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The NC Bar Association Foundation Selects DiLorenzo Studios to Implement Technology Goals

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Chapel Hill, N.C. – *DiLorenzo Studios* has been chosen to implement web technology goals for the NC Bar Association Foundation with the production of several website videos.

The NC Bar Association wanted to highlight their foundation's giving program on their website to reach a new generation of legal professionals. In the past, major donors were in the 55 and older generation and their method of donations were by mail or in person. These donations tended to be recognition based. The current generation is looking for more "cause" related contribution opportunities.

DiLorenzo Studios created a series of eight (1- 3 minute) videos optimized for both the web and mailings for more targeted audiences. The videos are targeted to reach 35-55yr. old lawyers and other legal professionals who are web savvy. The video will encourage pride in their profession, present an array of choices for giving and show the ease of contributing on line. The video is part of a strategic marketing plan to increase funding, raise awareness and bring their technology use to a higher standard. All are available on their site and on the you tube non-profit page.

<http://www.youtube.com/user/thull27>

"Our Development Committee loved the video," said Tom Hull, Development Director. "Committee members said when they envisioned what we might end up with - this is exactly it! Dilorenzo Studios hit a home run for us."

About The NC Bar Association

The N.C. Bar Association, founded in 1899, provides services to attorneys, including continuing legal education programs, and the general public, including a series of legal information pamphlets and a nonprofit lawyer referral service. The State Bar, founded in the 1930s by the state legislature at the NCBA's request, regulates and disciplines attorneys. About 80 percent of the practicing lawyers in the state are members of the N.C. Bar Association, the largest voluntary legal or profession organization in North Carolina. All lawyers licensed to practice in North Carolina must be members of the State Bar.

About Dilorenzo Studios

DiLorenzo Studios specializes in producing a broad range of media from podcast to broadcast, commissioned by businesses, non-profits, and community organizations. Contact us at 919-280-9446 if you'd like to talk about how we can create dynamic, specialized media for you to enhance your on line and real world presence.

<http://www.dilorenzostudios.com/>

