

From: the AFP Foundation for Philanthropy

To: Chapter Presidents and Foundation Development Chairs

In March we shared with you a video made by the immediate-past-president of the New Orleans chapter, in which she talked about how that chapter had used the funds it received in 2021 from its AFP Foundation for Philanthropy's *Be the Cause* grant-back. Here's the link to it:

<https://vimeo.com/689458849>. In response to numerous requests, we've created this document for you. It's designed as a 'toolkit' to assist you in making a similar video and using it to the best effect.

Technical considerations

- you may certainly use a cell phone to shoot the video
- please shoot your video in a landscape (horizontal) format (ignoring how the New Orleans video was shot)
- ensure that there's proper lighting so that the video can be easily viewed
- ensure that the speaker is can be clearly heard and that background noise is minimized if not eliminated
- be sure to talk slowly and clearly
- make sure that the video's background is simple and not distracting
- keep the video's length to between 60 and 90 seconds

Talking points

- state your name and chapter role, as well as the name of your chapter
- mention the value of the chapter's partnership with the AFP Foundation for Philanthropy to generate resources for use in your local philanthropic community
- explain how your chapter utilized the funds received from the AFP Foundation for Philanthropy's *Be the Cause* chapter grant-back (i.e.: for particular educational programming, scholarships)
- describe the impact in your community that the use of those funds had

What to do with the completed video

- play it at chapter meetings and events as part of your *Be the Cause* appeals for support
- post it on your chapter website
- email it to your chapter members with a note from the chapter's president, your Foundation Development Chair or a Chamberlain scholar
- send it to your local media outlets for their use as a Public Service Announcement; it might trigger their interest in doing a story on the work your chapter does in the community
- share it with your local community foundation to perhaps engender greater interest on their part, and their donor advised funds, in supporting the chapter's efforts
- please send a copy of it to the AFP Foundation for Philanthropy (at foundation@afpglobal.org)