

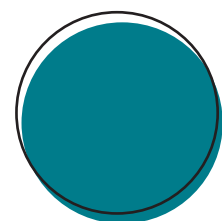


CUSTOMISABLE VIDEO

GUIDELINES



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INTRODUCTION

This guide aims to help community foundations and national support organisations construct a meaningful and high-quality video that brings the conceptual animation to life and will promote the community foundation movement in Europe.



Here you will find background to the production of the generic animation and tips, ideas and instructions on how to collect information, connect the video introduction with the collected material by you and your team, how to choose the way you will build the video, and how to promote your video among your network and more.

WHY HAVE WE MADE THIS VIDEO ABOUT COMMUNITY FOUNDATIONS IN EUROPE?

The **European Community Foundation Initiative (ECFI)** is a collaborative initiative committed to strengthening and promoting the community foundation movement in Europe. With this in mind, ECFI realises the importance of reaching a wider audience and supporting people in understanding what community foundations in Europe really do.

This is a complex field, as it includes a very diverse community of key actors based in 27 European countries. ECFI sees the value of visual multimedia material to raise awareness of community foundations in a way that represents the community foundations' voices in a clear, appealing and visual way. The aim will be to increase awareness and understanding among the general public, civil society, policy makers, and other stakeholders at the European and national levels.



HOW HAVE WE MADE THIS VIDEO ANIMATION ABOUT COMMUNITY FOUNDATIONS IN EUROPE?

ECFI, together with the SenseTribe team developed a participatory process to define the objectives, formats and content of the video. During this period stakeholders were invited to support the process.

This phase helped ECFI to identify that the most inclusive and effective way of presenting community foundations in Europe is by developing something that allows each community foundation or national support organisation to develop and add their own content. This way, the multimedia material is split into two parts:



I. A generic universal video animation articulating the community foundation concept, and

II. A complementary video that may be developed by any community foundation / national support organisation that puts that in context .

I. UNIVERSAL ANIMATION: CRYSTALLISING THE COMMUNITY FOUNDATION CONCEPT

The video animation produced by ECFI 'Crystallising the community foundation concept'

presents a general view about needs (represented by SDG icons), and how community foundations connect stakeholders and gather and distribute resources in order to address complex issues and develop solutions in their locality. The video also sets this in a European context..



The ECFI animation is conceptual and has no voice over or words in order that it is universally applicable with no language barrier. It is intended as a backbone and can be used at any time, giving you the option to create different complementary products that can be changed according to your needs and objectives.

The video animation has a special format that can be used as an introduction or closing video for the local content.

Goals and Target Audience

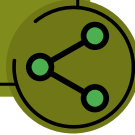
Before ECFI started work on the video animation, the team identified the goals of the video animation and its target audiences.

Goals - What ECFI wants to achieve with the video animation:



SHARE INFORMATION

about the field. Spreading the word of what community foundations are and do to promoting on national and European levels.



SHOW DIVERSITY

Capture the diversity while keeping the unitary format.



SENSE OF BELONGING

Clarifying the identity of community foundations as a long term commitment and larger movement in Europe.



ADDED VALUE

Contributing to the sense of pride by giving visibility to community foundations' achievements, potential and connections.

