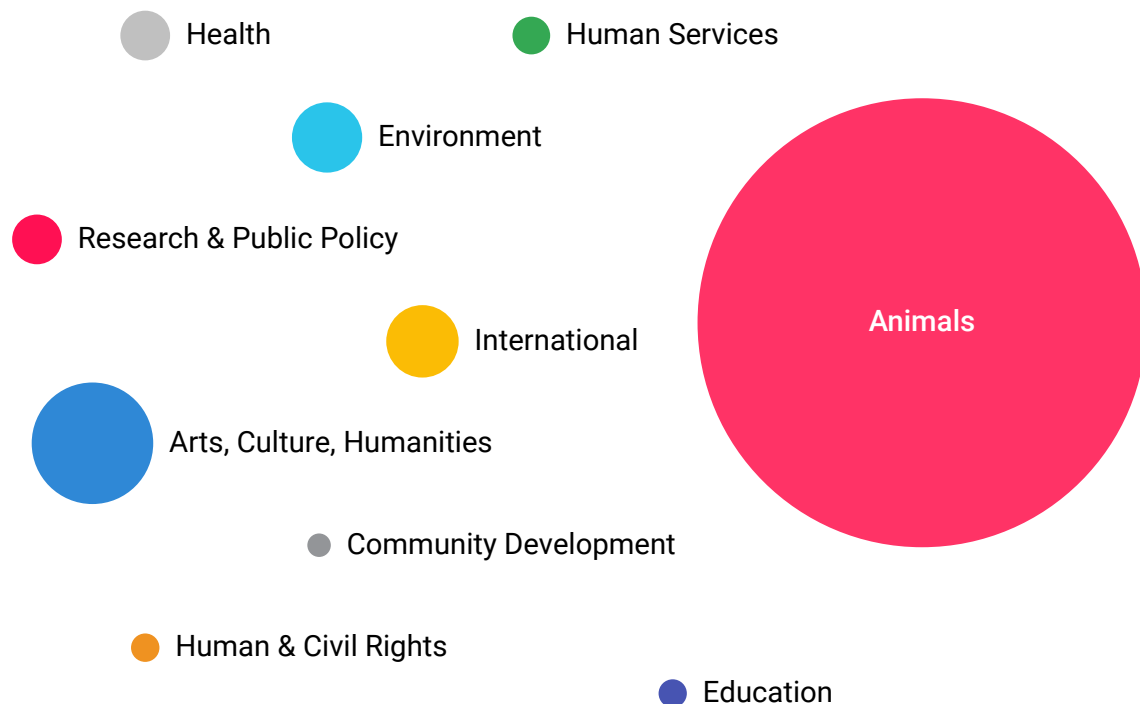
Top-performing content shifted in response to the pandemic.

In last year's report, we confirmed our assumption that some content types are inherently more engaging on social media than other content types (i.e. animals do indeed rule the internet).

This year we found that video content posted by animal-related nonprofits was not only the most engaging overall, but 19 of the top 20 ranked nonprofits in the Index were zoos, aquariums and humane societies (See *Top 100 Nonprofits Cross-Platform* on pg. 35).

Perhaps we watched animal videos to escape from the stresses of the pandemic, or reconnect with nature, or virtually visit the places we love.

Video Engagement by Category in 2020



When we compared the *Top 100 Most Engaging Videos Per Channel* in 2020 to 2019, we identified significant changes in the top performing content types.

Livestreaming didn't even make the list last year, and this year it's #1. Content about *Animals & Cuteness* and *Emotional Reactions Captured in Real Time* are still extreme engaging, and *Silly/TikTok-style* videos appeared on the list for the first time.

Top Content Types



1. Livestreaming

Any content broadcast live



2. Animals & Cuteness

Especially baby animals or cute kids



3. Emotional Reactions Captured in Real Time

Jubilant celebrations, tears of joy



4. Timely/Topical

COVID-related, holidays, current events



5. Political/Controversial Topics

Protests, the election



6. Silly/TikTok-style

Brief choreographed dances, singing, etc.

Takeaway

While some categories of nonprofits are intrinsically more engaging than others, all nonprofits can benefit from creating videos featuring the Top Content Types to increase engagement.



LEARN FROM THE EXPERTS

Interview with Teja Foster of Rock the Vote

TEJA FOSTER

Owner of Get Social With Teja

Rock The Vote Social Media Director

Rock the Vote is a nonpartisan nonprofit dedicated to building the political power of young people. The pandemic forced them to reimagine their plans for 2020, and their use of social media videos helped them exceed their goals.

TECTONIC: Heading into 2020, what was your plan for producing video content for social media in the run-up to the election?

