

**Action Plan / Script**  
**Video: “Imagine What Will Be”**  
**Waldorf College / Campaign Celebration**  
**JoyMark ! Communications**  
**April 2006**

**Objectives:** To celebrate the end of “A New Century of Mission” and the more than \$22.8 million it brought to Waldorf College.

To summarize how the monies aided Waldorf through the:  
-- construction of the \$4.5 million Luise V. Hanson Library,  
-- addition of more than \$4 million to Waldorf’s endowment, and  
-- on-going annual support.

To thank those who helped Waldorf achieve its campaign goal.

To affirm Waldorf’s identity and celebrate who “we” are as expressed through the lives of current students.

To inspire continued financial support of Waldorf College.

**Audience:** Campaign leaders for “A New Century of Mission,” local volunteers, faculty, staff (approx. mean age 55-65)

**Thesis:** Celebrating the campaign’s success helps focus Waldorf’s future.

**Visual Theme:** Faces of the future give thanks today

**Content:**

- I. Introduction
    - A. Campaign Logo AfterEffects w/ music
    - B. Centennial celebration footage, images from 2003
  
  - II. Thank You Scenes
    - Choir Shot (student choir folder)
    - Classroom Shot (student desk notebook)
    - Chapel (turning pages of hymn, lay thank you on top)
    - Softball/Baseball field (slides across home, on home plate)
    - Theater (actor performing)
  
  - III. Body
    - A. Graphics How Money “Spent”  
(mixed with related images)
    - B. Words/images connecting “old” & “new” centuries
  
  - IV. Thank You Scenes
    - Cafeteria (in food line, change wording to read “thankyou)
    - Hanson Library (in lounge chairs, back of book/newspaper)
    - Java City (ordering coffee, flavor of day sign)
  
  - V. Brad Anderson
    - A. (in)  
No matter where at in life, connected to memory as a student at Waldorf. Motivation to give back.
    - B. (out)  
Giving keeps connected to future, says thanks.
  
  - VI. Students as Faces of the Future (montage of 20-30)  
(shot on locations around campus)
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- VIII. Dick Hanson
    - A. Can you see the past & what came to be?
    - B. Can you imagine the future & what will be?

**Treatment:**

Students who were freshmen and sophomores when 3-year campaign began are now graduating. A series of faces as a single or in groups of twos-threes grouped in MS, smiling at camera and mouthing the words “thank you” -- about 25-30 students – both genders – of various ages and ethnic backgrounds. Each one holding up a piece of colored card stock that has wording about his or her chosen future occupation as indicated by job title (i.e., future elementary teacher, future broadcaster, future \_\_\_\_\_ etc.

Shoot student images by Transformation statute (in/out VO about “transforming before our eyes”)

“Can you imagine what tomorrow will be like for them?”

“Can you imagine how their tomorrows will shape Waldorf’s future?”

**Schedule:**

March 29	Preliminary Client Meeting
April 3-7	Approve Action Plan/Collect Data/Schedule Shoots
April 8-9	Write Script
April 10-15	On-campus Shoots
April 13	Trip to Minneapolis (Brad Anderson @ 2:30 p.m.)
April 17-21	Record VO / Preliminary Edit
April 24-27	Final Edit
April 27	Rough Cut Approval
April 29	Premiere, 7:30 p.m. Dinner

**Budget:**

