



# WE ARE HAND

COLLABORATION. INNOVATION. TRANSFORMATION.

2016 ANNUAL MEETING & HOUSING EXPO

## How To Submit a Video for the HAND Annual Meeting

For our 25th Anniversary Video, we are asking for your help in showing the world the many faces of HAND. We invite you and your team to show your HAND spirit by submitting a “We Are HAND!” video clip for our Annual Meeting compilation video. To submit a video clip using your iPhone or Android, please follow the instructions below carefully. Thank you for participating!

### Video Instructions

#### 1. CHOOSE A BRIGHT LOCATION

Outdoors is likely best for your video since many offices or conference rooms have low lighting that is not ideal for smartphones. If you want to have your company logo in the background, hold banners, or even wear company tee shirts, that is more than encouraged. Have fun with this!

#### 2. HOLD YOUR CAMERA HORIZONTALLY

Vertical videos will not be usable. Please also try to have the camera operator stabilize the phone or camera to avoid shaky video clips.

#### 3. DO A FEW TEST RUNS

Make sure your framing is nice and tight and everyone is visible and audible.

#### 4. YOUR LINE IS...

##### **For a big group:**

“We are (name of your nonprofit organization) of (state) and we are HAND!”

OR

##### **For a smaller group, have each person introduce themselves in a line:**

“I am (name and title) of (organization)”

“I am (name and title) of (organization)”

etc.

and then end with this statement as a group:

“And we are HAND!”

*(You can submit either option or both and we'll pick the best)*

#### 5. WATCH & LISTEN AGAIN

Watch your video to make sure the audio came through clearly and everyone is in the frame. If you are outdoors, be sure the wind isn't covering your team's audio or you don't have harsh shadows.

It's that easy! Save the video and send to our team at the email address below.

### Delivery Instructions

Please save your video as a .mp4 or .mov file at full resolution. If the file is larger than 10 MB, please send using a free file sharing application like box.com, wetransfer.com, Dropbox or hightail.

#### **Videos are due by May 13th please.**

#### **Send your team's videos to:**

[Communications@handhousing.org](mailto:Communications@handhousing.org)

#### **Questions? Need help sending your video? Want to hire a pro to tape your submission?**

Please call TeAnne at 1.213.399.6467.