

The Big Give

Tips for a Great Fundraising Video

The purpose of your fundraising video is to make a connection with your audience and compel them to support your project. You're not up for an Oscar. You don't need to invest significant resources. So long as you follow the tips below, you'll be well on your way to a great video!

CONTENT TIPS:

- 1) Introduce yourself:** Tell viewers who you are and your connection to Samford.
- 2) Make it personal and tell a story:** Tell the viewer why you're passionate about Samford and why they should be, too. Explain the goal of the Big Give, why achieving that goal is worthy of their support, and how the money raised will advance an important cause.
- 3) Make an ask!:** Ask the viewer to contribute and to share it with friends. The crisper and clearer the call-to-action, the more impactful it will be.
- 4) Keep it snappy:** People have short attention spans, so don't lose potential supporters by dragging on. **We recommend that videos last no more than 60 seconds.** At the very least, be sure to deliver your ask in the first 30-45 seconds.
- 5) Let your excitement shine through:** The more enthusiastic you are, the more excited viewers will be. Bring some energy!

TECHNICAL TIPS:

- 6) Hold your phone horizontally:** If filming with your phone, hold it horizontally and not vertically.
- 7) Frame your shot:** Film at eye-level or slightly above. No one looks good from a low angle.
- 8) Use good light:** Natural light is best, so go outside if you can. A cloudy day is perfect for filming outside. If filming inside, light up the room as much as possible or film next to a sunny window. The more light, the less grainy your footage will be.
- 9) Audio is important:** Choose a quiet location to film so that your voice will be heard, not distracting background noise.
- 10) Keep the camera steady:** If possible, use a tripod. If using your phone and filming yourself, use both hands to grip it and keep your elbows close to your body for more stability.

