



DONOR APPRECIATION VIDEO INSTRUCTIONS

Awards at Fanshawe College are only possible thanks to the kindness and generosity of donors. A highlight for donors is receiving a message from their award recipient(s); it means a great deal to them to know their contribution makes a difference and we encourage you to send a short thank-you video to show your appreciation. Please address your message to the donor indicated in your award confirmation email.

Before you begin

- **Prep your content** – see “Talking points” below for what to say in your video
- **Keep it short** – try to keep your video to 90 seconds (1:30 mins)
- **Be professional** – Dress as if you were going to a job interview

Talking points

Where possible, please include the following information in your video. Again, keep it short:

- **Your name and the award you won**
- **Thank the donor by name and make it personal** – what does receiving this award mean to you? How will this award help you and your family (if applicable)?
- **Info about yourself** - skills, honors or awards you've received, interests, work experience, extra-curricular activities, volunteerism - involvement with community groups, achievements, academic accomplishments prior to Fanshawe or while at Fanshawe, future plans and goals (academic or career)
- **Your Fanshawe College connection and/or the impact it has had on you** – why you chose Fanshawe, your favourite experience at the College, connections through faculty, other staff and students; how the program will prepare you as you continue along your career path, other family members who graduated from Fanshawe.

Setting the scene

See these tips and photo examples on the next page for some examples on proper lighting, background and positioning.

- **Film your video horizontally** (landscape) – this makes it easier for us to edit if needed.
- **Avoid the digital zoom feature** – it reduces the quality of the image. Instead, adjust either the camera or yourself to make sure the image in your phone is clear. Most phones allow you to tap on the area of the screen you would like to focus on.
- **Do not film “selfie-style”** – where possible, ask someone else to film or prop your phone up on something secure.
- **Keep your background simple** – A plain wall works best; avoid anything distracting.
- **Check your lighting** – make sure you are well lit, but not over-exposed. Remember: have the window or light source pointing at you and **away** from the camera.
- **Avoid notifications** – turn on “Silent”, “Do Not Disturb” or “Airplane” mode while filming.
- **Clean your camera lens**

Photo examples



- ✗ Subject too dark
- ✗ Window in shot
- ✗ Subject not centered
- ✗ Distracting background

- ✓ Light source directly on subject
- ✓ Not overexposed
- ✓ Subject centered
- ✓ Plain background

Sending your video

Once you've completed your video, please send to advancementoffice@fanshawec.ca via [WeTransfer](#), [Dropbox](#) or another file transfer service that you are comfortable using as the video will likely be too large to send via regular email.

Unable to film a video? Please send a thank you letter to advancementoffice@fanshawec.ca addressed to your donor. We will see that your letter gets to the donor.