

SOP For Creating Videos

An important aspect to each project video is that each video must tell a story about the project. Within that story should be seen the faces of those impacted by the project. Those faces should be a collection of both young, and old.

The following lists may or may not be all-inclusive.

Each pastor/project manager has the right to determine how many pictures, videos, and how they are taken. They need to take at least enough photos and video clips to meet the following needs. However, they may take more, and of different scenarios than the following. Each pastor/project manager should be encouraged to use their imagination in taking the images, and video shots.

***Whenever it mentions video shots, translator, they should be no longer than one minute in length.**

Needed For Translation Project Videos

- 1) A beginning preview testimony video - This video should speak to the importance of the project, message of the book and impact. It should mention the project manager or be done by them. If the translator is someone different than the project manager it should also at the very least mention the translator by name. It should also include a thank you to those who made the project possible.
- 2) Images of the translator at work, or a video of such will be needed.
- 3) Finished book cover images will needed.
- 4) Images of the books in the boxes they are either shipped in or delivered from the printer by should be taken.
- 5) The actual distribution should be heavily focused with photos, and video shots. It is important to obtain images, and video shots of the books being handed out, being viewed and group shots when possible. When possible, and the project allows for it pictures should be taken of any children that may be impacted as a result of the project.
- 6) Each project should include a quick video shot of gratitude from those the project impacted.

Needed For Solar Project Videos

The photos and images for the solar projects should be sent at two separate times.

- ❖ The first time should involve the initiation of the project. The first-time videos and images are sent it should include items 1-3. This step reveals that the project has been launched, and material has been purchased.
- ❖ The second time photos and images are sent is at the completion of the project. This should include items 4-7.

- 1) A beginning preview testimony video - This video should speak to the importance of the project, and impact. It should reveal need, and why this particular family was chosen for this project. It should mention the project manager or be done by them. It should also include a thank you to those who made the project possible.
- 2) Images should show the shop of the vendor that the material for the solar project was purchased from, preferably with the pastor/project manager in the photo. Possibly even with the shop owner themselves
- 3) Images or quick video shots should be taken of those doing the install and work.
- 4) Images of the solar system now installed should be taken. These images should be of the solar panels, batteries, inverter, lights, switches, and any other material that was installed.
- 5) There should be a before, and after photos or quick video shots of the project impact. These should be photos, and videos taken at night. The before would reveal the structure, home or church without solar. The after would, naturally, be of the same area with solar.
- 6) Upon completion of the project it is important to obtain images, and quick video shots of the family now enjoying their use of the new form of electricity. When possible, and the project allows for it pictures should be taken of any children that may be impacted as a result of the project.
- 7) Each project should include a quick video of gratitude from those the project impacted.