

**Biffa Award**

Building communities. Transforming lives.



# PARTNERSHIP GRANTS SCHEME VIDEO GUIDANCE





# YOUR PROJECT VIDEO

**Congratulations on being invited to develop your funding proposal into a full application through our Partnership Grants Scheme to be considered at the next Biffa Award Board meeting.**

As part of your full application you are required to produce a short video of **no more than five minutes in length** to showcase your project.

Competition for funding is extremely competitive with a far higher number of applications received each round than we are able to fund. Your project video is your opportunity to sell the project to our Board members.

It is your chance to tell us what sets your project apart from the rest, show us why you are passionate about the project and ultimately, why we should fund it.

Your video **MUST:**

- **include a brief introduction to your organisation**
- **include a passionate and enthusiastic outline of your project idea**
- **be specific to the funding request rather than simply giving an overview of a wider project**
- **outline the work required to complete your project**
- **explain the expected outcome post completion**
- **demonstrate the project's viability**
- **be no longer than FIVE minutes long**

**REMEMBER: A good video is well thought out and includes a mixture of speaking and music over moving images, seamlessly moving from one to another.**



# GETTING STARTED

## Equipment

You do not need expensive equipment to film your video.

If you have someone with access to a video camera and editing software - great, but if not, you can easily produce a great video using just your smart phone and some creativity.

There are plenty of free editing software apps available such as iMovie or Filmora that can produce a professional looking and sounding video.

Why not ask around within your organisation to see if someone is passionate about video production or has experience of producing good quality videos, they may be willing to help you.

## Planning

Never under-estimate the importance of good planning.

Before you get started think about what you want to include in the video. Start by writing a rough script to make sure that you include everything you want to say.

Think about who will speak in your video. Someone who is knowledgeable about the project and confident when speaking is fantastic. You can include more than one person if you want to. We want to see your passion for the project.

A good tip is to split the five minute video into 30 second segments so that it doesn't seem too daunting. Consider where you will film and make sure there is footage at the project location site.

Once you have sketched out all of these details it is time to start filming.

## Filming

When filming, remember to hold the phone at a right angle on its side for filming in widescreen (landscape). We live in a widescreen world - videos will automatically play in landscape on computer screens.



Before filming speech, make sure you film a very short clip of each person speaking and listen back to it to ensure you can hear the sound clearly - especially if you are filming outdoors where wind noise may be an issue, or in noisy places.

If you cannot hear the words clearly, or there is excessive background noise, consider filming on another day, in a quieter location or invest in a clip-on microphone that attaches to your phone and can help to minimise background noise.

Similarly, if your project is based outdoors, think about the weather. If the forecast is dull or wet, consider filming on another day.

Make sure the person speaking does so clearly and confidently, and has a real passion for the project that shines through.

Think about the background. If you are filming someone speaking, what will be in the background? Try not to film in a place where people will walk in and out of shot or in a location where there is a lot of clutter.

Never film with a window behind the subject, they will end up as a silhouette.

When framing your shot, a good tip for a professional looking result is to use the rule of thirds. Whatever the focus of the shot is, whether it is a person, a structure, or something else, they should fill either one third or two thirds of the frame.

Think about positioning, if filming a person, they do not have to be in the centre of the shot, consider positioning them to one side so that you can see the background to the side of them, particularly if it is relevant to the project - remembering the rule of thirds.

If the person is sitting down, kneel down so that the camera is at eye level with them and use a tripod where possible to limit movement of the camera.

Do not use the zoom function when taking videos. If the subject is too far away, move closer, if they are too close, take a step back.

Slow motion can be great for small sections of action, as can time lapses, but do not overdo them. Try to mix it up a little. Make sure you have a good variety of shots taken from different angles.



# COMPLETING YOUR VIDEO

## Editing

If you are using a smartphone you can download free video editing software such as iMovie (for iPhones) or Filmora (for Android). Most computers and laptops will also have basic video editing software installed. Other apps or software may offer free trials which you can make use of.

Make sure you include a mix of speaking and background music to create an engaging video that effectively showcases your project. You can download music to use free of charge at [www.bensound.com](http://www.bensound.com).

A good tip is to use sections of speech over images so that you can see what the person is talking about. This also gives your video a professional feel and makes it more interesting than simply watching someone speak. If you have sections of imagery with no speech, you could use music over the top.

Be creative. Could you add some simple graphics or animations to help get your message across?

Think about how your video will start and end. Try not to start or finish abruptly. You could start by slowly panning across

the project site and finish by fading out for example, or you could add a simple slide to the beginning and end.

Make sure your completed video is no more than five minutes long and includes all of the required points listed on page two.

## Sending the video to us

The best way to send your video to us is by using the free online WeTransfer file-sharing service at [www.wetransfer.com](http://www.wetransfer.com). Unfortunately, we will not be able to accept videos sent via Vimeo or YouTube, as we require the original file.

The email address you will need to send this file transfer to us is [biffa-award@wildlifetrusts.org](mailto:biffa-award@wildlifetrusts.org)

If you have any questions about creating your video, feel free to contact our Grants Manager at [biffa-award@wildlifetrusts.org](mailto:biffa-award@wildlifetrusts.org) who will be happy to help you.

**REMEMBER: Your video doesn't have to be a Spielberg masterpiece, but it must be engaging, relevant and demonstrate your passion for the project.**



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