

# “Idaho: From the Heart”

*Original programing created by Rodney Mitchell*

*1 x 90 Broadcast Episodes  
15 x 10 Webisodes  
Assorted Additional Social Media*

## A Documentary & Web Series

*Exploring the core nature of philanthropy  
and its effect on the people, communities,  
and history of Idaho*

## I Project Overview

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**Registered:**

Greenleaf Street Productions  
Rodney Mitchell  
818-363-1477  
[rod@greenleafstreet.com](mailto:rod@greenleafstreet.com)  
906 Shadow Creek LN  
Eagle ID 83616



# Introduction

As we labor today through the divisive politics, social turmoil, strident rhetoric, and violence in our cities, one wonders how these problems will be solved.

Are increased government controls, new mandated social programs, and more legislated morality required?

Or is goodness in the hearts of people, operating at a grass roots level to promote social justice, care for the needy, and better opportunities for everyone a better way? Is such a thing even possible?

There is ample evidence in Idaho's past that it is. Goodness in people has frequently been a significant factor in shaping Idaho's social history, and produced practical, positive results in community life. Far from being a naïve and simplistic perspective, "goodness" is a complex, interesting, and real dimension of how people shape life in their communities.

If this is the case, then supporting and stimulating community based philanthropy in Idaho is a worthy objective, and is the genesis of this project.

"Idaho: From the Heart" is a practical, business oriented project, designed to promote volunteerism and significantly increase financial support for philanthropic organizations across Idaho.

The following describes the proposed program and its' components in some detail.

This treatment is primarily intended to be a framework for discussion and program development with funders, philanthropy professionals, and community leadership across the state.

I look forward to hearing from you to begin this discussion.

Rod Mitchell  
818-363-1477  
[rod@greenleafstreet.com](mailto:rod@greenleafstreet.com)  
Producer  
Greenleaf Street Productions



# Overview

“Idaho: From the Heart” is made up of three components: A ninety-minute feature documentary, 10-15 short promotional films, and an outreach program to increase volunteerism and funding for Idaho’s philanthropic organizations.

The following outlines each element:

## **I “Idaho: From the Heart”** *(1 x 90 Minute Feature Documentary)*

The feature documentary functions as a tent-pole for the project. It will be a major production, full of powerful, motivating material.

Broadcasters, including PBS and others, will broadcast the film in concert with the various outreach programs.

The films’ content will establish that the actions of people in Idaho’s past often affected the course of the states history. It will characterize the many ways these people took action under difficult circumstances and made a difference. These differences often led to laws, institutions, and organizations still positively affecting our lives today.

This film is the projects keystone. It is not a political agenda. Government has it’s place, but no government program or ideology, no matter how well intentioned, can move people to genuinely care, and serve the lives of people in their community.

“Idaho: From the Heart” is designed to move viewers, inspire them to take action, get involved, and make a difference.

## **II Social Media:** *(10-15 x 5-15 minute Short Promo Docs)*

Philanthropy encompasses a broad range of categories, from giving to the needy to supporting libraries and art museums.

A sampling of each will be featured in the film, and include both historical and contemporary people and organizations.

As many as ten or more contemporary organizations will be featured, each selected by various criterion, including type, region in the state, and whether it’s rural or based in a large city. Their footage will also be used in promo clips, meeting intros, and other outreach media.

There is also an opportunity to repurpose feature film material to make additional 10-15 minute promotional films for each. The web and social media video they use is typically too short, often lacks quality production values, and is frequently overly formulaic.



Footage from this production will have high production quality, broadcast documentary sensibilities, and could easily be reworked to provide high quality films for their fund raising projects. The cost would largely be covered by the film's production budget.

The feature's budget could be leveraged to directly support existing fund raising program needs across the state.

### **III Outreach:** *(Marketing program to increase philanthropic support in Idaho)*

The desire to do a film project that supported community building and philanthropy has always been a primary objective.

Greenleaf Street Productions decided to develop a program that would fill such a need, with various forms of media playing an integral role in accomplishing the programs objectives.

This would include producing the feature documentary, social media shorts, and all of the ancillary spots, promotions, web videos, and event openers the program would need over the course of its life.

The feature documentary is designed to be the foundation of the program. Its' function is to promote and sustain a long-term outreach and contain all of the media materials and messaging the program would require.

Some initial outreach program ideas:

- The program can be designed to scale to any size for any region. It could include a variety of marketing programs, from targeted direct mail campaigns and print ads to hosted volunteer and fund raising community events.
- Regionally centered events, supported by local civic leaders, hosted in civic centers, school or college campuses, and supported by philanthropic organizations in the region. This may be the first program in Idaho to raise awareness of Idaho's philanthropic needs, and how closely connected to healthy community life these organizations have been.

This as an opportunity for charitable organizations, funders, industry experts, and state and community civic leaders to come together and develop a program focused on how goodness has shaped life in Idaho.