TEJA: We didn't have a big video plan going into 2020. Rock the Vote is focused on young people and first-time voters. We traditionally hold in-person events and concerts, and register voters in person. We capture the events on video and release snippets on social media afterwards to show what happened.

So for 2020, that was our plan. We had scheduled concerts, bus tours, educating people in person, et cetera. Video was an afterthought. **But 2020 turned into nothing but video.**

Walk me through your thought process when the pandemic hit and the country started shutting down? How did you decide what to do?

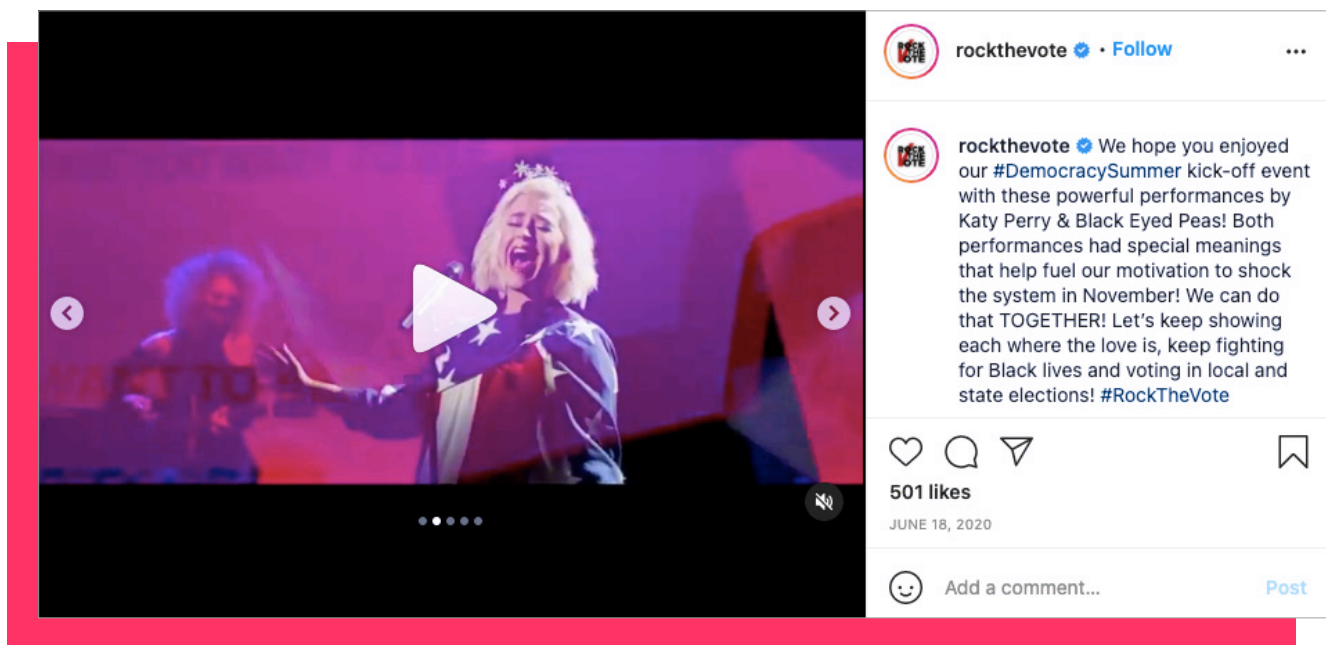
At first, no one knew what to do. But our pivot to video came extremely fast. Our first event was *Democracy Summer*, a concert headlined by Katy Perry and Black Eyed Peas, and hosted by Logan Browning and Rosario Dawson.

We ended up requesting pre-recorded videos from the celebrities that we combined together into a show. Some celebrities said, "I haven't gotten dressed in a month. I have nobody to come and do hair and makeup. What should I do?" So we walked people through the process, how to turn on Zoom, how to prop a camera up and record themselves.

The concert was a big success. Having the artists pre-record themselves gave them artistic freedom they wouldn't have had if they were live. **This event showed everyone that they should really be thinking about how to pre-record content and then release it as if it's live.**

What other types of video content did you create in 2020? How did you create all these videos?

We did IG Live takeovers. I think that's a really big opportunity that people don't necessarily think about. With an IG Live we can get multiple people onto audience members' screens. We can save those videos, chop them up for smaller content, and then post them to our Instagram. We partnered with more celebrities via IG Live than all of our virtual concerts. They were really excited to do it.



We worked with a few agencies to create video content, but it was a lot of Rock the Vote's in-house team, which was unusual. With so much uncertainty and filming complications, we couldn't wait around to see what was going to happen. So we did a lot of it ourselves. We also had content creators and agencies reaching out and offering to help. Honestly, sometimes we were getting too many videos. There was no way to plan ahead. It was very organic and in the moment.

