

FEATURE TEACHER

Helpful Tips

- **Positioning:** Make sure to frame yourself so that your face and a portion of your torso is showing. Being too far away may not record your audio very well. Try to eliminate background noise in the environment if possible.
- **Lighting:** Ensure that the room or outside lighting is directed at your face. If the light is coming from behind you, your face may not show very well.
- **Practice:** Write out or print your script so that you can practice to say it organically on the video. It's pretty obvious when you are reading a script but if you need to, make sure it's very close to the location of your camera so that your eyes aren't jumping back and forth too frequently in the video.
- **Smile:** Try starting your video with a smile and think about smiling whenever possible. This will help convey the delightful nature of the video and make it more appealing.

Video Script Samples

Long Script

"Hi Everyone, I am creating this video as part of Envirolution's Feature A Teacher Fundraising Campaign. This campaign is about showing appreciation to all of the amazing teachers out there. So, I wanted to share a quick story of a teacher that impacted my life. *[Share a quick story, include the teacher's name and maybe tag them if they have a Facebook]*. On *[teachers name]* behalf, I will be donating *[insert amount]* to the non-profit Envirolution, which will go toward providing teachers with classroom materials and professional development training, allowing them to continue educating and engaging students in sustainability and Science, Technology, Engineering, Art and Mathematics. Whether it's \$10 or \$100, your donation counts! So I ask you, is there a Teacher that changed your life?"

Short Script

Huge shout out to *[insert teacher name]* for *[insert memorable moment]*. As part of Envirolution's Feature A Teacher Campaign, I'm donating *[insert amount]* to this amazing non profit organization whose mission is to inspire and empower the next generation of leaders and workers who will drive the growth of a sustainable economy". My donation is going to help them continue providing teachers with the classroom materials, STEAM based curriculum and training to keep our students engaged. That's really important right now! I'm asking friends and family, is there a Teacher that changed your life? Whether it's \$10 or \$100, your donation counts!