

STORYBOARD & SCRIPT

Explainer Video Storyboards

Scene-by-scene scripts, timing, and animation direction

INTERNAL OUTLINE ONLY

The video titles, scene names, and numbering in this document are for planning and production reference only. None of these labels will appear in the finished videos or be visible to the public.

VIDEO 1 — WHAT THIS IS ABOUT (60 sec max)

01 Video 1 — Title p. 2

02 Scene 1 — The Opportunity p. 3

03 Scene 2 — Why It’s Not Simple p. 4

04 Scene 3 — Where the Foundation Fits p. 5

VIDEO 2 — HOW IT WORKS (90 sec max)

05 Video 2 — Title p. 6

06 Scene 1 — What Makes It Complex p. 7

07 Scene 2 — Sharing the Information p. 8

08 Scene 3 — A Simple System p. 9

09 Scene 4 — No Net Cost & Funds for Students p. 10

VIDEO 1

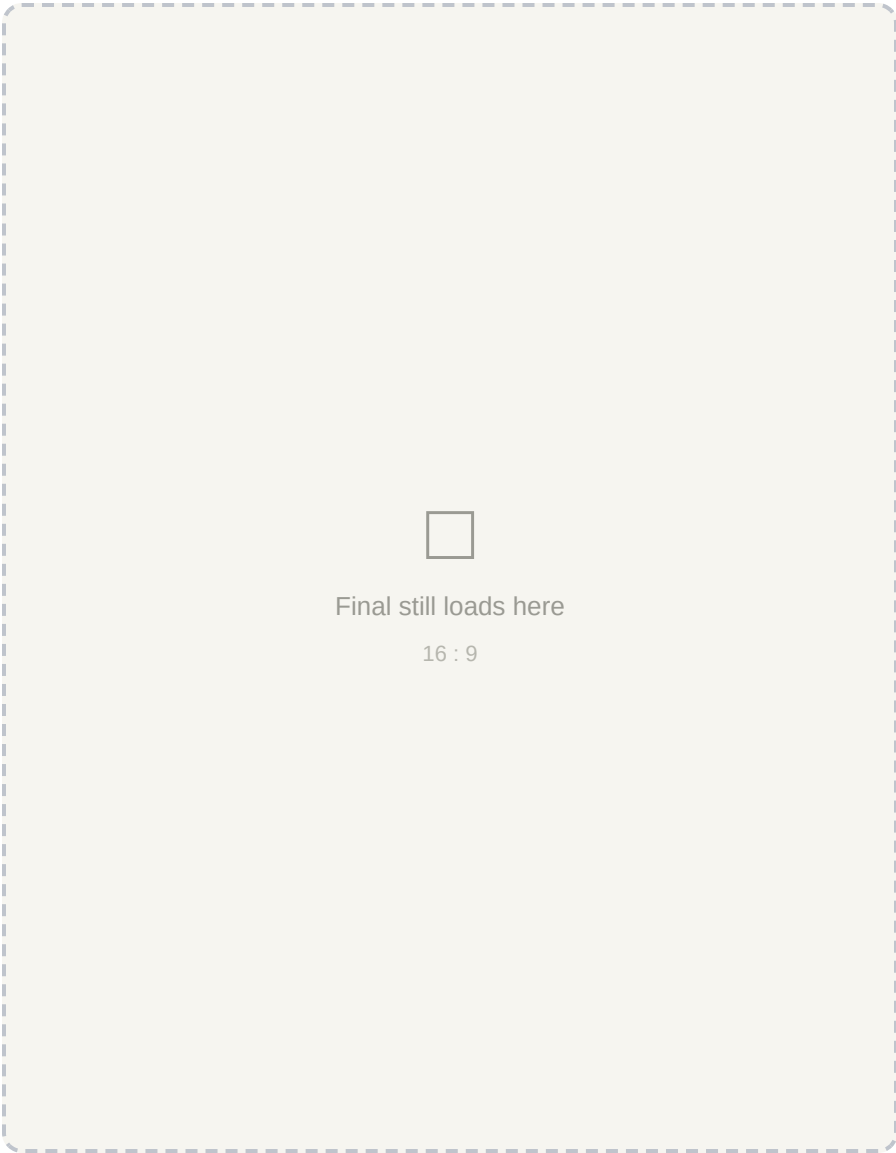