How did you measure your results?

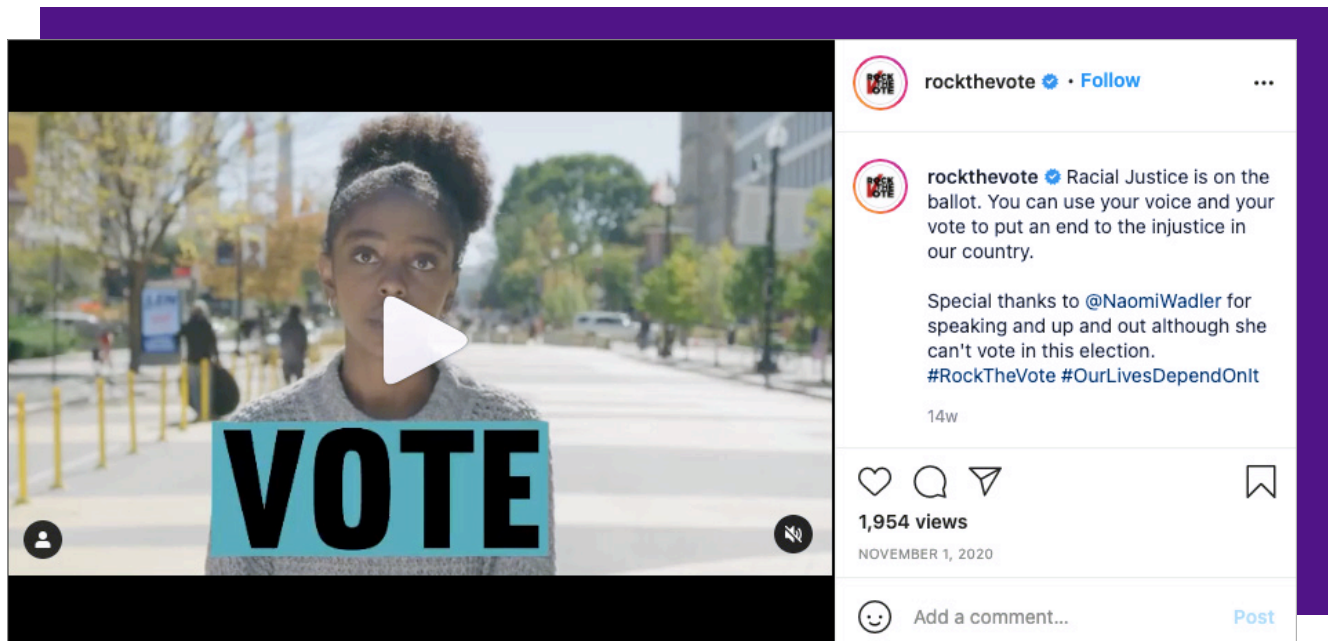
Rock the Vote's voter registration tool is the best in the game. About 200 organizations use our tool to register people, enable them to check their voting status, look up their local polling station, see their ballot, and learn about voting rules state-by-state. We registered about two

million new voters, and double that amount checked their voter registration. The numbers were through the roof and were the result of the online video content that we put out, the social media content that we put out, all of the emails, and the events that we had.

Going into 2020, I think we had about 60,000 followers on Instagram. My goal for the year was to get to 100,000 followers, which was very ambitious. We're now at almost 160,000 on Instagram and 450,000 across all channels. 2020 was everything for us. It was definitely the game changer.

What did you learn about nonprofit video and social media during the age of COVID-19? And how will it inform your work once the world returns to “normal”?

We learned how important it is to have a social media team. We need to prioritize what's coming out on social media because for many people it's the main way they'll learn about our work. We need to meet them there and provide content that is accessible on their phones. People are getting comfortable with virtual events being prerecorded and premiered live. Everything doesn't have to be in person anymore.



