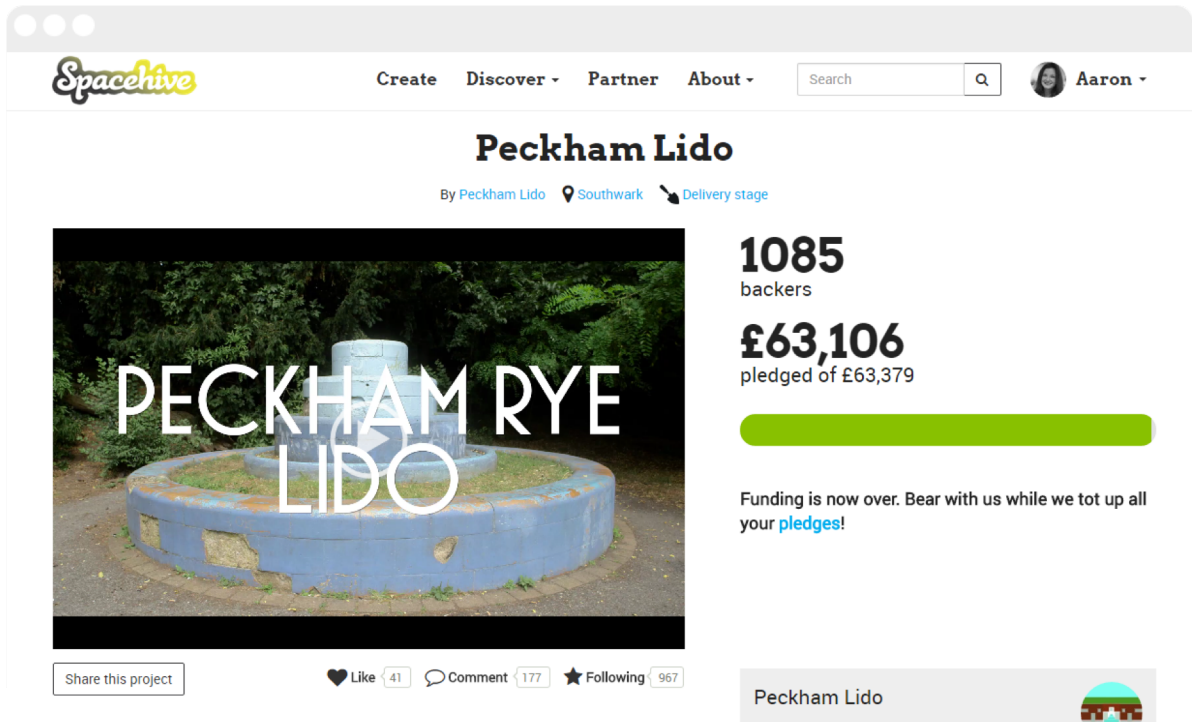


# PRESENTING YOUR VIDEO



Creating a video doesn't have to be difficult. If you don't have a video camera and editing software – you can get away with a smart phone and passion for the project.

Simply head over to the project site, introduce yourself to the camera, talk about what you want to do with energy and enthusiasm and include a clear call to action asking people to pledge at the end. And that's a wrap.

## Keep it short

The purpose of the video is to grab people's attention so make sure it's less than two minutes or you'll lose them. Cut any unnecessary detail and direct them to find further information in the project description below.

## Clear messaging

Clearly state the name of your project, the url and its hashtag both verbally and visually (e.g. people holding it up on pieces of card/inserting the link into the video after editing). Explain your plan, why it's important and briefly address any formalities such as council permission so viewers can see you are going about the process properly.

## Popular appeal

Try to have representatives in your video from each of your audience groups – when people see someone like them in the video they will feel an affinity and be more inclined to support. Seeing them all united over one cause is motivating and appealing to the bigger donors.

## Call to action

Be direct and ask for pledges. Use your video to tell people how to pledge as well as the wonderful and positive impact their pledge will have.