

How the power of video helped change.org bring about social change

Erika's dream

Erika Borellini, a native of Carpi in Northern Italy, had always dreamed of being an engineer. Though in 2013, when her mother had suffered a cerebral aneurysm, Erika became her primary caregiver and had very little time left to tend to her studies. Although it was a great challenge to continue learning, Erika never gave up on her dream. She completed her bachelor's degree, but when she submitted an application to continue towards a master's, with one point short of the required score, Erika's application was denied.

Righting a wrong

Erika did not despair. She knew that by being recognized as a student worker, she would be eligible for an additional two points and would have get accepted to the master's program for which she applied.

To help right this wrong and get the government to recognize family caregivers as student workers, Erika turned to change.org. Change.org is a petition website that enables anyone to start a campaign, mobilize supporters, and engage with decision-makers to achieve results.

Erika started a petition by posting a cover letter and picture, which garnered neither enough attention nor support.

But then, Erika's case caught the attention of change.org senior campaigner Sandro Zinani. He suggested to Erika that instead of a text letter and static image, she should send in a video that he could edit with the platform's video creation tool – [Wochit Studio](#).



The results were remarkable. Almost immediately, Erika's case went viral, touching the hearts of tens of thousands and ultimately securing over 100,000 signatures.

In fact, her story gained so much traction that it was featured in Il Fatto Quotidiano, one of Italy's leading newspapers, and she was even invited to one of Italy's most popular TV shows.

Further to the overwhelming support for her campaign, Erika was introduced to Italy's Minister of Education who – as a result of this meeting, committed to finding a solution for recognizing family caregivers as student-workers and to help them increase their chances at achieving their educational goals.

The power of video

Campaign launched with text letter + image

- Open rate at 16.79%
- Sign rate at 0.95%

Didn't meet the engagement threshold for a campaign

Campaign powered with video by Wochit Studio

- Open rate at 22.95%
- Sign rate at 2%

Qualified as a major campaign

And the happy ending to our story? Erika was accepted to the program of her choice and made her dream come true, having started learning master's degree in Electrical Engineering just a few months later.

About Wochit Studio

Wochit Studio is a video storytelling platform that empowers anyone to create professional videos. With an unrivaled premium content library, cloud-based collaboration tools and a best-in-class graphics engine, Wochit makes video creation fast, easy and cost-effective.

To learn more about how [Wochit Studio](#) can help your cause, reach out to us at info@wochit.com