

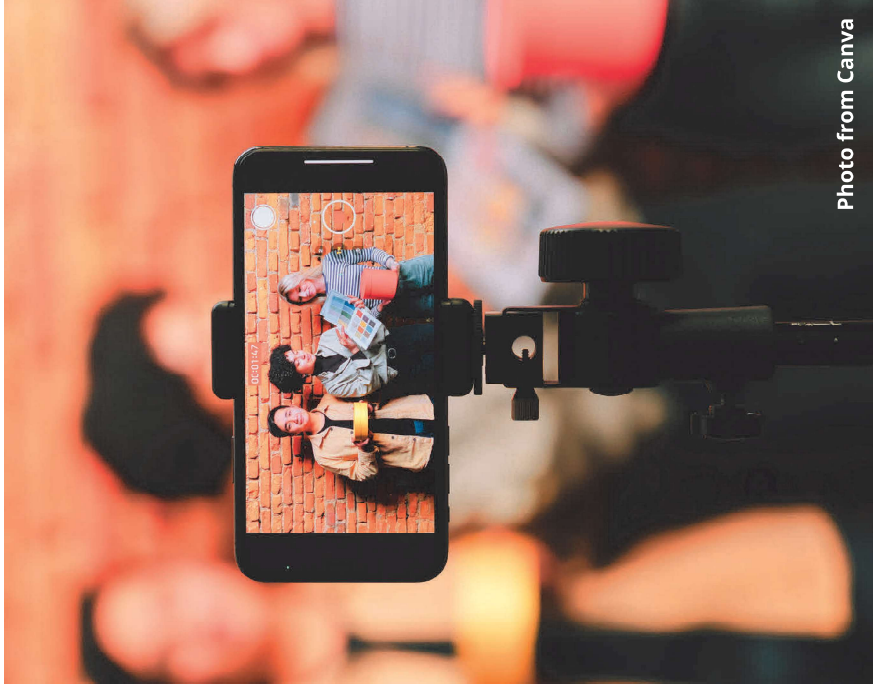


Photo from Canva

Marketing Smarter, Not Louder: Leveraging AI, Video, and Volunteer Power to Maximize Mission Impact

Presentation by: Bridgette Lehrer, M.A.

Berkeley International Study Program
University of California, Berkeley

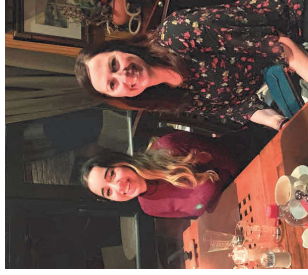


Bridgette
Assistant Director,
Marketing and Outreach

It's a pleasure to meet you!

- 9 years with BISP, 17 years at Berkeley
- Manage alumni ambassador volunteers
- BISP annually welcomes 650-750 visiting students from 80+ global universities

BISP photos: alumni ambassadors and students





Associations West | June 8, 2026

The "Smarter, Not Louder" Strategy

Welcome & Context

How the Berkeley International Study Program strategically creates mission-driven and AI-supported content with a small team