What This Is About

The opportunity, the catch, and where the Foundation fits

RUNTIME TARGET · 60 SECONDS MAX, PREFERABLY SHORTER · 3 SCENES

Scene 1 — The Opportunity

SCENE FRAME



SCRIPT

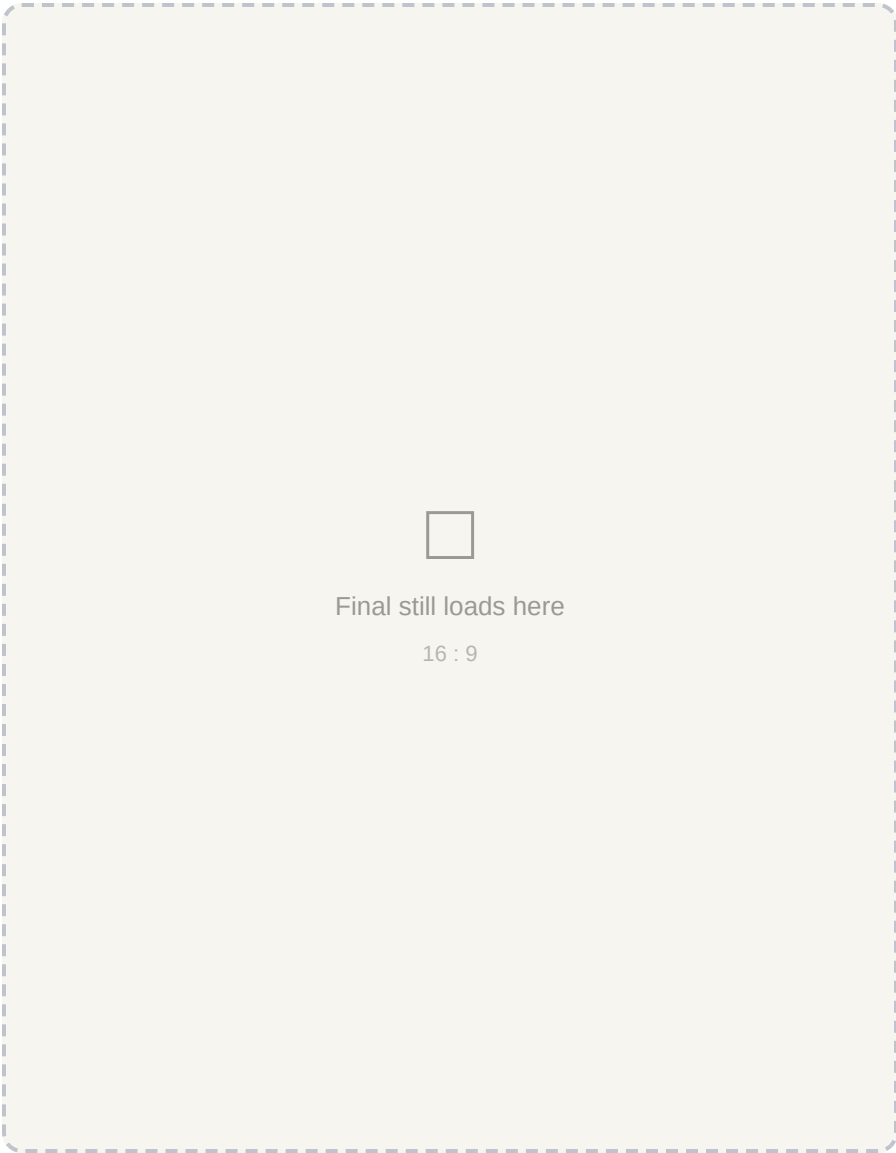
- 0:00 Congress recently enacted a new federal tax credit program.
- 0:05 It will make billions of dollars available to support K-12 education nationwide.

ANIMATION NOTES

Open calm and wide. As the first line lands, the word “**Congress**” or a simple Capitol-dome line drawing fades in. On the second line, the view widens to a map of the U.S. as small points of light populate across it, suggesting “nationwide.” The scale of funding animates up in clean type. Movement is slow and confident, never flashy. Logo palette throughout.

