

Campaign Video

Instructions for Campaign Landing Page Video

Grab your smartphone and get started with your 2 easy steps to complete your Campaign Video!

First, make sure you have...

- ✓ Your short 30 second Script
- ✓ Your Programs' Participants
- ✓ A smart phone, to film your compelling *Campaign Video*



1. **Campaign Video:** Keep your video short, 30 sec. Have 3 of your participants deliver the message. And have *ALL* your remaining participants in the background
 - a) First, **tilt your phone horizontally** while videoing so your video will fit on your campaign page.



- b) Using their **Outdoor Voices**, speak naturally so supporters can clearly understand the message.
 - ✓ Welcome supporters to your campaign page (3 participants introduce themselves)
 - ✓ Have 1 of your leaders share the **TOP 3 Needs** of your program (Travel, Big \$ Purchase, etc.)
 - ✓ Have 1 of your leaders share the **Positive Activities** they will be a part of
 - ✓ Have 1 of your leaders share your programs **Previous Accomplishments** and **Future Goals**
 - ✓ You can thank your supporters for their generosity and ask them to share the campaign

**Sample Script: "Thank You for visiting our (team, band, club) programs' campaign page. Here you can learn more about our needs and the positive activities we are involved in this year. Scroll down below this video to see our programs' past accomplishments and future goals. We'd appreciate you sharing our campaign via Text & Social Media with your family and friends. We thank you for your generous support of our (Campaign Name)."*



2. **Submit Video to eTeamSponsor:** Text or Email the video to us and follow these steps below
 - 1) From your smart phone, select the video file
 - 2) Choose the text icon to send it to your eTeam Rep

OR

Choose the Dropbox/Google Drive icon and share it with admin@eTeamSponsor.com

- 3) Be sure to give the name of your program when you send the video file.
(Your Program Name) - Campaign Video

Call **888.842.8220** ext. **102** if you need help.

Get Creative. Tell Your Story. Deliver a Great Message...the donations will follow!