Session Promise | New Perspectives

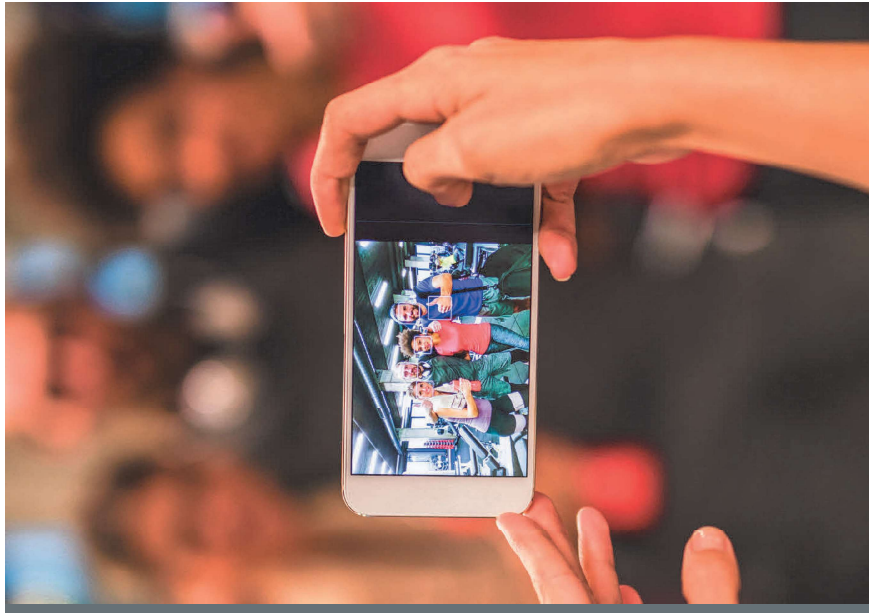
- One (1) video script you created
- Two (2) things you'll stop doing
- Three (3) AI prompts you can use this week

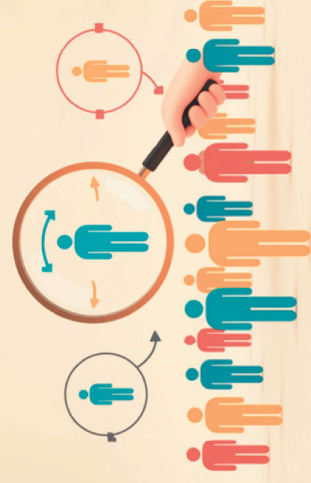
Photo credit: BISP student Guangkai An

Today's Agenda

- Members & Volunteers: Exploring Personas
- Exploring Short-Format Videos and AI Support Strategies
- BISP Case Study: Vilde & Bridget Video Testimonials & Repurposing Content
- You're Empowered | Turning Strategy Into Action With Resources
- Open Discussion

Photo from Canva

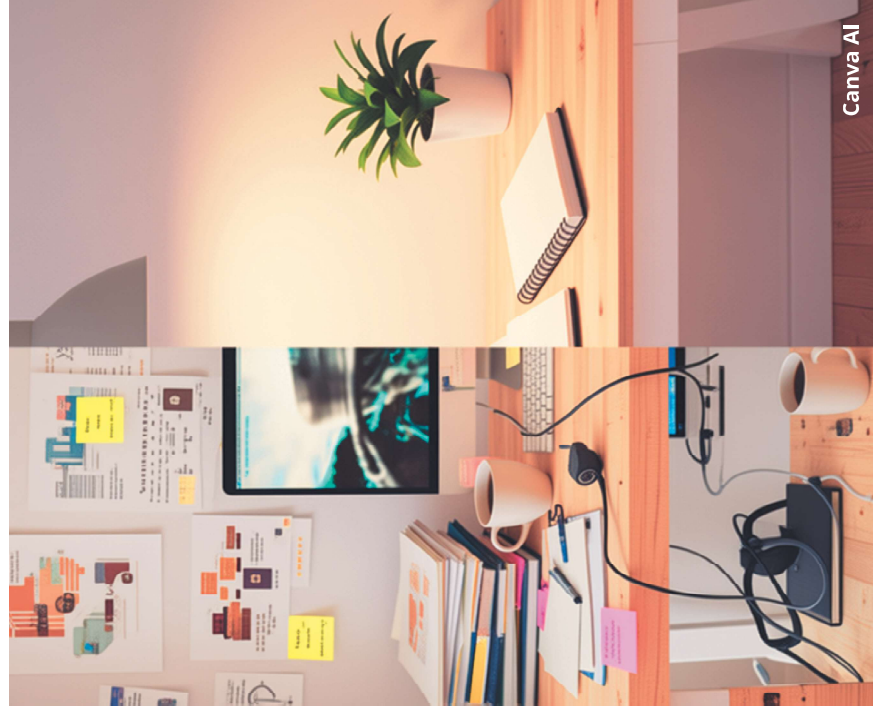




Canva AI

Group Reflection (Live Poll #1): What are 3 untapped assets in your organization?

