

NSU-SOE VIDEO MOOD BOARD

Growth & Legacy

The conceptual throughline for the video to Norfolk State University donor - Jane Batten - will be growth and legacy.

The video will begin with a brief meditation on the cycle of life and how what we leave behind and what comes next are inexorably intertwined.

Our message of growth and legacy will tie to the European Birch Tree, which is prevalent on the Norfolk State campus and which can live 300, 400, even 1,000 years. We will create a broach modeled after European Birch leaves of green (summer) and gold (fall) as a gift for Mrs. Batten.



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After the introduction, the video will segue into the legacy of NSU and Mrs. Batten's already substantial legacy, and then will pivot to talk about the future.

The future section of the video will give some very brief, high-level details about what a donation - the largest in Norfolk State's 90-year history - would make possible. More students receiving scholarships, more faculty, more kids served, the new Batten School of Education and Lab School, etc.

The video would close with a message of growth, development and future generations made better by the things that happen today. The ending can either be an ask or simply a poignant thought, leaving the ask as a personal appeal.