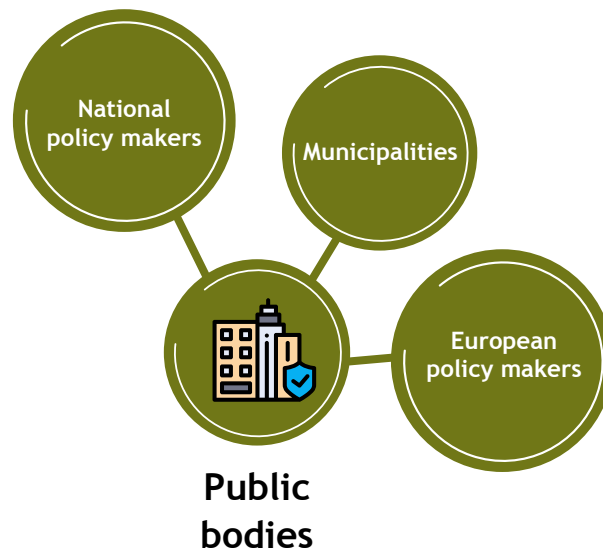
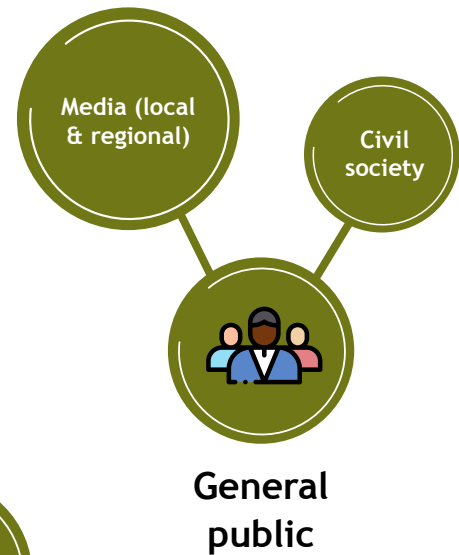
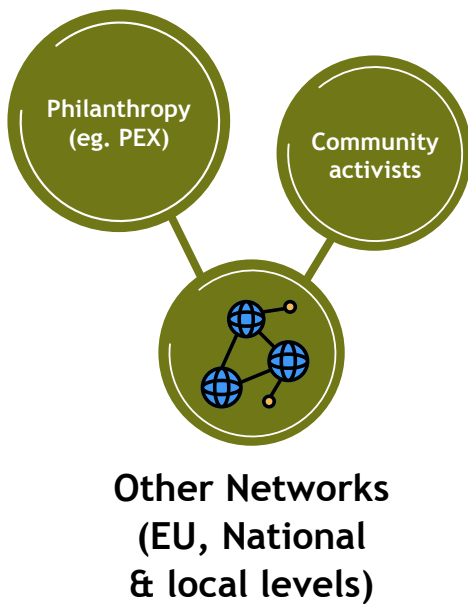
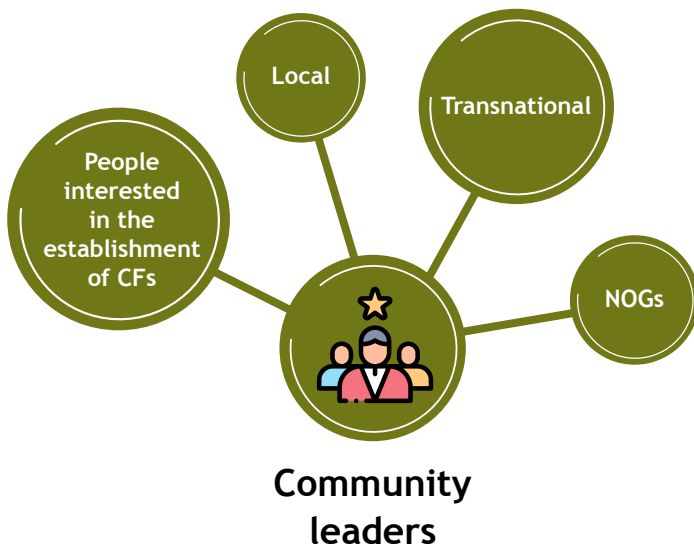


INSPIRATION/ AFFIRMATION

Appreciating community foundations' achievements. Creating the field in which to develop the potential of what community foundations can do.



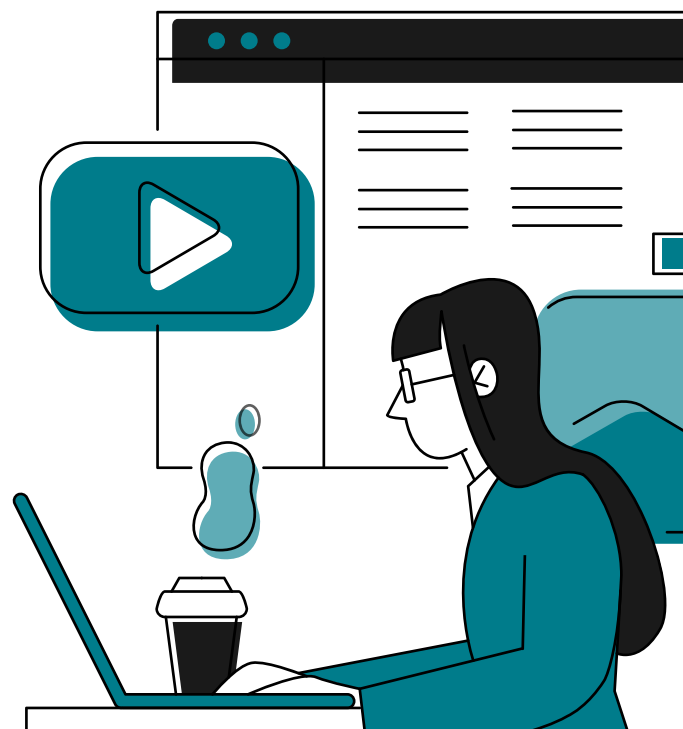
Target Audiences - Who ECFI wants to communicate with about community foundations:



II. HOW CAN YOU CONTRIBUTE? ADDING YOUR NATIONAL / LOCAL CONTENT

In order to have a full story that truly represents what community foundations are, ECFI invites you to create your own tailor-made video to connect with the generic / universal animation - and bring it to life through a story and images that are relevant to your own context and in your own language.

