

Community Chest | Project video guidelines

Background

The Community Chest offers up to £100,000 of funding each year for local projects that will make a difference to the lives of Phoenix residents. There are two types of grant –small grants up to £2,500 and large grants up to £20,000.

We are inviting all projects shortlisted in 2021 for a large grant to submit a short written brief (no more than 100 words) on the project and a video to be hosted on Phoenix's YouTube account and embedded on www.phoenixch.org.uk.

Videos and project bios will be published on Phoenix's website when the voting programme launches. Projects should not share information before they have been notified by Phoenix that they can do so.

Technical requirements

- Maximum two minutes in length.
- MP4 (recommended) or another video file type supported by YouTube such as MOV.
- Shared with Phoenix via Dropbox (recommended).

Tips on how to produce the video

The most important thing to remember when producing a video is that it doesn't have to be a slick masterpiece. If it feels authentic and it engages your audience, it's a winner.

Since you are someone passionate about your project and its potential to bring new benefits, experiences, opportunities to the audience, this ought to be a breeze.

To film your video, you don't need fancy equipment. Your mobile phone will be able to record good quality video – you can hold it in front of you or set it on top of some books to make sure it's still. You may also be able to record it on your laptop's webcam.

These are our Dos and Don'ts for producing the best video you can.

DO:

- **...explain clearly what your project is.** Assume no prior knowledge: set out what your project is, what the money would fund and how it will benefit the people watching the video.
- **...plan what you want to say.** This will help you cover all of the points you need to.
- **...be authentic:** don't worry about it being word perfect and don't overly rehearse it. Prepare points you want to cover, speak passionately about them and maybe even make a few mistakes.
- **...make multiple takes.** Film your video a few different times and choose the best one. Your first might be great but unless you see it done slightly differently, you won't know for sure.
- **...hold or place your camera horizontally if using your mobile to film.** This will give the best results on YouTube and on pages the video is embedded.
- **...use video editing software.** There's lots out there that is free, so make use of it to make the most dynamic video possible! Windows Movie Maker, iMovie and Adobe Premiere Rush are just some of the best out there.
- **...use action shots if you can.** If you're able to use existing or new video that will clearly show what your project does, great! If not, don't worry: just make sure to speak passionately and explain what it is.

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- **...do use subtitles if you can.** This will help make it as accessible as it can be, but don't worry if you can't as you will still have a written brief available on our website.

DON'T:

- **...make a script.** There's nothing less engaging than someone clearly reading from a script. You know your project better than anyone – you don't need to write it down to talk about it.
- **...overthink it.**
- **...go on and on.** Most people will lose attention after 30 seconds (if they've stuck around that long), so make sure you either make your points quickly or you make a very compelling reason for why they should stick around.

Once voting has opened:

- **...feel free to embed the video on your own website once voting has opened.** To do this, click 'Share' on YouTube under the video and copy the link into your website's CMS pages.
- **...share on social media.** You can share the full video on Twitter (and Instagram if under one minute) or a link to it on YouTube. Don't forget to tag Phoenix so we can reshare it (@phoenixtogether on Twitter and Instagram).