

## Guide for Video Creation

The document is a guide with tips and tricks for a good project video. The aim is to give viewers and potential donors an insight into your project.

### Basics



**Duration of the video:** We recommend a length of 1-2 minutes.



**Language:** The video can be in the national language or in English.



**Subtitles or text fade-ins:** It is ideal to add subtitles or text fade-ins to enable the video to be understood even without sound. there for you can help with translations and subtitling.



**Recording mode:** Try to avoid portrait mode and selfie mode to ensure an optimal viewing experience.



**Camera app:** Use the normal camera app on your mobile phone. You already know it and a lot of things run automatically.



**Stability:** Try to film calmly. A tripod is ideal, but improvised methods can also be used to position the smartphone steadily.



**Lighting conditions:** Record the video in daylight to ensure good image quality.



**Acoustics:** Choose a location with low background noise to improve the audio quality.



**Video editing:** If necessary, cut the video after recording. Recommended software for this are Cute Cut/Pro, Quick or Adobe Premiere Pro.

## Concept ideas

These three implementation ideas serve as help and input. The exact realisation is up to you. Your own ideas and creativity are welcome.

### Implementation 1 - Mood pictures video

Sharing visual insights serves as a supplement to the project description. You can use beautiful images and suitable music and either use existing video material or produce your own. Use footage of the project location and/or the people involved to visualise the initial situation and show the positive impact of the project. Optionally, you can also use text panels or a voice-over.

### Implementation 2 - Interview video

A video statement is always very personal and convincing! Someone who is very connected to the project (e.g. the initiator) explains how and why the project was launched, what the money is to be raised for and what is planned with the donation target.

### Implementation 3 – Combination of pictures and interview

For the more experienced among you, a combination of mood pictures with video statements is also an expressive option.

### Do you need help or have questions?

Then you can contact us at any time - we will be happy to help you.

Send your video by email to your contact at there for you or to [info@there-for-you.com](mailto:info@there-for-you.com). Alternatively, you can also share the video via a YouTube link or use WeTransfer if the file is too large for an e-mail.