You can choose the story you want to tell. This guide will support you by giving instructions on how to develop your content.



StonePictures/Shutterstock.com

a. WHAT TO SAY? CHOOSE MEANINGFUL INFORMATION

How to define the goals of the national / local complementary video?

Each country and community foundation has different needs and communicates with its stakeholders in a special and unique way. With this in mind, think about what you want to achieve with the video.

The goals will vary and will address solutions for some needs, for example:



- To reach more people in order to increase the number of volunteers or donors;



- To make the case to policy makers for a better operating environment;

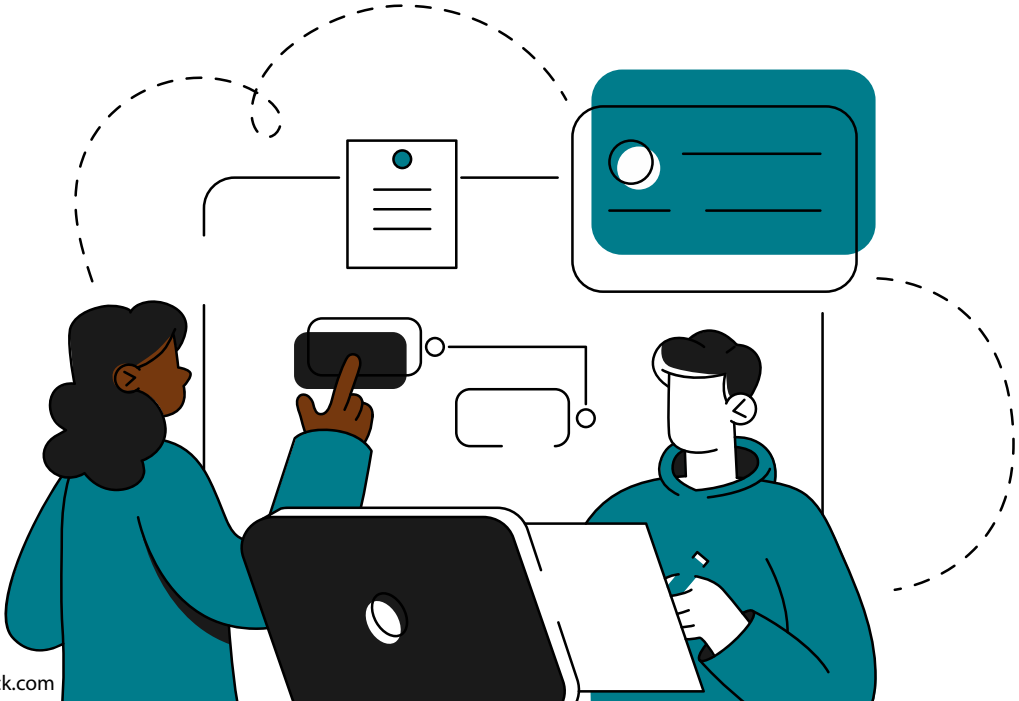


- To demonstrate the added value of community foundations and share the best practices.

b. CONTENT CREATION:

Below are examples of content combined with a target audience and goals to achieve:








CUSTOMISABLE LOCAL VIDEO CONTENTS	AUDIENCES AND GOALS
<p>CTA: call to action for people to get involved</p> <p>- Ask for support: volunteer with us, donate etc.</p>	<p>Audience: General public</p> <p>Goal: Share information</p>
<p>Nature of the field</p> <p>Ask for legal support (if needed)</p> <p>Impact and share local information</p>	<p>Audience: Public Bodies, Other Networks, Community Leaders</p> <p>Goal: Add Value and Share information</p>
<p>Share best practices</p> <p>Community foundations in Europe vary hugely in size and in what they do</p>	<p>Audience: Community Leaders and Other Networks</p> <p>Goal: Add Value, Show diversity and Inspiration/ Affirmation</p>



c. HOW TO PRESENT THE CONTENT:

Once you have a clear goal for your message and your content is ready, it is time to think about how to present the information.

