

How to Make a Compelling CFC Video (Inexpensively. With just your Smartphone.)

No one can tell your story better than you. And the CFC needs your stories so we can all be successful! In today's multi-media, web-connected world, video reigns supreme. But you don't need to spend thousands, or even hundreds, of dollars to make a great video. In fact, sometimes those highly edited "professional" videos just don't work because they come across as too commercial. Authenticity is key!

Here are some tips to make a compelling, authentic video for use in CFC's PassionFair, social media, etc.

DO:

1. Use a tripod or place the camera or cell phone on a steady surface. You can search for a "smartphone tripod" on Amazon – no need to pay more than \$20!
2. Make sure the lighting is good. The lighting source should be behind the camera, not behind the subject. Outdoor lighting is great, especially on an overcast day.
3. Make sure any background noises are shut off or kept to a minimum. Sounds you don't normally "hear" like the hum of an appliance, air conditioner, etc. will easily be picked up by the camera's microphone and become distracting.
4. Look directly at the camera the entire time. Or, if you're being interviewed by an off-camera interviewer, look at that person the entire time and don't glance at the camera.
5. Include a compelling "hook" right away. A viewer decides whether to keep watching in the first 10 seconds!
6. Tell a short story. Show pictures. Interview a beneficiary (client) and/or get him/her to tell their story. (Research shows this is REALLY impactful.)
7. Speak from the heart. Be genuine. Use facial expressions and gestures.
8. Smile. Be positive. Tell success stories!
9. Include a compelling "call to action" i.e. Please GIVE, or VOLUNTEER, or VISIT UT at (website).

DON'T:

1. Using jargon or repeating your mission statement, unless it sounds like normal conversation is ineffective. (Bad example: "Our mission is to increase capacity of..." Good example: "We help people get a new start in life by...")
2. A video any longer than 90 seconds is too long. (1 minute is ideal). People have short attention spans. Remember: short n' sweet!
3. The CFC regulations do not allow us to use your organization's specific name or include any logos on the screen. Not using these in your presentation will enable us to share your video beyond just the PassionFair and in our social media channels, etc.

4. Don't be stiff or monotone!

Examples of "Authentic" Charity Key Messages to include:

- CFC contributions from Federal employees have been a lifeline for us. Your support means everything!
- Take it from me: every gift, large or small, makes a difference!
- If you think \$1 per pay period won't do any good, think again! Payroll giving gives us a steady stream of income throughout the year. For a nonprofit like ours, that's our lifeblood!
- Thank you! We literally couldn't do it without you.
- We love Federal employees. Yes, even you, IRS!
- The CFC rocks! Feds rock! Thank you, guys!