I don't think that things will necessarily change too much whenever we go back to normal. What we've learned in 2020 is going to hold weight for the rest of our lives. **Everyone should realize that social media, and video, is the new age.**

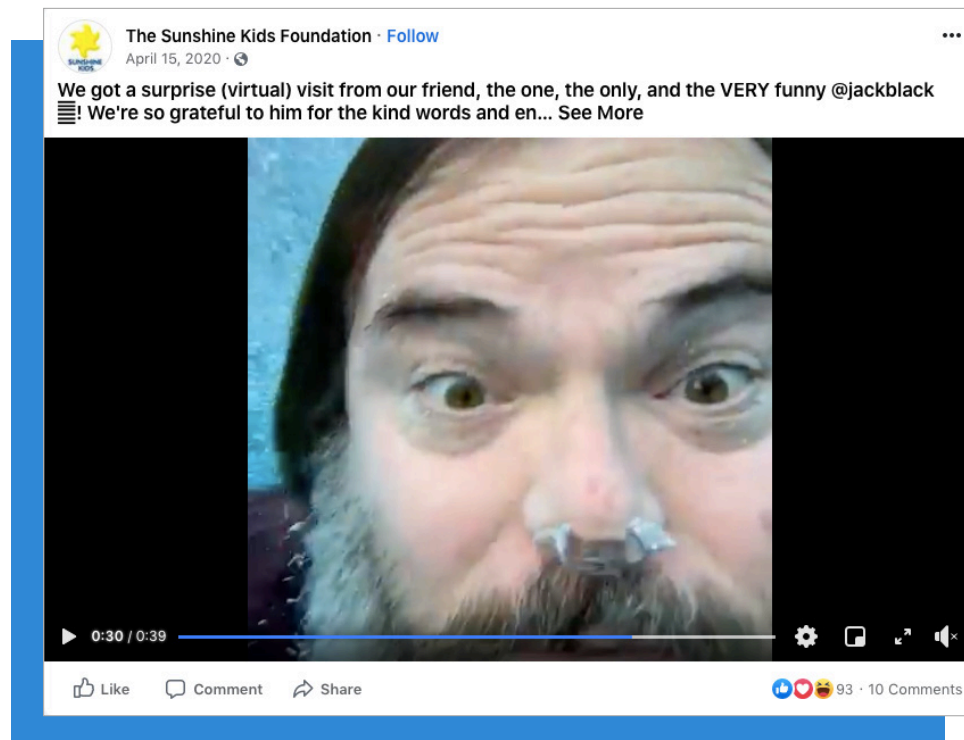
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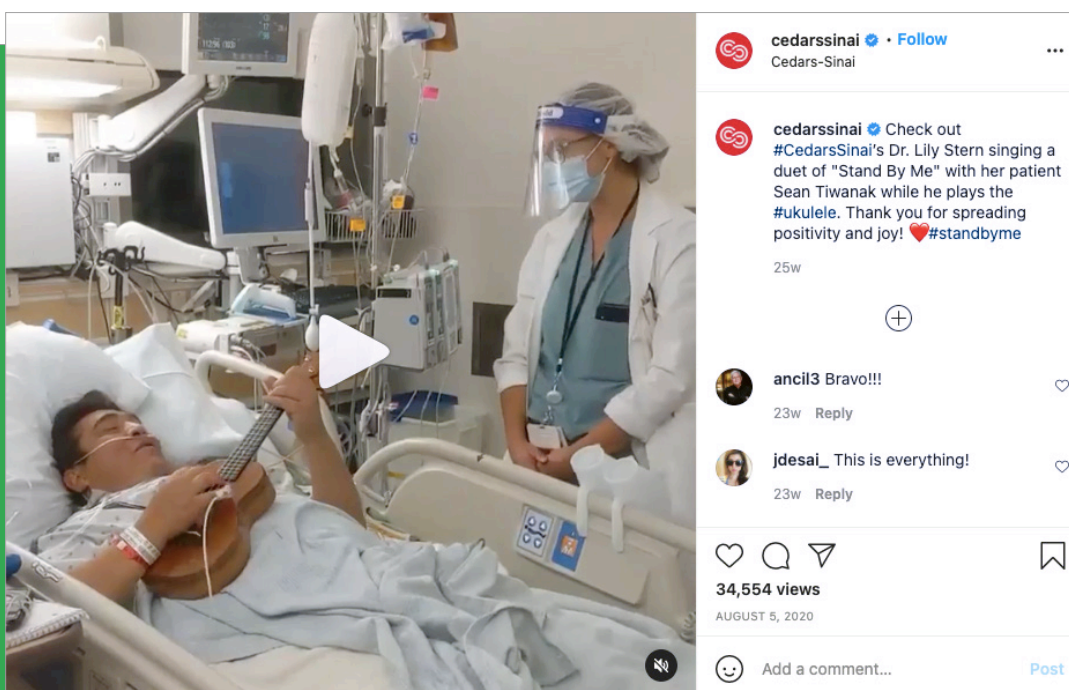
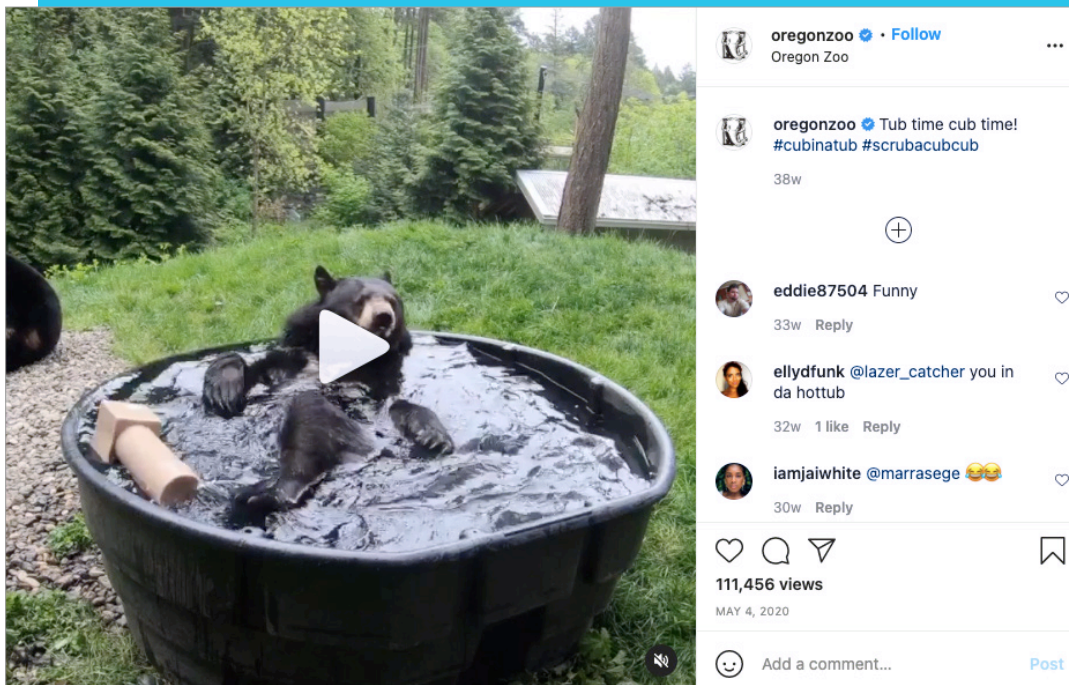
Production value does not correlate with engagement (even more so than before).

