

How to Film a Fundraiser Intro Video

1. Watch a Finished Video

It's important to understand what the finished product looks like, so below are links to real fundraisers at different levels.

Notice how the entire video is made up of short clips with different athletes speaking. You will be filming the clips one at a time, making it easier to have multiple takes until the speaker gets it right.

We cannot stress enough how important it is to have as many athletes as possible in speaking roles, which is why the script we provide is broken into clips. You can break it down even further to have athletes share lines.

Some teams keep it simple and film the kids reading the script. Others take it a step further and have action shots then the kids speak.

Example Videos

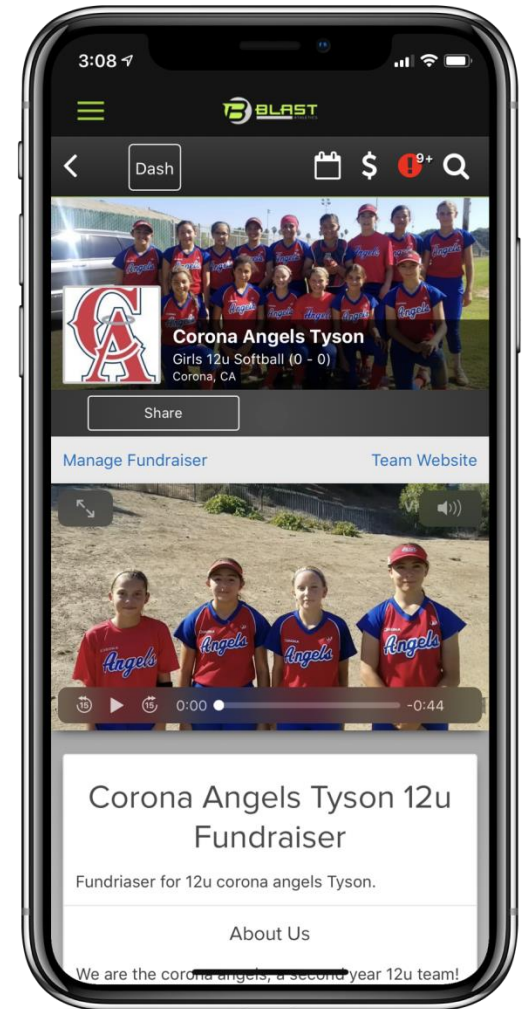
[12U Softball Video](#)

[10u Softball Video](#)

[High School Football](#)

[Action Shots Video](#)

[Flag Football \(Young Athletes\)](#)



2. Get Prepared

Customize the script. Our example scripts are in Word, formatted as cue cards. Make some adjustments to customize it to your team, then print them as cue cards. If your players are younger, shorten the script considerably.

Download Scripts: www.BlastAthletics.com/scripts

iPhone or iPad. We recommend you film on an iPhone or iPad so that you can utilize iMovie. iMovie makes it very simple to compile clips into one video. Here is how: www.blastathletics.com/imovie

Pick a Time to Film. Make sure you pick a practice when there will be most or all of the team. We want as many of the team members in the videos as possible. Make sure you reserve 30 min for the video. You can get it done much faster, but you don't want to be rushed. Tell the team that you will be filming that day so that they look their best.

3. Filming Tips

Film in Landscape- this means you are holding the phone sideways, not up and down.



Landscape

Know the Process, Film in Clips- You are only filming one cue card at a time. Let them read their lines until they get it right. They will mess up a few times, which is fine. Just film them until they get it right. Clips are numbered, so go in order.

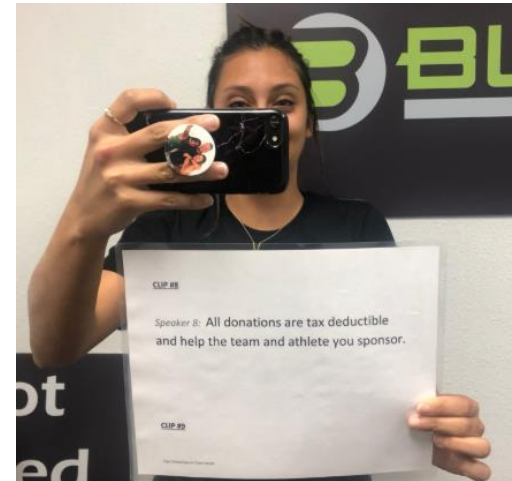
Only Say 1, 2 then Nod to Record - If you say 1, 2, 3, then the 3 will more than likely be heard in your video and will have to be edited, which is a pain. Say 1, 2 **then after 2 push record**. Wait a second and nod. They should speak on the nod. Stop filming about 1 second after they finish their line. You need a buffer on both sides so that the speakers voices are not cut off when iMovie connects the clips.

Last Clip of Entire Team - Say 1, 2 then point. When you point the first time, they say 'thank you for your donations'. Then point a second time and they say 'welcome to the Irvine Dodgers baseball family'. If you don't break it into two, it will be a mess of kids speaking at different times. They should yell at the end or do the team cheer.

ALWAYS HAVE A COACH THERE - if coach isn't there, the players will mess around and make your life difficult.

4. Film the Video

Hold the Cue Cards Below Your Phone: We do not expect the athletes to memorize their lines.



Film the Last Clip First - Get the entire team together like you are taking a team picture. Two rows, with the front kneeling is popular. TAKE A TEAM PHOTO! This can be used as your cover photo for your team page.

Pass Out Cue Cards 1 through 8. Have the team get in line based on their cue card number. Try to get 2 speakers per card 2-8, card 1 can have as many as you want (captains, seniors...)

Film the Rest in Order – 1 through 8. This will keep the clips in order for when you compile them on iMovie

Compile the Clips – this is really easy if you use an iPhone. Here's how:

www.blastathletics.com/imovie