Below you can see some options:

TYPE	HOW
 <p data-bbox="422 694 574 728">Infographics</p>	<p data-bbox="686 571 1324 638">Infographics are a popular way to present information about anything from how-to's to product showcases.</p> <p data-bbox="710 660 1300 761">Generally, they are a fun, colourful, effective way to make difficult information easier to follow and understand.</p>
 <p data-bbox="438 952 566 985">Animation</p>	<p data-bbox="742 817 1284 884">With animated videos, you're free to let your imagination run wild.</p> <p data-bbox="694 918 1332 985">They give you the ability to bring any concept to life with ease, no matter how complex.</p>
 <p data-bbox="391 1153 614 1187">Data visualization</p>	<p data-bbox="734 1064 1308 1164">Data visualization is when we filter information, which is often complex and fragmented, into easily digestible snapshots.</p>
 <p data-bbox="430 1400 574 1433">Live Action</p>	<p data-bbox="694 1232 1324 1299">It's about real people and real locations, rather than creating things digitally.</p> <p data-bbox="694 1332 1324 1467">Live action videos can showcase a charismatic spokesperson or highlight the people in your office or, in this case, show testimonials from beneficiaries from the local community for example.</p>
 <p data-bbox="422 1668 574 1736">Whiteboard videos</p>	<p data-bbox="702 1523 1316 1657">Whiteboard animation tells a creative story with pictures drawn on a whiteboard (or something that resembles a whiteboard) by artists who record their artistic process.</p> <p data-bbox="702 1691 1316 1758">When you need to explain a practical process in an easily digestible way, a whiteboard video is perfect.</p>
 <p data-bbox="422 1915 574 1982">Typography videos</p>	<p data-bbox="710 1848 1308 1948">Moving text or kinetic typography is an animation technique that blends movement and words to express ideas.</p>
 <p data-bbox="406 2116 590 2150">Photomontage</p>	<p data-bbox="710 2060 1316 2128">Photomontages or slideshows combine photos with music and/or voice overs to tell a story.</p>

TECHNICAL INFORMATION

a. CONNECTING YOUR VIDEO WITH THE ANIMATION PROVIDED BY ECFI

Our suggestion is to use the ECFI animation as an introduction and add the complementary video right after the last scene.

ECFI will provide the editable file to be uploaded in a video editor. This way you can have a full single video as the final product.

In order to establish the context for the local content, we advise that the complementary video start with the map of the country where you are based.

To make the transaction smoother, at the end of the animation we suggest a transition without many effects, preferably a transition fade out, dip to white or dissolve (depends on which software you are using).



You can watch this video to understand what we are suggesting.



b. VIDEO LENGTH

Finding the right balance with your video length will allow you to capture the audience attention and increase your viewer engagement without boring them. Ultimately, shorter videos see an increase in engagement as well as effective content.

To help you out, here is some information to consider:

- **Under 2 minutes:** Since viewer's attention spans are short, you want to pack as much content into a short period of time as possible. Whether a video is 30 seconds or 2 minutes, a video sees around the same amount of engagement.

However, once you're over the 2-minute mark, you begin to see a drop off in that video's engagement, so remember that when you're planning your information.

- **Between 3 and 6 minutes:** A 3 minute video's engagement is around 65%. But if you plan carefully and manage to produce an interesting video, you will be successful.

- **6 to 12 minutes:** If your content requires a longer video, you can be in this range without worrying too much. The 6-to-12-minute range averages the same amount of video engagement as the last category (3 to 6 minutes).

- **12 minutes or longer:** Does your content really require this length of time? Instead of one twelve-minute video, maybe it makes sense to produce six two minute videos.

c. CAMERA POSITION AND IMAGE QUALITY

Achieving a professional look in your video is more about technique than tools, so you don't need to spend a fortune on equipment, you can make great videos with your mobile phone for example. You just have to pay attention to a few details listed below:

I. Favorable light:

Be aware of the lighting in your surroundings. The position you choose in relation to the lighting can have a significant impact on the quality of your video.

If you're filming in natural light, do your best to get your footage in the morning or evening, when the light is softer.