Scene 2 — Why It’s Not Simple

SCENE FRAME



SCRIPT

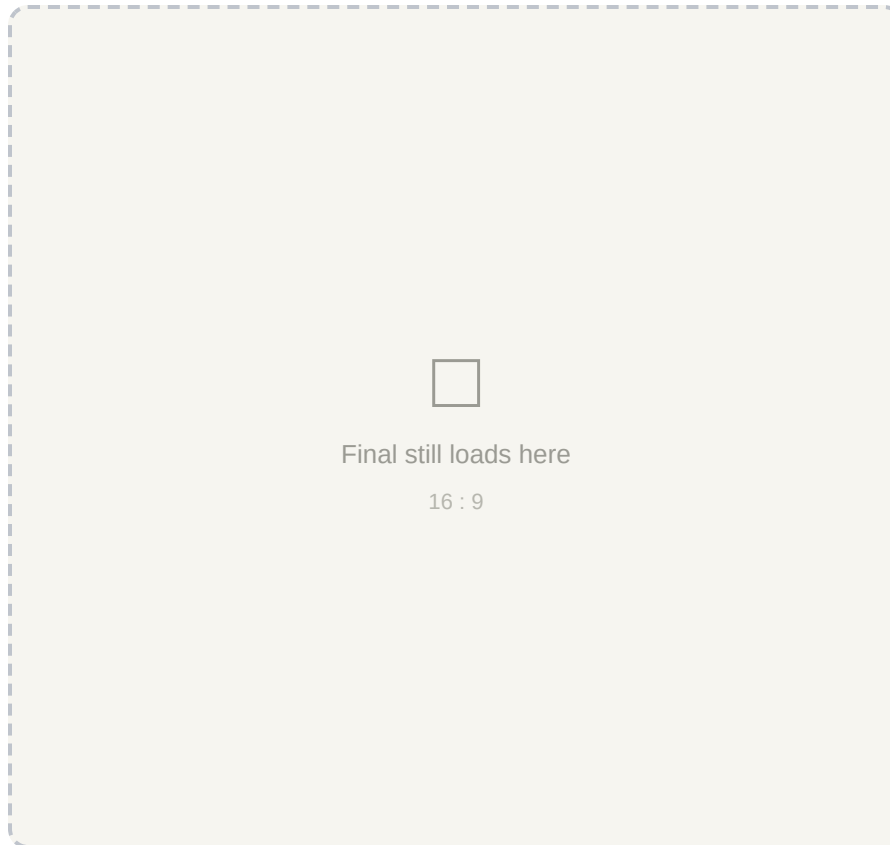
- 0:12 The funds, though, can’t go to schools directly.
- 0:18 And the process is complicated.

ANIMATION NOTES

A direct path from the funds toward a school is drawn, then a gentle barrier or “no entry” gesture interrupts it, showing the money can’t flow straight through. On the second line, a single clean line tangles into a knot, or a few interlocking gears appear, to suggest complication without spelling out the steps. Keep it abstract and tasteful, not busy.

Scene 3 — Where the Foundation Fits

SCENE FRAME



SCRIPT

0:26 The K-12 Scholarship Foundation was created so your students can benefit.

0:32 Without you having to worry about the administrative burden and compliance.

0:39 And the support doesn't come from somewhere new.

0:43 It comes from the people already around your school,

0:47 at no cost to your school, your staff, or your families.

ANIMATION NOTES

The Foundation logo settles calmly into the center as the knot from Scene 2 smooths back into a clean path. As “administrative burden and compliance” is spoken, small paperwork or checklist icons drift away from the school and toward the Foundation, lifting the load off the school. On “the people already around your school,” a warm ring of simple figures (parents, staff, neighbors) forms around the school building. Close on the logo with the soft call to action: **“Schedule a time to learn more.”**

