

Make A Compelling CFC Video Inexpensively. Using Your Smartphone.

The CFC needs you to tell your story. You don't need to spend a ton of time or money to make a great video. In fact, sometimes low budget, in-house videos have a stronger connection to the potential donor. Authenticity is the key! Here are 10 tips to make a compelling video for the CFC Virtual Charity Fair.

Tell a story.

Show pictures with a voiceover. Interview a beneficiary and get them to tell their story. (Research shows this is REALLY impactful.)

Be memorable and engaging.

Speak from the heart. Avoid jargon. Use facial expressions and gestures. Smile.

Use a tripod.

Keep the camera steady! There are very affordable tripods designed for cell phones, and they are well worth the \$20 investment.

Focus on the topic.

Keep the camera pointed at the subject. Choose a simple, clean background and keep it slightly out of focus compared to the subject or person being interviewed.

Quiet on the set!

Make sure any background noises are kept to a minimum. Sounds you don't normally hear like the hum of an appliance, air conditioner, etc. will be picked up by the camera's microphone and become distracting on video.

Keep it wide!

Turn that cell phone! Shoot in landscape or horizontal mode. "Tall or "Snapchat-style" videos are less appealing and harder to format.

Shine some light on it.

The lighting source should be behind or next to the camera, not behind the subject. Outdoor lighting is great, especially on an overcast day.

Make eye contact.

Look directly into the camera lens the entire time if you are doing a monologue. Conversely, if you are being interviewed by someone off-camera, look at that person, and don't glance at the camera.

Add a title screen.

Be sure to include a still image of your organizations name, 5-digit CFC code, and logo (if applicable) in the video. This screen can be used as your thumbnail.

Caption it.

To ensure your video is accessible to everyone, it must be captioned. Kapwing offers a low cost, beginner-friendly video captioning tool.

