**New Kick Start Script Client Copy**

This is a video script to acquire donations

Note: this is how a client will receive their copy with suggestions and instructions

They liked the 1st video script so well they wanted another.

The 1st intro scene below with the mother is optional. You wanted more impact. People give with their hearts not with their heads. So, the best way to have a greater opening impact is what you see below. If you choose not to go with it then it will start with the man's scene at his growing plot.

Scene- a mother holds her child cradled in her lap in a near fetal position as she rocks her back and forth saying

Shhh... the rains will come soon... shhh don't cry, they will come soon.... they must come soon.

The scene changes to the man coming to his fields down a hot dusty road with buckets on a pole one on each end **or** strapped to a bicycle (whichever you like).

He hurriedly waters a few plants with the buckets he's carried. He's at the very corner of his plot. He stand putting his hands on his back showing the strain of his labors and says:

Where are the rains, why won't the rains come?

As the camera pans backwards enlarging his tiny plot into full view which is surrounded by brown wasteland he says:

Rains please come, I cannot feed my family from only this.... maybe I can make one more trip before the night comes.

(the verbiage above is taken from listening to a documentary and copying their speech patterns. I know it uses the word come(s) a lot, but that's how their language translated was portrayed on a National Geographic documentary.)

The voiceover talent begins:

No, the rains will not come, not for many more months yet.

Men like (insert his name) are not lazy they work for long hours in the hot African sun carrying water bucket by bucket to their thirsty crops in a parched land in the hopes that they will be able to grow enough food to feed their families.

It's back breaking work repeated generation after generation in the aspiration that they will be the ones to finally grow enough to have a surplus to sell and send their children to school for a decent education.

For they know all too well that without this education their cycle of poverty cannot change and the fate of their children is already sealed.

**But what if you could help change all that?**

You see, the farmers have the land and are willing to work hard and do whatever it takes they even have the water in their wells but they lack the one simple tool to get the water to their crops.

That's where Kickstart steps in. Kickstart's charitable organization provides the water pumps they must have to produce the irrigation to grow lush, bountiful life sustaining crops.

The results are truly amazing!

Armed with their new money maker water pumps farmers no longer have wait on the rains that in Africa may never come. They no longer have to toil uselessly in the vein attempt to bucket carry enough water to grow such a futilely small farming plot.

This new irrigation tool allows farmers to grow fruits and vegetables year-round, even during the long dry “Hungry Seasons" where before mothers would go days without food so their children would have enough to survive.

Instead **with your help** they can now break the poverty cycle forever and free their children from the economic chains that have forced them to work all day in the fields instead of going to school and getting a decent education like our children enjoy.

Without the water pumps farmers could only grow 1 to 2 crops per year in Africa's arid soils. But, with the proper irrigation **your help provides** farmers can now grow 5 crops per year increasing their income by as much as 5 times.

Hard working farmers will finally have enough to feed their families and the women will be able to start small businesses selling the surplus at the market using the money to send their children to school and even affording basic health care services.

The caring and kindness of your contribution will help end this cycle of despair and launch a new era of hope for a nation of children where before there was none.

These are the lives you will change today.

Then you tell the viewers what you want from them either in the video or on a site they are lead to. This ending will set up any donation you want from people. I was not provided what you want them to do. But this will make them open to it.