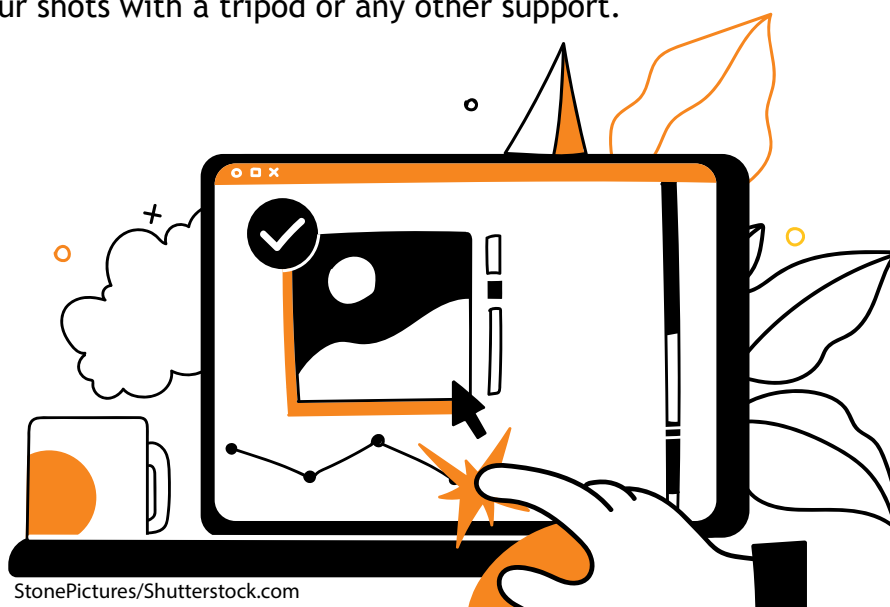
Try to avoid strong backlighting, such as a ceiling light or window in the background, in particular if you are using a smartphone.

But if you're filming indoors, one thing to avoid is overhead lighting or indirect diffuse light - it can cast unflattering shadows.

II. Orientation to use (camera position)

Try to avoid recording your video vertically (portrait). While this may make sense with a mobile device, which has a screen in portrait orientation, this does not translate well on any other device like tablets or laptops, for example.

Remember: keep your camera as stable as possible, it's definitely worth the extra effort to stabilise your shots with a tripod or any other support.



d. AUDIO RECORDING

Recording audio directly from the camera's phone is sometimes sufficient. But if you prefer to avoid mobile phone quality, you can use an external professional microphone plugged into a computer to record your audio.

The third option is to use a second smartphone placed directly above the speaker (person who's talking), using a voice memo app (available for Android or iOS). If you choose this option, you will then need to sync (cut out the clap once done) this captured audio to the video footage while editing the video.

Golden rule: keep any background noise to a minimum and ensure that everyone around you knows you are recording, so they don't interrupt.



e. SUBTITLES

With subtitles you make your video accessible to those who are hard of hearing and in those situations when they can't play sounds. But, of course, this is not a mandatory task.

If you decide to add subtitles, there are plenty of tools to help you with this task. Feel free to choose your favourite. In case you don't know any, [clideo](#) or [Aegisub](#) are suggestions.

f. COPYRIGHT AND LICENSE

Copyright is a legal right of ownership that allows creators artistic control over how their work can be used or copied. Unauthorised use of protected sounds and visuals is copyright infringement, which could lead to legal challenges.

Pay attention and try to choose audio and visuals in the public domain, which means the work is not or no longer subject to copyright and is free to use without restrictions.

I: Soundtrack: the sound of your video is something very important, and with today's technology and the availability of audio on the Internet, it is very tempting to use music or sound effects that you can find online. However, if you don't want to pay any license fees, use royalty-free music.

Here you can find a list of royalty-free music websites.



II: Images and footage: instead of creating your own image or footage in your video, you can also find plenty of royalty-free websites available online.

Here you can find a list of royalty-free images and footages websites.

If you have any specific concerns about **Copyright and licensing**, YouTube made a special [guide](#) to support you with this task.

HOW TO PROMOTE YOUR VIDEO

The goal of creating a video is to present your community foundation or community foundations in your country out there and get it known, and with the Internet you can distribute it globally at low cost.

Once your video is done, make sure to promote and share it in all social media platforms available. Make sure to use appropriate hashtags to improve your reach and have it seen by more and more people. If you know specific communities, such as niche groups, do some promotional work there as well.

Besides social media, traditional email marketing (or newsletters) can be an effective way to spread your material. Make sure to prepare a nice email with a call to action in order to promote your video and your association.

Last but not least, use your Website to host the video and share the video over groups and social media.

Furthermore, if you need any help or support in creating your video, [SenseTribe Consulting](#) is at your disposal.

