



## Great Canadian Giving Challenge 2018

### Video Spotlight Submission Guidelines and Instructions

Thanks for your interest in submitting a video to be featured by the creators of the Great Canadian Giving Challenge this June! Ready to film your video? Make sure your video meets each of the following guidelines:

1. The video cannot exceed **60 seconds** in length.
2. Please ensure you are in a well-lit spot. Ideally, film near a window, outside on a sunny day, or in a room with great lighting.
3. Make sure we can hear you! Film in a quiet area and speak up or use a microphone. Watch the video after recording to make sure we can hear your every word.
4. Hold the camera steady! If possible, use a webcam or place your camera down on a tripod or table.
5. Get your team involved! You can feature one person or your entire team in the video, but let them know that this will be shared widely on the Internet so make sure they are comfortable being featured. This could include staff, volunteers, board members or supporters.
6. Film the video without any separate takes or cuts. We will not be piecing together scenes in editing so we recommend that you film the video in one seamless take.
7. Get creative! Use props or film in a unique area where your charity does its work. For example, bring animals into the video if you're an animal shelter, or film on a boat if your charity sets sea to research lakes, oceans, or rivers.
8. Please use the script outlined below as a guide. Review it ahead of time, decide what you'd like to say, and then speak naturally. The video should introduce who you are, provide a short explanation as to what your charity does, explain briefly what the Great Canadian Giving Challenge is, and share what your charity could do with \$10,000 if you won this year's contest.
9. Have fun! If you're excited, viewers will be excited and will want to learn more you and your charity!
10. Submit your video by sending an attachment, Google Drive link, or Dropbox link to [marketing@canadahelps.org](mailto:marketing@canadahelps.org). We will confirm that we have received the video within 24 hours on regular business days.
11. Starting on June 1st use your video to engage your donors and encourage donations! Start sharing your submitted video on social media (using the hashtag #GivingChallengeCA), on your homepage and through your email newsletter.



**Sample Script:**

- Hi my name is **[your name here]** and I'm from **[your charity name here]**.
- At **[your charity name here]** we **[briefly explain what your charity does here]**.
- This June we're participating in the Great Canadian Giving Challenge for a chance to win \$10,000! For every dollar you donate to our charity on GivingChallenge.ca or CanadaHelps.org, you give us a chance to win!
- That means with \$10,000 we could **[explain what \$10,000 could do for your organization here]**.
- Support us by visiting GivingChallenge.ca and give today!

Have questions or don't know where to start? Send us an email at [marketing@canadahelps.org](mailto:marketing@canadahelps.org) and our team will be in touch.