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)