

## Creating a Script. What to Say and do:

- 1) Introduce yourself and what you're raising money for. This is where you want to make a personal connection with your donors.
- 2) An overview of what happened (your cause). Get to the "WHY." Tell it from the heart. Be honest and direct with your supporters.
- 3) How the money will be spent. We recommend getting specific, and sharing the costs associated with your goal. Donors appreciate being in the loop about where their funds are going.
- 4) Share your gratitude and appreciation that the funder is considering sharing or donating to your edSeed campaign.
- 5) Encourage questions. Let your donors know that you're happy to answer any questions they might have.
- 6) Let the reader know how to share your edSeed campaign. For example: "To help me get the word out, you can share my link on Facebook, Twitter, or Instagram."
- 7) Practice your script for timing and flow.
- 8) Only memorize your on-screen lines to save time.

## Clothing. What to wear:

- 1) When in doubt, wear Jewel tones. Jewel tones have the right amount of saturation for all skin types and will prevent washing you out under harsh lighting. Here are some examples of jewel tones:



- 2) Avoid pastel colors as they can make skin look gray and very bright colors (think neons) can make skin appear dull.
- 3) Avoid black. Wearing black on camera can make dark circles appear more pronounced, giving you a more tired look.

- 4) Avoid patterns. Patterns may look great in person don't always translate well on camera. Avoid small, busy prints (like small polka dots), which can look blurry on video. Other patterns like pinstripes, chevron, plaid, and houndstooth are also difficult to see on video and can make your viewers dizzy.
- 5) Be aware of your background. The color you shoot your videos against will impact how a color you're wearing translates on camera. Colors set against a white background will appear brighter, while colors set against a dark background will lose some of their intensity. You always want to wear a color that contrasts with the background you're against so that you stand out.
- 6) If you wear jewelry, keep it simple. Avoid wearing large, shiny pieces and noisy bracelets, like bangles—if you're prone to gesturing, the sound may be disruptive. Large or flashy jewelry may catch the light in ways you cannot anticipate, so remember: the focus of your story is what you have to say, not your jewelry.
- 7) Style long hair away from your face to avoid light shadowing; we recommend wearing hair up for a normal shoot, too. Clean-shaven gentlemen should shave an hour or two before the shoot, to avoid having a five o'clock shadow apparent.
- 8) If you wear makeup, keep it light and natural. If you don't wear makeup, use a little powder or foundation on your face to even out shadows and take away the reflective shine from on-set lighting.

## **Hardware. Camera. Audio. What to Do:**

- 1) We recommend using a Video App to record your video than the your default camera app. Apps like FiLMic Pro (available on both iOS and Android) give you a finer level of control over how your video looks, from focus to white balance to frame rate, etc.
- 2) Keep your camera focused at eye level. It's best to use for a flattering look.
- 3) Always shoot in landscape mode. This is the most basic tip, since portrait mode shows black borders in your final video clip - and it's harder to edit for use in various media and aspect ratio.
- 4) When it comes to sound, high-quality audio is just as important as high-quality video. Use what you have but if your resources allow, use an external microphone. Your phone's built-in mic alone isn't great, especially if you're shooting in noisy environments or want to focus on your voice. Invest in either a lavalier microphone or a shotgun microphone (some people get both) to get good, solid, directional sound. If you're using your camera's microphone, be sure to minimize background noise around you to ensure better sound quality.

- 5) We always recommend a good tripod, but when one isn't handy, use what you have: A stack of books, a high table or chair, a breakfast counter. The goal is to do what you can to keep the camera level.
- 6) When filming yourself, use face detection and continuous autofocus if your camera supports them.
- 7) Having good light is better than having a good camera. When outdoors, avoid direct sunlight if possible. If indoors, windows can be an excellent source of light. Make sure the window is in front of you and not behind you. If resources allow, buy or rent video lighting.