Common pitfalls:	Not identifying audience or member personas	Missing out with influencers' reach
Using content once	Diverse perspectives that are untapped	Long executive reports that are time-intensive to digest

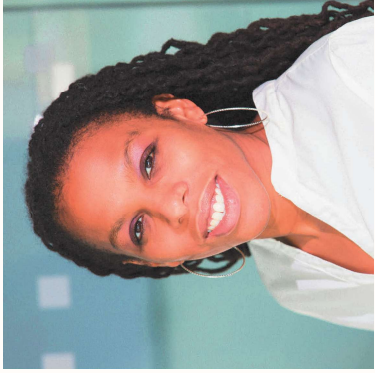


Canva AI

The Reality: High Expectations, Limited Resources

- Live Poll #2: "What's your biggest marketing obstacle?" (Budget / Time / Tech Skills / Getting Member Buy-In)
- The "Doing More" Trap: Why adding another staff member or social media platform isn't always the answer
- Berkeley Discovery: Elevating our "hidden assets" | 700+ study abroad students each year who can be tapped for authentic content

Bird's Eye View | Volunteer & Member Personas



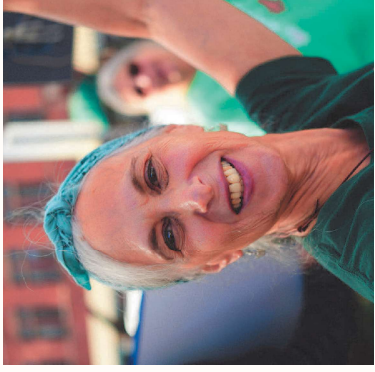
- **Beth | Busy Board Member**

- Has influence, less time for complicated asks



- **Marco | Member Champion**

- Loves the mission! He's all in, doesn't know how to help



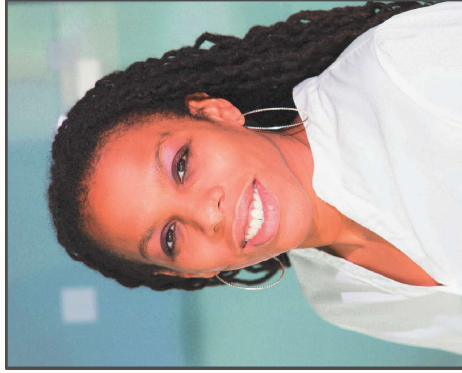
- **Fiona | New Volunteer**

- New member, perfect authentic voice, highly creative, minimal guidance

Personas' photos from Canva

Associations West | June 8, 2026

Persona Feature | **Beth: Instant Influencer**



The LinkedIn Lift | One-click reshare posts

You write it, she amplifies it; you each tag names and organizations

The Snap & Share | 30-second phone testimonials

She can record these between meetings

The Spotlight Moment | Monthly feature over 3 months

You interview her, topics vary (she just shows up for 20 minutes; record all three and spread out the posts)

Associations West | June 8, 2026

Persona Feature | **Marco: Member Champion**



The Tip Drop | Monthly “Pro Tip”

Gather his top tips and share one each month

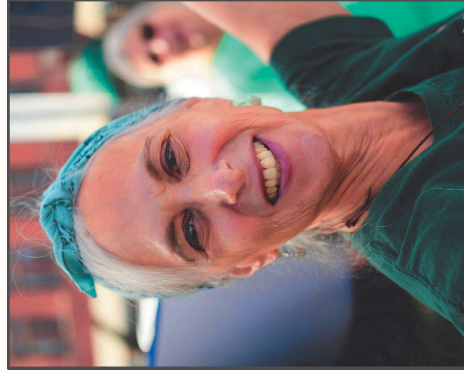
The Story Collector | Empower Marco

He gathers quick member success stories (voice memos work!)