VIDEO 2

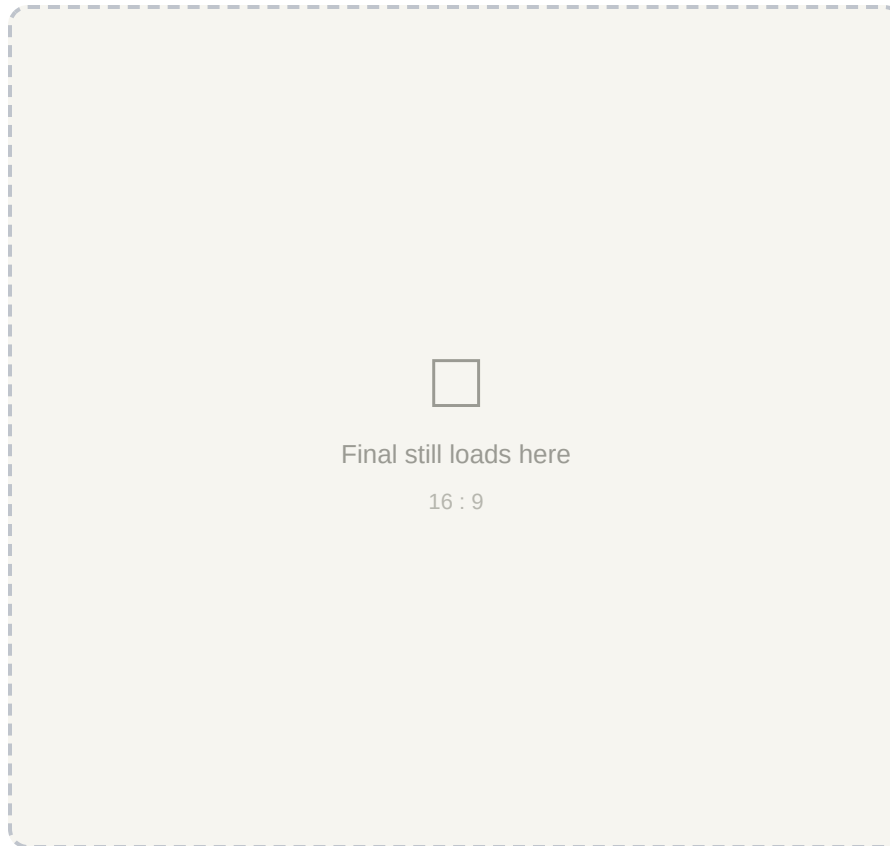
How It Works

What gets complicated, and how the Foundation handles it

RUNTIME TARGET · 90 SECONDS MAX, PREFERABLY SHORTER · 4 SCENES

Scene 1 — What Makes It Complex

SCENE FRAME



SCRIPT

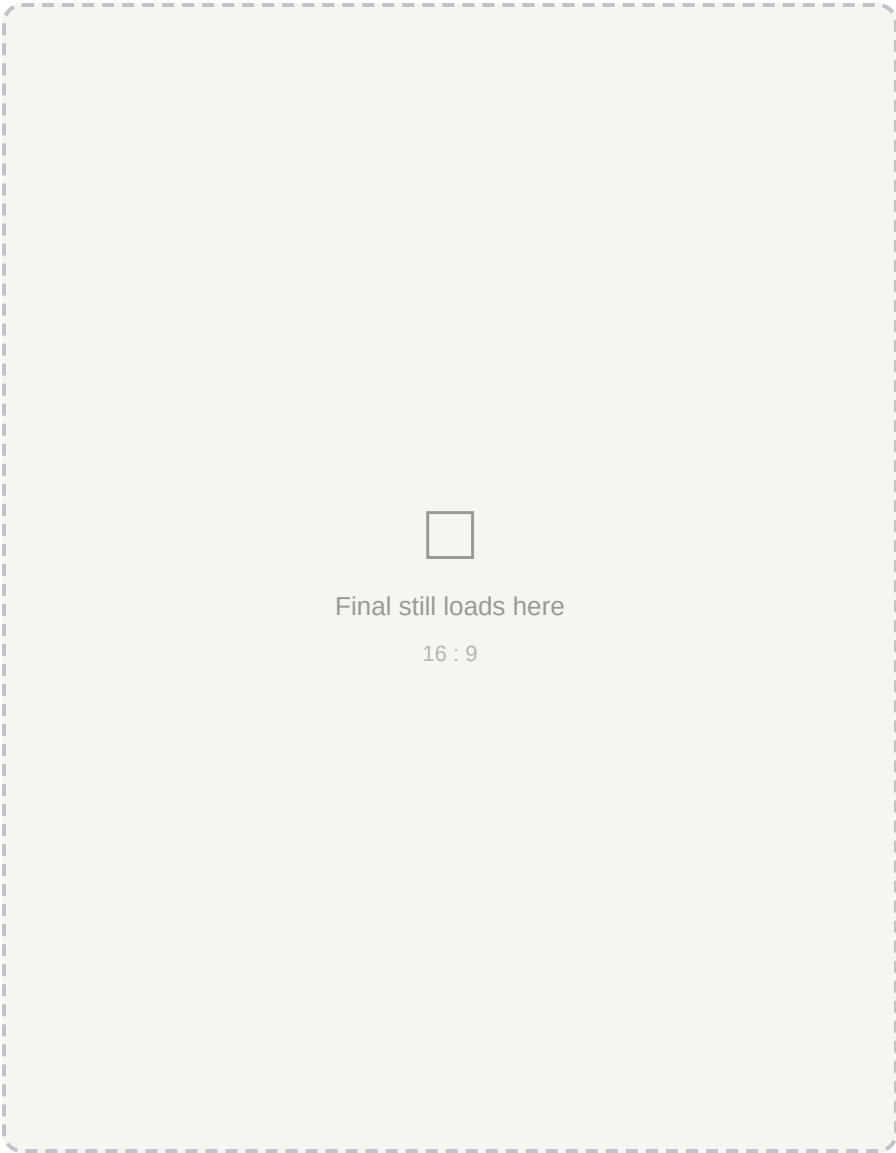
- 0:00** A program like this involves a few moving parts.
- 0:05** Finding donors and getting them the information.
- 0:09** Building the systems to manage everything and ensure compliance.
- 0:13** And handling eligibility so the funds reach your school.
- 0:16** That's where the Foundation comes in.