In last year's report, we demonstrated that nonprofits do not need to create videos with high production value (e.g. professional lighting, cameras and editing) to engage viewers on social media. This was a major source of relief and encouragement for many organizations.

This finding was reinforced in this year's report after it was exceedingly rare to find any video content with high production value among the *Top 100 Most Engaging Nonprofit Videos per Channel*.

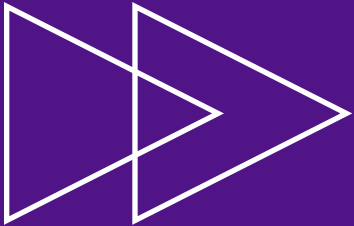
Due to the rise of livestreaming, COVID-related filming challenges and travel restrictions, and the growing acceptance of selfie-style videos, **the overwhelming majority of the most engaging videos were first person, unscripted, single take videos**. There were also a number of instances of celebrities, largely stuck at home during the pandemic, recording selfie-style PSAs in support of their charities.





Takeaway

Nonprofits of all kinds are producing highly engaging video content for social media without professional equipment, technical expertise or a big budget. By applying the key takeaways from our 2019 and 2020 reports, nonprofits can create better social media videos to help achieve their missions.



Top 100 Nonprofits In the Nonprofit Video Index

To identify the top performing nonprofits in the Index, we created formulas and algorithms that reflect the stated values of each channel's algorithm (see *Methodology* for details).

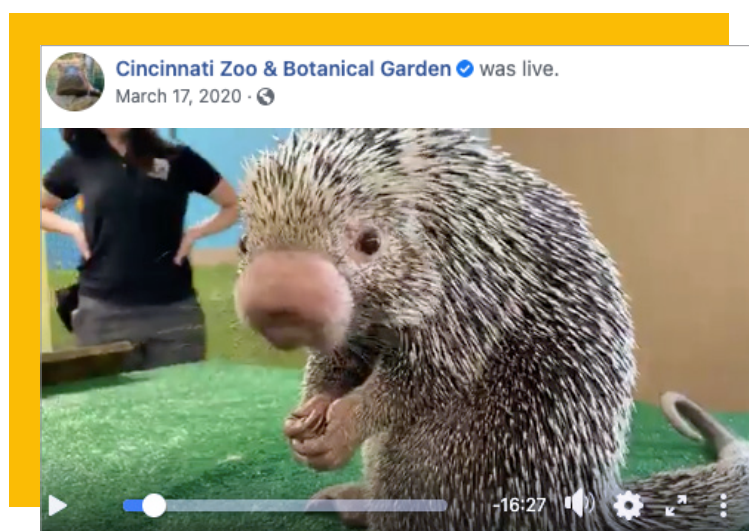
Scores for all organizations were converted to a scale of 1-100 per channel with the highest ranking nonprofits scoring 100, the lowest ranking nonprofits scoring 1, and the rest scoring somewhere in between. We added together each nonprofits' scores to determine their cross-platform ranking.