Marco’s Action Stories | Inspiration in Action

“Real-Time Action”, “Takeovers” and “Day in the Life” video and photo collections

Persona Feature | **Fiona: Fresh Eyes Enthusiasm**



“Why I Joined” | Authentic 60-Second Video

Gather her top tips and share one each month

Fiona’s “Aha” Moment | Benefits

Short video about one surprising membership benefit

Curious Newby Questions | Q&A

Create a photo carousel that includes Q&A that will guide and support new volunteers

Matching Members & Content Strategies



Beth



Marco



Fiona

Instant Influencer

Values specific guidance
Low lift, high influence

Record more video content than you need at one time; ask Beth if you may write the content and she will edit

Member Champion

Capacity to take on more
High energy, needs structure

Empower Marco!
Ask Marco for content ideas and how to support him.

Fresh Eyes

Valuable perspective
Authentic beginner, needs templates

Tap into the beginner voice; create easy-to-edit templates for Fiona and other new volunteers

Next Steps: Exploring Short-Format Videos and AI Support Strategies



Getting Started

- Identify hidden assets
- Create structure
- Develop AI prompt templates
- Upload & organize materials



Dive Into Generative AI

- Review current content; pull sections
- Create video script samples using the RICE framework
- Revise and humanize



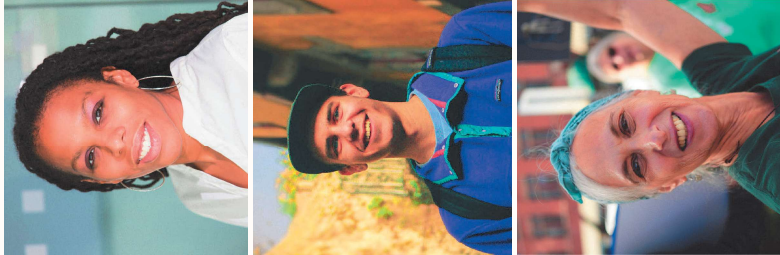
Practical: Create Short-Format Videos

- Recording tools
- Editing, lighting, audio
- AI support



Step 1, Part A → Getting Started

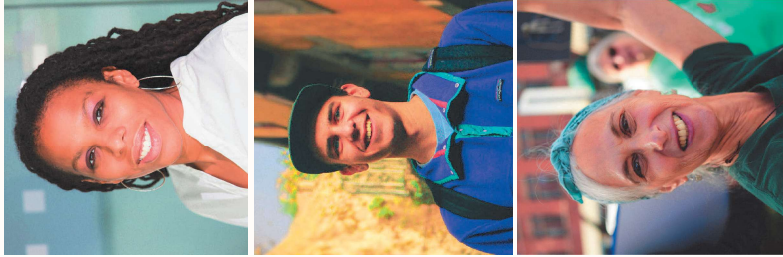
- **Brainstorm**
 - Find at least 3 “hidden assets” that you can gather without a heavy lift or large production budget
- **Prep a digital assets folder**
 - Google Drive, Box, Dropbox, or Canva Brand Kit
- **Develop and Save AI prompts**
- **Upload 10-15 photos and 5-10 videos**
 - These assets can be regularly used as part of your association’s brand templates (evergreen)
 - Upload logos and photos for easy access



Step 2, Part B → AI RICE Framework

R	Role: you are an association leader for public school educators
I	Instructions: create a video script as a board member for the association. The script should include key words for inclusivity, community, connection, and advocacy
C	Context: you are developing a series of 3 videos to share through LinkedIn over the next 6 months
E	Example: share 3 script examples for a 20-second video, 30-second video, and 60-second video. End the video with a “Call to Action” for association members.

