

Virtual Celebration At-Home Video Submissions Deadline – Friday, April 9

Video Content:

- Short clips: 5-10 seconds
 - o Will be used for transitions between segments, beginning/end of show
 - o Topics could include:
 - "Happy CHOC Walk Everyone!"
 - "It's CHOC Walk Time!"
 - "To everyone throughout our communities, we wish you a Happy CHOC Walk!"
 - Quick shots of walk shirts, walk signs, cheering, dancing
 - Any messaging, content you want to put together – get creative!
- Longer clips: 10-seconds
 - o Will be used for segment during celebration "Getting Ready for Walk Day"
 - o Can include expanded clips from above, short speaking clips
 - o Topics could include:
 - ****What message do you want to send to CHOC and our frontline workers?**
 - Talking about your Walk day traditions
 - Sharing how you plan to celebrate this year's virtual walk
 - Shots of your team making signs, getting ready in gear
 - Why you walk for CHOC, why walk day is so important to you
 - Any customized messages you want to send

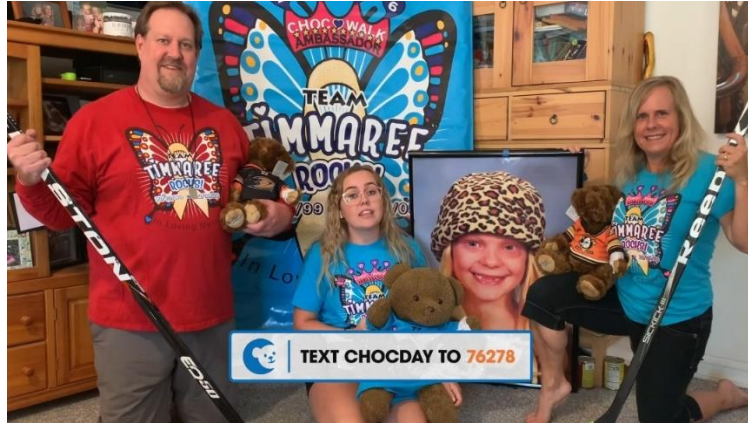
*****Note – clips may be used during show, intro/outro, at the virtual after party, or on website/social. If clips are not featured during show, they will be featured in other places.**

Filming Guidelines

- Every person in the video needs to fill out a consent form
 - o <https://www.chocwalk.org/Static/walkervideos>
 - o Make sure any person that can be seen in the footage is consented (no people in the background)
- Shoot video horizontally
- Choose a well lit area – make sure the sun/light is facing toward you/not behind you – so there's no bright backlight where people are silhouetted
- Look for a quiet area & be cognizant of background noise around you
- Only shoot with your household if possible, don't film large groups
 - o If shooting with people outside your household make sure you are outdoors, masked and 6 ft apart
 - o Only be indoors if absolutely necessary - follow the above rules and be extra cognizant of COVID guidelines
- Can be shot indoors or outdoors, just follow above guidelines
 - o If shooting somewhere other than your home (or if it doesn't look like you would be in your home) make sure everyone on camera is masked
 - o Please don't shoot on CHOC property/in front of CHOC (CHOC teams – see additional form)
- Pause for 3 seconds before and after recording your clips (i.e. hit record, 3 second pause, start speaking, 3 second pause, end recording)
- Be sure to have high energy and excitement
- The more props and decor the better!

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Sample Backdrop



Sample CHOC Day videos:
<https://vimeo.com/502449104/309f55db03>

Sending Your Final Videos

- Google Drive: it's free to create your own account and upload files with a Gmail address
 - o https://www.google.com/intl/en_in/drive/
 - o Simply upload your video and send the link for the video to: chocwalk@choc.org / Lindsey.Harris@choc.org
- WeTransfer: a free file transfer service that you can use without an account
 - o <https://wetransfer.com/>
 - o Send files to: chocwalk@choc.org / Lindsey.Harris@choc.org
- Dropbox: drop your file in our shared folder
 - o Send an email to chocwalk@choc.org / Lindsey.Harris@choc.org so we can grant you access, then we will send you the link to access our DropBox folder
- ***Note – using email / text to send compresses the video – if you're having issues with the above let us know so we can help you**

Deadline for all videos – Friday, April 9