While the Index includes only a fraction of all nonprofits in U.S., it does include many organizations associated with dynamic marketing and video content, including 350.org, CARE, Monterey Bay Aquarium, John F. Kennedy Center for the Performing Arts, Compassion International, Feed the Children, and the World Food Program USA.



Top Ranked Nonprofit





The top ranked nonprofit in this year's report is the **Cincinnati Zoo & Botanical Garden**. While they had close competition from the Santa Barbara Zoo and Oregon Zoo, the **Cincinnati Zoo & Botanical Garden** was outstanding in a number of metrics including cross-platform video post frequency (#2 overall), and cross-platform total audience growth (#1 overall).



Rank	Organization	Total	f		
1	Cincinnati Zoo & Botanical Garden	300	100	100	100
2	Oregon Zoo Foundation	300	100	100	100
3	Santa Barbara Zoo	300	100	100	100
4	Denver Zoological Foundation	297	100	100	97
5	Rhode Island Zoological Society	297	100	99	98
6	Columbus Zoo and Aquarium	258	93	90	75
7	Nashville Zoo	236	100	83	53
8	Greater Los Angeles Zoo Association	211	63	74	74
9	Texas State Aquarium	208	88	44	76
10	Indianapolis Zoo	195	75	48	72
11	Dallas Zoological Society	180	80	45	55
12	Dian Fossey Gorilla Fund International	173	63	66	44
13	Chicago Zoological Society	166	80	24	62
14	Monterey Bay Aquarium	162	82	32	48
15	The Florida Aquarium	157	40	73	44
16	Woodland Park Zoo	153	69	43	41
17	Tulsa Zoo Friends	152	53	46	53
18	Special Olympics New York	147	47	100	-
19	Rancho Coastal Humane Society	146	46	100	-
20	Saint Louis Zoo Association	145	58	37	50
21	Save the Manatee Club	143	48	65	30
22	Animals Asia Foundation Limited	143	45	34	64
23	The John F. Kennedy Center for the Performing Arts	141	100	11	30
24	The Irish Repertory Theatre	139	26	74	39
25	Phoenix Zoo	138	50	34	54
26	World Food Program USA	137	36	1	100
27	Audubon Nature Institute	135	6	46	83
28	Memphis Zoo	132	48	45	39

Rank	Organization	Total	f		
29	SPCA of Texas	127	23	48	56
30	Asia Society Texas Center	127	22	6	99
31	Saddle Up!	125	25	100	-
32	American Eagle Foundation	122	31	40	51
33	Kickstart Kids	121	24	64	33
34	Bruce Museum	116	18	11	87
35	The Center for Individuals With Physical Challenges	115	100	15	-
36	USA Water Ski	115	74	31	10
37	Cato Institute	115	24	18	73
38	Chicago Scholars Foundation	113	8	39	66
39	Liberty Science Center	111	100	5	6
40	North Carolina Zoological Society	111	83	8	20
41	Institute for Middle East Understanding	111	30	36	45
42	Marine Biological Laboratory	110	14	87	9
43	UJA/Federation of New York	108	100	2	6
44	Special Olympics of Rhode Island	106	99	-	7
45	Prichard Committee for Academic Excellence	105	100	-	5
46	Girl Scouts San Diego	102	100	2	-
47	North Carolina Aquarium Society	102	24	35	43
48	Jewish Federation of Delaware	100	100	-	-
49	Masbia	100	43	22	35
50	St. Rita School for the Deaf	98	98	-	-
51	Equine Advocates	97	11	71	15
52	Mote Marine Laboratory	96	48	30	18
53	Lincoln Park Zoo	94	49	28	17
54	Human Rights Watch	93	22	8	63
55	National Aviary	92	31	40	21
56	Sedgwick County Zoological Society	91	60	21	10

