



## Video Details & Instructions

### Application Video Overview:

As part of your application to UpMetrics' 2024 Social Impact Showcase, please film and submit a 2-3 minute video describing your organization, the impact you're creating, and how you're measuring that impact - framed within the context of your impact framework.

### Video Content -Your video should include the following details:

- **Applicant/Organization Overview**
  - Introduce yourself - Name, role
  - Introduce your organization - Name, location, high-level mission & vision
- **Details about your work, structured in the context of the dimensions of your impact framework - Key Objectives in the dimension + example KIs you're measuring**
  - **Who:** Who are you serving - e.g Demographics / characteristics, # of recipients
  - **What:** What are you delivering and how much - e.g Services, supports, products, capital
  - **Quality:** What is the quality of your delivery - e.g NPS, utilization, retention
  - **Better Off:** How are those who you are serving better off?
  - **Community Contribution:** With a lens of contribution (vs. attribution) how does your work contribute to the positive advancement of community level measures?
- **[Optional] Your process for creating your Impact Framework**
  - Ex. Who was involved, what did the process/discussions look like, how long did it take, etc.
- **How has/will having a structured impact framework empower/support your work?**

## Video Recording Best Practices:

To ensure that the recording process goes smoothly, please follow these best practices:

- **Choose a Quiet Location:** Select a quiet and well-lit space for recording. Minimize background noise as much as possible to ensure clarity in your testimonial.
- **Lighting:** Position yourself facing a source of natural light or use well-distributed artificial lighting. Avoid strong backlighting, as it may make you appear silhouetted in the video.
- **Camera Setup:** Use a stable camera, smartphone, or webcam to record the video. Ensure that the camera lens is clean and that the camera frames your face and upper torso. If using a smartphone, record the video in landscape mode (horizontal) to ensure optimal video quality and compatibility.
- **Recording Tools:** If using a laptop, feel free to use any recording tools you have available or feel most comfortable using. If you don't have any specific tools, we suggest using Zoom to record your video. Make sure Zoom is set to record both audio and video aspects.
- **Background:** Opt for a neutral and clutter-free background. This will help keep the focus on your message without distractions.
- **Dress Professionally:** Dress in a manner that aligns with the image you want to portray. Solid colors often work best on camera, and avoid clothes with intricate patterns.
- **Speak Clearly and Slowly:** Enunciate your words clearly and speak at a moderate pace. This will make it easier for viewers to follow the information you're conveying.
- **Rehearse Out Loud Before Recording:** Practice what you want to say a few times out loud before hitting the record button. This can help you feel more comfortable and confident during the actual recording and anticipate or refine any tricky wording flows.
- **Keep it Concise:** We're aiming for a testimonial length of around 2-3 minutes maximum!

**Questions?** If you have any questions or need support, please reach out to Cait Abernethy, UpMetrics' Director of Marketing, at [cait@upmetrics.com](mailto:cait@upmetrics.com)