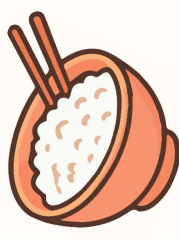
Bonus Addition: Tone (e.g.tone is professional, warm and encouraging)



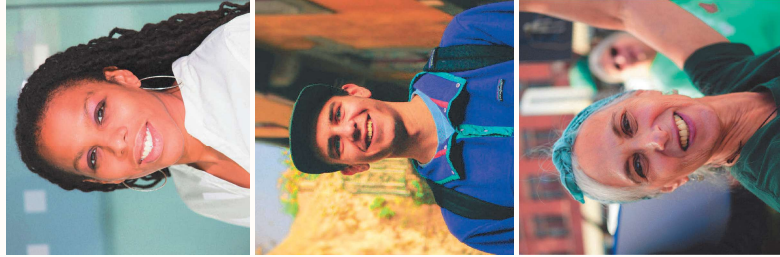
Sample Prompt

Video Script: Community Colleges

You are a marketing and communications director for an association focused on community colleges in California. Create two video scripts, each focused on LinkedIn audiences, each with a storytelling format, a strong hook and a call to action. The first one is 30 seconds long and includes 2 questions and answers. The second one is 45 seconds long and includes 3 questions and answers. Do not include emojis or em dashes. Share 3 examples of each script.



.....
Role • Instructions • Context • Example
.....



Step 3, Part A → Practical Approaches to Creating Short-Format Videos

- **Record** and share short-format videos from a smartphone
- **Invest** in a wireless microphone that plugs into your smartphone (under \$50)
- Select **selfie sticks** can turn into a travel tripod to hold your iPhone for short video interviews
- **Review** the KALE framework to prepare excellent videos (guidelines per VideoRequest)

VideoRequest™

Video Request International Study Program

Prepare for your video

Make sure you have everything you need for a great video. (Video is **NOT** optional!)

- Make sure you have a good internet connection.
- Make sure you have a good microphone.
- Make sure you have a good background.
- Make sure you have a good lighting.
- Make sure you have a good camera.
- Make sure you have a good audio.
- Make sure you have a good video.
- Make sure you have a good overall experience.

Know Your Video Request & Create a Script

Start by looking at your program and creating a script. Your script should be a short story about your life and your experiences. It should be a story that you can tell in a way that is both interesting and informative. It should be a story that you can tell in a way that is both personal and professional. It should be a story that you can tell in a way that is both unique and universal.

Know Your Video Request & Record

Once you have your script, it's time to record your video. Make sure you have a good microphone and a good camera. Make sure you have a good background and a good lighting. Make sure you have a good audio and a good video. Make sure you have a good overall experience.

Know Your Video Request & Submit

Once you have your video, it's time to submit it. Make sure you have a good internet connection. Make sure you have a good email address. Make sure you have a good overall experience.

VideoRequest™

Video Request International Study Program

Step 3, Part B → KALE Framework Handout

K	Know what you want to say in your video!
A	Audio is Important. Use a high-quality microphone, if possible. For videos on the go, use a wireless microphone.
L	Light: Natural light is best. Use a ring light or LED lamp.
E	Environment is important. If you're outside, consider noise and people walking around. Use an AI background replacement and noise adjustments.



HeyGen

Associations West | June 8, 2026

BISP Case Study: Joint-Alumni Interview

UC Berkeley International Study Program

Bridget and Vilde

Berkeley International Study Program (BISP) & International House (I-House)

Fall 2025

Collaborative Video Production with UC Berkeley's International House

Generated a video script via Claude

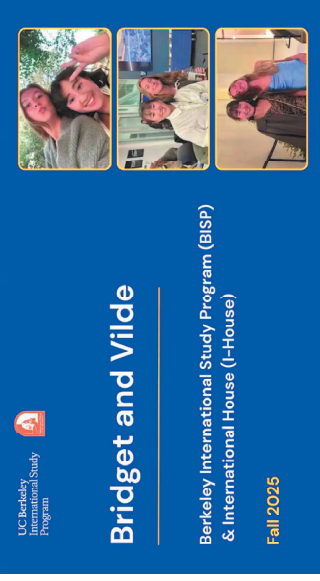
- prompt included video time, number of questions, targeted audience (personas), and tone



- Gathered video testimonials with an AI-generated link to record
- Once submitted, sender was automatically notified
- Each video includes AI-generated and editable captions
- Easy edits with adjustable light, contrast, color, audio enhancements