Rank	Organization	Total	f		
57	The Field Museum	91	19	25	47
58	Humane Society of Sarasota County	90	28	50	12
59	The Philadelphia Orchestra	89	56	10	23
60	Brighton Park Neighborhood Council	87	62	13	12
61	The Mustard Seed	85	38	47	-
62	Camp Courageous of Iowa	84	78	6	-
63	Tom Coughlin Jay Fund Foundation	82	26	20	36
64	Heartland Humane Society	80	20	60	-
65	YWCA USA	79	19	30	30
66	National Iranian American Council	79	16	36	27
67	Defenders of Wildlife	77	8	25	44
68	Conservancy of Southwest Florida	75	15	58	2
69	Capital Research Center	74	30	7	37
70	350.org	110	14	87	9
71	Americares Foundation	73	13	17	43
72	Blue Mountain Humane Society	72	60	12	-
73	Seattle Aquarium	72	16	33	23
74	American Friends of Migdal Ohr	71	71	-	-
75	Literacy, Inc.	70	70	-	-
76	The Brookwood Community	70	22	48	-
77	Chicago Academy of Sciences / Peggy Notebaert Nature Museum	70	11	28	31
78	Summer Camp Opportunities Promote Education (SCOPE)	69	9	58	2
79	Fort Ticonderoga Association	67	35	32	-
80	Grenville Baker Boys & Girls Club	67	22	45	-
81	Mount Washington Observatory	67	20	24	23
82	CARE	65	24	5	36
83	Big Brothers Big Sisters of Tampa Bay	64	39	11	14

Rank	Organization	Total	f	Instagram	Twitter
84	Dubuque County Historical Society	64	16	39	9
85	United Nations Foundation	64	9	3	52
86	National Disaster Search Dog Foundation	63	10	53	-
87	Knoxville Zoological Gardens	63	31	26	6
88	International Campaign for Tibet	63	13	43	7
89	Special Olympics Maine	61	36	25	-
90	Virginia Aquarium & Marine Science Center Foundation	60	24	36	-
91	Rock the Vote	60	13	22	25
92	The Marine Mammal Center	60	10	29	21
93	National Kidney Foundation of Hawaii	58	52	5	1
94	National Audubon Society	58	30	5	23
95	United Way of Summit County	58	28	4	26
96	Pasadena Humane Society & SPCA	58	11	18	29
97	Heart of the Valley Animal Shelter	57	31	26	-
98	John Ball Zoo	57	28	16	13
99	ArtsinStark	54	54	-	-
100	Habitat for Humanity of Pinellas County	54	42	6	6

All nonprofits in the Top 100 have distinguished themselves as organizations producing highly engaging video content and are an **inspiration to nonprofits everywhere.**

Nonprofit Rankings by Category

Animals

1	Cincinnati Zoo & Botanical Garden
2	Oregon Zoo Foundation
3	Santa Barbara Zoo
4	Denver Zoological Foundation
5	Rhode Island Zoological Society
6	Columbus Zoo and Aquarium
7	Nashville Zoo
8	Greater Los Angeles Zoo Association
9	Texas State Aquarium
10	Indianapolis Zoo

Community Development

1	UJA/Federation of New York
2	Jewish Federation of Delaware
3	Brighton Park Neighborhood Council
4	United Way of Summit County
5	Habitat for Humanity of Pinellas County
6	Jewish Federation of Metropolitan Detroit
7	United Way of Southeast Louisiana
8	Jewish Federation of Sarasota-Manatee
9	Jewish Federation of Nashville & Middle Tennessee
10	United Way of Lebanon County

Arts, Culture & Humanities

1	The John F. Kennedy Center for the Performing Arts
2	The Irish Repertory Theatre
3	Bruce Museum
4	Liberty Science Center
5	The Field Museum
6	The Philadelphia Orchestra
7	Chicago Academy of Sciences / Peggy Notebaert Nature Museum
8	Fort Ticonderoga Association
9	Dubuque County Historical Society
10	ArtsinStark

Education

1	Chicago Scholars Foundation
2	Prichard Committee for Academic Excellence
3	St. Rita School for the Deaf
4	Literacy, Inc.
5	The Brookwood Community
6	Summer Camp Opportunities Promote Education (SCOPE)
7	Student Leadership Network
8	Big Shoulders Fund
9	Collaborative for Academic, Social, and Emotional Learning
10	Educational First Steps

Environment

1	Conservancy of Southwest Florida
2	350.org
3	National Audubon Society
4	Maine Center for Coastal Fisheries
5	Riverside Park Conservancy
6	Living Lands and Waters
7	City Parks Foundation
8	North Carolina Botanical Garden Foundation, Inc.
9	Amazon Watch
10	Forest Park Forever

