



Blue Truck Partners with Genesis Women's Shelter & Support on Video Fundraising Campaign

When Bianca Jackson, Senior Director of Fund & Community Development for the Genesis Women's Shelter & Support, was tasked with finding the right agency to produce video content for the organization's North Texas Giving Day fundraising campaign, she knew exactly who to go to—Kristin Pelletier, president and executive producer of Blue Truck Media, Inc. Once upon a time, Jackson and Pelletier worked together on numerous productions for a prominent Dallas hospital, an experience Jackson recalls fondly because of Pelletier's excellent customer service and work product.

"When I worked with Kristin on past productions, I was so impressed with how she would immediately grasp a project's objectives and readily develop a creative campaign to support it," Jackson said. "Kristin has the ability to step in and work seamlessly with staff. But she was also independent and autonomous, and her videos always exhibited her creative genius. I knew she is the right person to take on this task for Genesis."

Genesis Women's Shelter & Support in the Dallas, Texas, area provides free, confidential emergency shelter, safety and counseling and a wide range of support services for victims of domestic violence and their children. Each year, Genesis sees more than 650 women and children arrive at the Shelter, often with nothing but the clothes on their backs. Genesis must meet all of their needs including clothing, food, shelter, and counseling while guiding them through the healing process and assisting them in setting up a new life and a brighter future. The shelter's operating budget relies heavily on fundraising, including the online North Texas Giving Day, which helps area nonprofits raise as much money as possible in one day. This year, the video will be a main component of the Genesis' Sept. 22 fund drive.

Unlike many other video production companies, Kristin brings a special skill set to her work. Not only is she a talented script writer and video producer, her advertising and public relations background make her an excellent campaign strategist. She keeps her eye on the desired end result and her productions are created with the total campaign in mind.

“I am so excited to work on this key initiative with Bianca,” said Pelletier. “Genesis is a bright light for women and children in North Texas. We will do everything in our power to help them raise funds for their programs.”

Pelletier knows it will be a challenge to turn this project around in time for North Texas Giving Day Sept. 22, but it is one she says her company is absolutely delighted to take on.

Because of timing and to ensure campaign profitability, Pelletier is recommending using 2D animation and motion graphics to craft the message. The cartoon-style promotional video will lend itself well to highlighting the organization’s Children’s Therapy Program while keeping production costs to a minimum. Last year, Genesis raised more than \$100,000 dollars. The organization hopes this year’s campaign will match or exceed last year’s efforts.

Blue Truck Media, Inc. specializes in the writing and creative development of original screenplays, television programming and books, and offers customized marketing and video production services to corporations worldwide.