Associations West | June 8, 2026

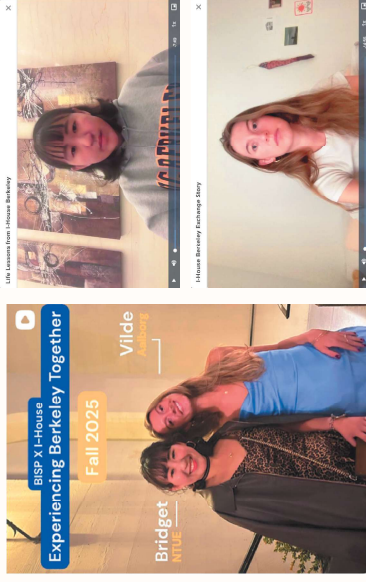
BISP Case Study: Joint-Alumni Interview



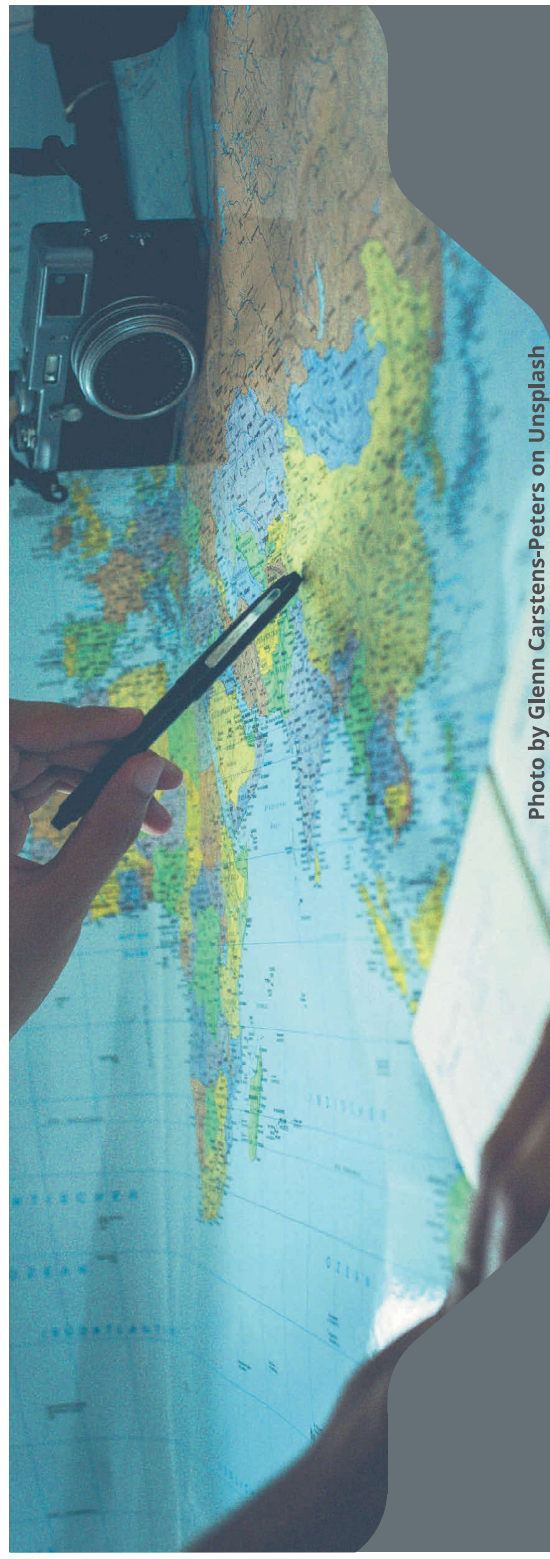
Collaborative Video Production with UC Berkeley's International House

Distributed short-format video through BISP and I-House co-collaborator socials to expand reach