ANIMATION NOTES

Three simple icons appear one at a time as each part is named: a group of people (donors), a set of gears or a dashboard outline (systems and compliance), and a checkmark-into-school (eligibility and funds reaching the school). Keep them light and evenly spaced, not crowded. As “that’s where the Foundation comes in” is spoken, the three icons gather toward the Foundation logo in the center, signaling all three are taken off the school’s plate.

Scene 2 — Sharing the Information

SCENE FRAME



SCRIPT

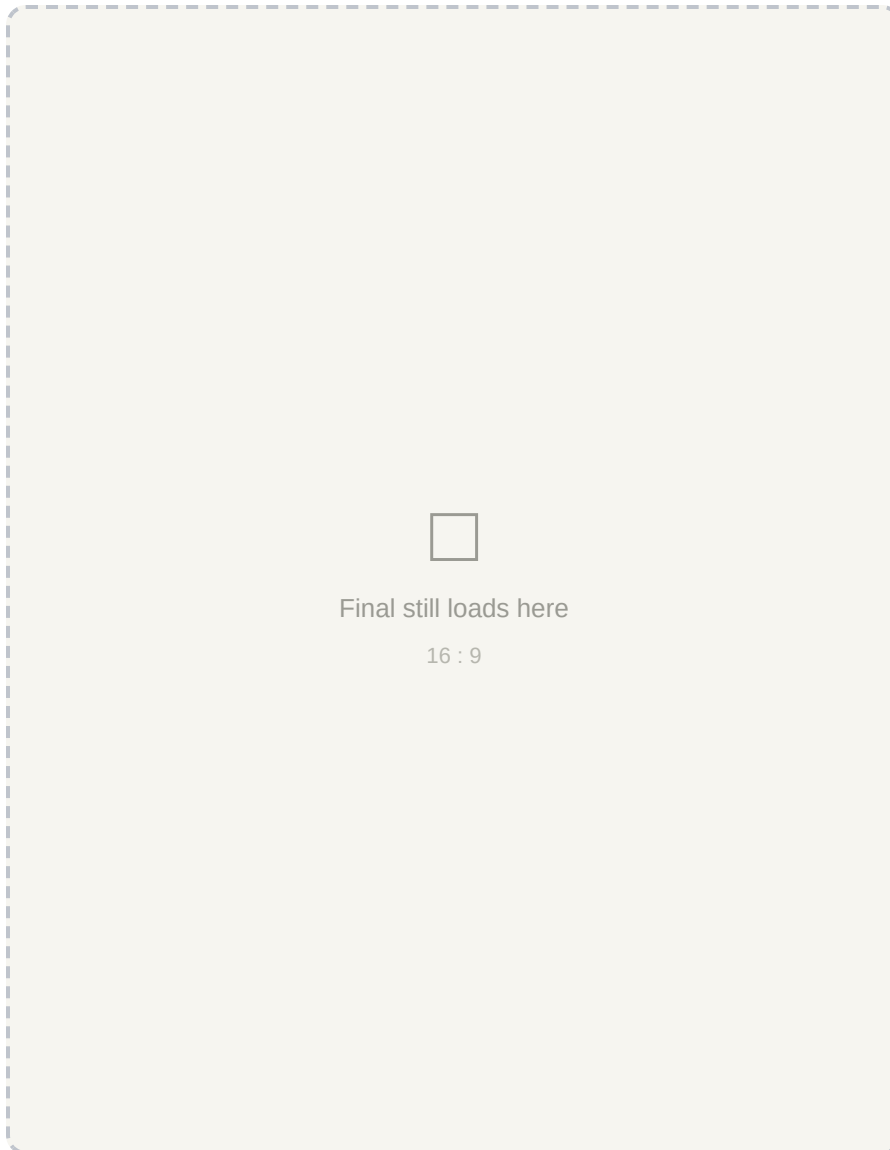
- 0:18** Your school will receive materials that explain the program
- 0:24** and answer your community’s questions,
- 0:29** ready to share, with support whenever you need it.

