

# HOW TO CREATE YOUR OWN VIDEO

Telling your story can be a great way to motivate your friends, loved ones—and community—to rally around your fundraising efforts. Did you know that visuals are one of the most powerful storytelling tools you can use? With some family photos, CAF talking points, and your computer's basic video editing program, you can create an inspiring fundraising video in 9 easy steps!

## STEP 1

Watch other fundraising videos made by people just like you! Visit CAF YouTube channel to get some inspiration!

## STEP 2

Write a script. See Talking Points For CAF Fundraising and craft the message to best tell your story and why you are fundraising for CAF. If you want to talk about a friend or loved one who is a challenged athlete, incorporate them into your video.

## STEP 3

Gather your favorite photos. Make sure they are saved in an easily identifiable folder that will be quick to find while you are editing your movie.

## STEP 4

Photos and video clips can be uploaded to your computer through your camera's memory card, a CD, or scanned through your home printer/scanner. If you don't have a scanner, your local photo processing retailer can scan them for a small fee.

## STEP 5

Locate your computer's video editing program. Windows Movie Maker is pre-installed on most Windows computers and iMovie is pre-installed on most Macs. You can also purchase programs like Final Cut Pro (Mac), Adobe Premiere (PC), and Avid (PC). Once you're finished editing your video, make sure it is saved as one of the following file formats: .WMV, .AVI, .MOV or .MPG.

## STEP 6

If you have questions, there are dozens of Windows Movie Maker and iMovie how-to videos on YouTube. You can also visit the Microsoft and Apple websites for helpful tips and tricks.

## STEP 7

Once you're happy with your finished product, you're ready to show the world! If it's your first time uploading a video to YouTube you'll need to take a few minutes to confirm your email address before proceeding.

## STEP 8

Be sure to create a title and then provide a description for the video, such as "Why Challenged Athletes Foundation is Important to Me" and include a link to your fundraising campaign page. Next, in the box tags, include any words that are related to the video. Examples are CAF, Adaptive Athlete, Challenged Athlete, Sports. Under "Video Category" select "People and Blogs." Lastly, click "Upload Video" on the bottom!

## STEP 9

Now that your video has been uploaded it's time to copy the URL, add it to your fundraising campaign page, and share it with everyone you know. Ask them to pass it along to too!