- **Three interview sections** added as website blogs
- Variety of BISP and I-House **testimonials**
- VideoRequest “SmartClip” AI feature can pull **15, 30, or 45 second blurbs** for future promotion
- ***BISP: highest performing reel for 2025-26***



Associations West | June 8, 2026



Strategy Into Action

Video Lab • Actionable Goals • Streamline Strategy • Resources

Your Turn | 5-Minute Practical Approach



AI Video Lab | Develop a 30-second Script

1. Open up your favorite generative AI tool
2. Create a prompt using the **RICE framework**
3. Review the first results
4. Add follow-up prompt(s), such as resource links
5. Personalize the script
6. This week: share it with a colleague for feedback



.....
Role • Instructions • Context • Example
.....

Photo by Vitaly Garley on Pexels

Associations West | June 8, 2026

Your Turn | 3-Minute SMART Goal

Today: List One (1) SMART goal that integrates AI to leverage your strategy

Ideas include:

- List and record valuable **members'** video testimonials
- **Highlight volunteers** in action
- Record an impromptu **"person on the street"** video during an upcoming **event**
- **Explore** a new **AI tool**



Refresher | What is a SMART goal?

Specific • Measurable • Achievable • Relevant • Time-bound



Associations West | June 8, 2026

Best Practices | Strategy Into Action



Prioritize Authentic Voice

- Audit AI-generated scripts and storyboards for cultural nuances and potential biases
- Share a draft with a trusted thought partner before finalizing



Enhance Digital Accessibility

- Inclusive storytelling means bridging the gaps
- Leverage AI-powered tools for real-time captioning, multilingual dubbing, and descriptive audio to make your mission-driven videos accessible



Commit to Transparency and Consent

- Ensure all individuals featured in video content have consented
- Share draft content with anyone that is featured to ensure they are accurately represented

Cost-Effective Resources

Video



HeyGen

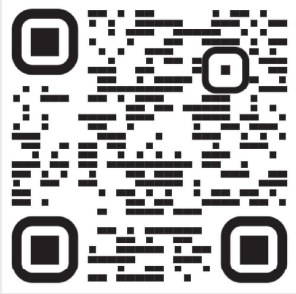
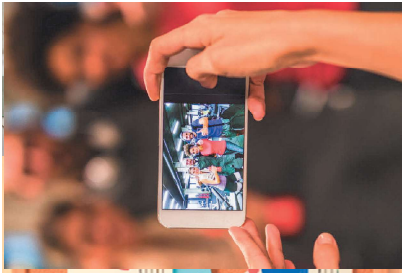
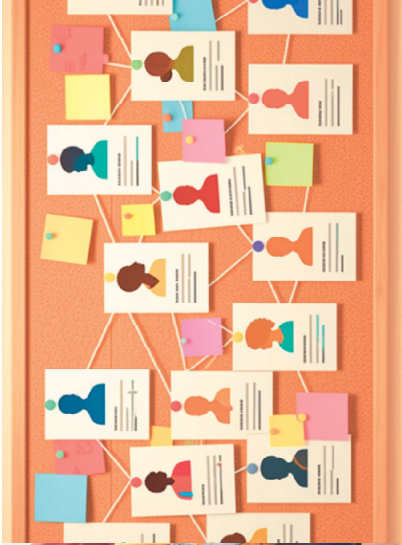
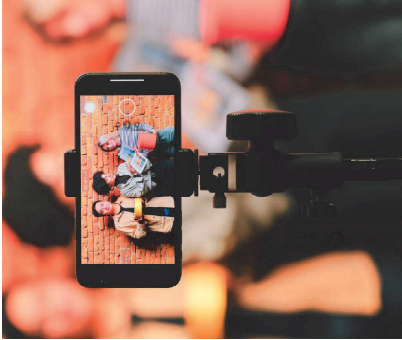


Photos



Captions





Today's Resources
and Handouts

Thank you!
Q & A



Bridgette Lehrner
Higher Ed. Marketing and Outreach Leader |
Global Audience Engagement



Bridgette Lehrner, M.A.
UC Berkeley | BLEhrner@berkeley.edu