ANIMATION NOTES

A clean set of materials (a one-pager, a short flyer, a slide) fans out from the school toward simple figures representing parents, employees, and supporters. A small question mark over a figure resolves into a checkmark as a material reaches them, showing questions getting answered. Warm and approachable. Suggest “support whenever you need it” with a subtle, steady presence of the Foundation mark alongside.

Scene 3 — A Simple System

SCENE FRAME



SCRIPT

0:34 The Foundation will provide a simple system.

0:39 Easy for you to track, easy for donors to earmark,

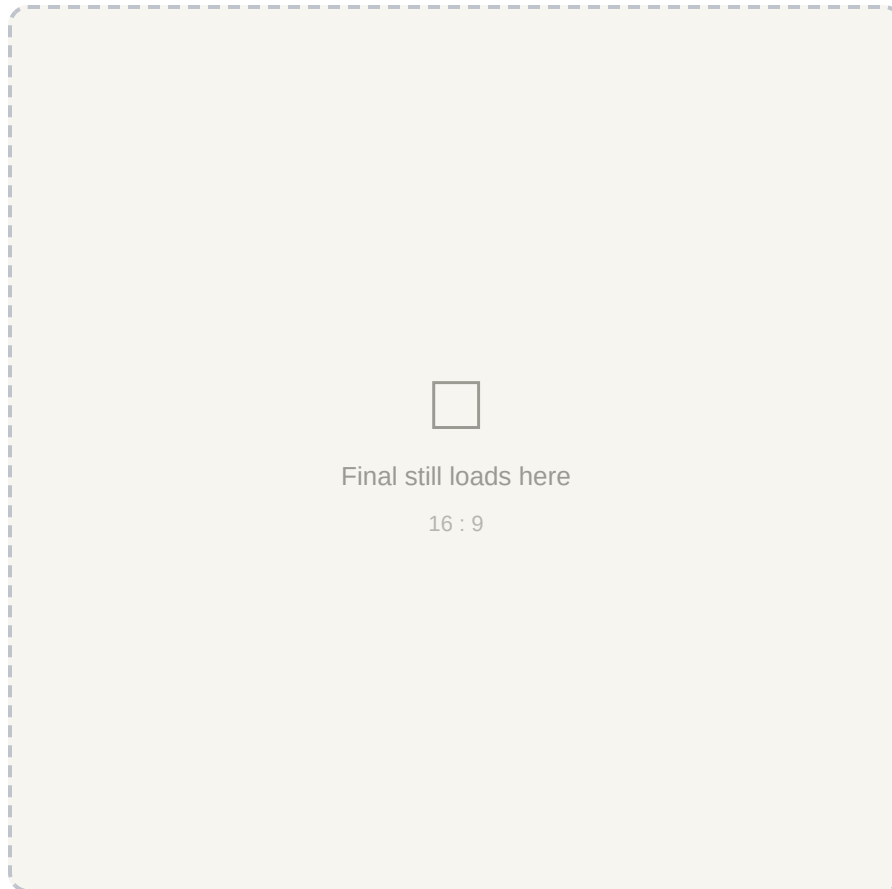
0:45 with full transparency and peace of mind.

ANIMATION NOTES

A clean, friendly interface outline animates into view, kept abstract rather than a literal product screenshot. A simple progress or summary element fills in to suggest tracking at a glance. A small earmark or tag gesture shows a donor directing a contribution to the school. Close the beat on a calm, uncluttered state to land “peace of mind.” Avoid technical detail.

Scene 4 — No Net Cost, and Funds for Your Students

SCENE FRAME



SCRIPT

- 0:52** Each contribution will be offset by the federal tax credit,
- 0:58** so a \$1,700 donation is matched by \$1,700 back.
- 1:05** For employees, it can be handled seamlessly through payroll.
- 1:11** No net cost, and the funds go to work for your students.

ANIMATION NOTES

Show a \$1,700 contribution leaving and an equal \$1,700 returning as the federal tax credit, the two balancing out to clearly land “no net cost.” For the payroll line, a paycheck shows the same take-home amount before and after, with the contribution handled quietly in between. Finish by letting the funds flow into a school and toward students, ending warm. Close on the logo with: **“Questions? See our FAQs.”**