

Tips for Making a Video for Your Crowdfunding Campaign

Filming your video

- Use the best camera you have, sometimes phones are best to get HD.
- Record your video in landscape, **not** portrait.
- Make sure your lighting is adequate, natural sunlight typically looks good.
- Test your setup and make sure your subject can be heard loud and clear.
- Have your subject fully in frame, try not to cut off edge of their head--legs are okay.
- Don't have a distracting background behind your subject.
- If shooting outside, make sure the wind doesn't overpower the speaker.
- It's best to set the camera on a level stable surface if possible, but if holding make sure it's steady.

Telling your story

- Make your story to the point and be concise, emphasize personal plea, support, persuasion, set the tone
- Don't assume people know what your campaign is about, address "what, where, when", and "how" they can support your campaign. Have a "call to action" inviting your audience to become a part of your cause.
- GiveCampus recommends that your video be no more than 2 minutes.
- Make your video engaging for the viewer.
- Show rather than tell, if possible.
- The first seconds of your video count the most in making an appeal for support.

Editing your video

- If you need assistance in editing your video, it's best if you send or deliver to us your original footage from your camera. If an edited video is all you have, then, please do share it with us.
- Consider recording a voice-over to add to your video. Adding a voice-over or talking during your filming makes it more personal. If you'd like us to add your voice recording, please be sure to share that with us. It's fine to record a voice over with your phone.
- **Please provide us with a written transcript of the dialogue in your video.** Give Campus currently does not have a closed captioning feature, so this provides viewers an alternative.
- **Please remember to not use copyrighted music, images, or video.** If you do, make sure you have express, documented permission to use for this purpose from the owner.
- **Make sure anyone who is filmed or photographed to be used in the video has signed a likeness release form. You may download the form at <http://www.missouristate.edu/photoserv/likenessreleaseform.htm>**
- Music is a great addition to a video. Here are some suggested sites for music:
 - <https://www.youtube.com/audiolibrary/music> (free)
 - <https://incompetech.com/> (free)
 - <http://freemusicarchive.org/> (free)
 - <https://www.premiumbeat.com/> (licensing fee)
 - <https://audiojungle.net/> (licensing fee)

If you have any further questions or need assistance, please email crowdfunding@missouristate.edu or call 417-836-4143. And, remember, your video will add so much to your campaign and it is going to be great!