



United Way
of the Greater Triangle



HOW TO MAKE A "WHY I GIVE" VIDEO



Giving back is a personal decision but sharing your "why" can be inspiring too! Why do you choose to donate? Film a "Why I Give" video and encourage your colleagues to join you.

With social distancing and remote working, face-to-face interaction to build excitement around your campaign becomes a challenge. The chance to see coworkers speaking from the heart about why they give is a great motivator, and filming one is just a few easy steps.

STEP 1:

Turn on your phone's front-facing camera (or have a friend film you). Your phone can be held in hand or placed upright on a stable surface.

STEP 2:

What do I say? Here's a quick outline:

- *"Hi, My name is (your name) and I'm (describe your role in your organization)"*
- *"I support United Way because (a sentence about why you give, tell what community issues you are passionate about)"*
- *"I encourage other (your company's name) employees to join me in giving, because (a sentence on why your coworkers should give.)"*
- *"Thank you for helping your community."*

STEP 3:

Use a mobile app like KineMaster or InShot to add music if you are going to be managing your own finished file. Please DON'T add music if you are sending to United Way for editing.

STEP 4:

Share with your Campaign Leader for wider distribution within your organization.

If you have multiple videos that you would like "stitched" together to make a longer video, we can help with that. Send the files via www.wetransfer.com to Joe Lavender at jlavender@unitedwaytriangle.org, along with any requests (order of speakers, your company logo to be added, any time or file size constraints.)

United Way is also willing to host your video on our Youtube channel, only visible through a private link we will provide.

PRO TIPS:

- If using a phone to shoot video hold it horizontally,  not vertically. 
- Keep it short. Just a few sentences.
- Don't stand in front of a window. Make sure that sources of light are in front of you.
- Use a phone or a camera, recording yourself via Zoom gives unreliable results.
- If asking others to participate, make sure you are representing the demographics of your organization's workforce in an accurate and balanced way.
- Try not to look like you're reading (even if you are.) Looking directly, or nearly directly at the camera is most effective.
- Try multiple takes. It's ok to do it several times until you are comfortable.

THANK YOU!