Health

1	Camp Courageous of Iowa
2	Tom Coughlin Jay Fund Foundation
3	National Kidney Foundation of Hawaii
4	Nevada Childhood Cancer Foundation
5	The Children's Inn at NIH
6	Charcot-Marie-Tooth Association
7	Conquer Cancer Foundation of the American Society of Clinical Oncology
8	Gilda's Club New York City
9	The ALS Association Florida Chapter
10	Pet Partners

Human & Civil Rights

1	National Iranian American Council
2	Rock the Vote
3	National Immigration Forum
4	Paralyzed Veterans of America
5	Pennsylvania Family Institute
6	Pro-Life Action League
7	American Humanist Association
8	The Women's Fund Miami-Dade
9	Foundation for Individual Rights in Education
10	ACLU of Michigan Foundation

Human Services

1	Special Olympics New York
2	Saddle Up!
3	Kickstart Kids
4	The Center for Individuals With Physical Challenges
5	USA Water Ski
6	Special Olympics of Rhode Island
7	Girl Scouts San Diego
8	Masbia
9	The Mustard Seed
10	YWCA USA

International

1	World Food Program USA
2	Asia Society Texas Center
3	Institute for Middle East Understanding
4	Human Rights Watch
5	Americares Foundation
6	CARE
7	United Nations Foundation
8	International Campaign for Tibet
9	Feed the Children
10	WITNESS

Research & Public Policy

1	Cato Institute
2	Marine Biological Laboratory
3	Mote Marine Laboratory
4	Capital Research Center
5	Mount Washington Observatory
6	RAND Corporation
7	Woods Hole Oceanographic Institution
8	Freedom Foundation
9	Cold Spring Harbor Laboratory
10	SETI Institute



About Tectonic

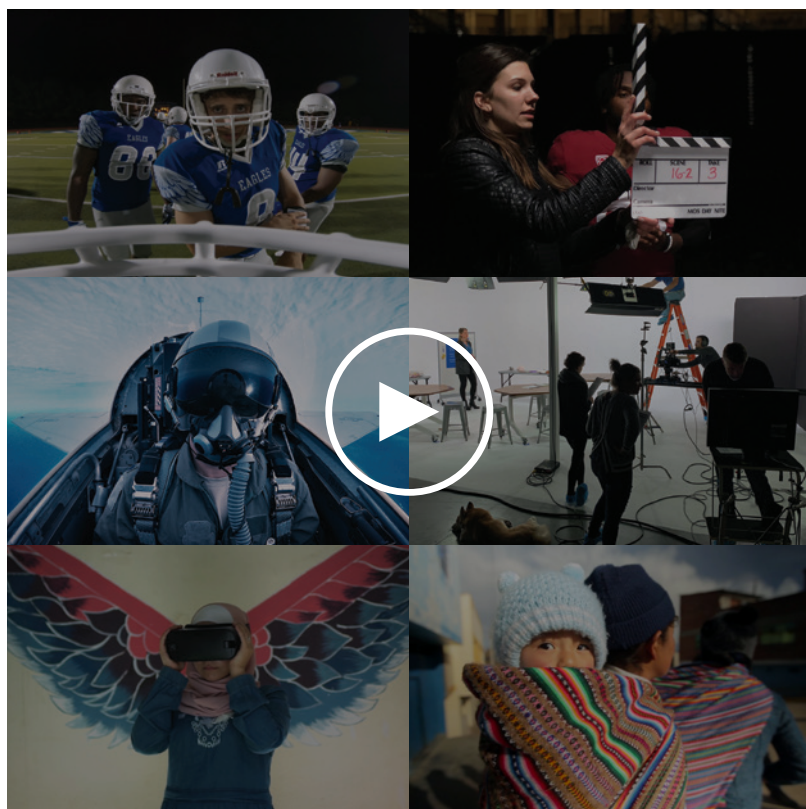
We're the video agency behind many of the world's most innovative nonprofits.

We make **PSAs** for the American Lung Association, **branded content** for Mutual Rescue, immersive **VR experiences** for TeachAids, **educational exhibit videos** for The Tech Interactive, and **fundraising videos** for World Relief.

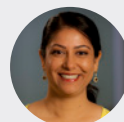
We help nonprofits make better videos by:

- Unlocking key insights about their target audiences to build awareness, increase engagement and compel action
- Benchmarking their video performance and measuring its effectiveness
- Strategically integrating video throughout their marketing and fundraising funnels to maximize ROI
- Creating award-winning video content that catalyzes their brand

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The Telegraph

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The logo consists of a black square containing the word "TECTONIC" in white, uppercase, sans-serif letters. The letters are arranged in three rows: "T E C" in the first row, "T O N" in the second row, and "I C" in the third row. A white right-pointing triangle is positioned to the right of the letter "C" in the third row.

T E C
T O N
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