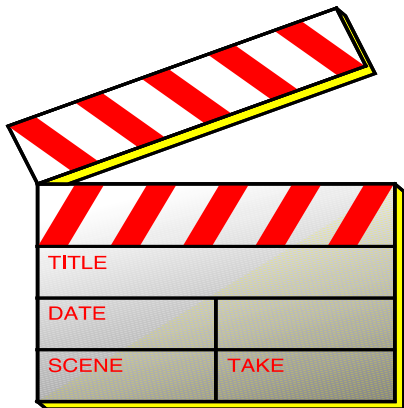


# HOW TO Promote Your Cause on YouTube

Grassroots groups around the world use video, particularly over the internet, to communicate with members and the public, encourage action, recruit members, and raise money. Organizations put self-produced videos on their websites, YouTube, Facebook, and other sites, and they send videos to members, allies, and donors. It's not rocket science or necessarily expensive, but there are factors to consider when producing a video for your organization.

## WHY VIDEO

Video is one tool in the communication toolbox. Video and television appeal to viewers by stimulating the senses through images, text, sound and motion. Video enables groups to tell emotionally powerful stories and convey information that is quickly absorbed and easily remembered.



## PRODUCING A GOOD VIDEO

You can record decent video on a number of devices – camcorders, webcams, digital cameras, and cell phones. This basic equipment can deliver a reasonable quality short video and at a relatively inexpensive cost. Pocket camcorders run \$145-\$260. Although more expensive, \$380-\$1,500, higher-end camcorders provide better quality and more controls, such as audio-out, zoom, and headphone jacks. Many digital cameras can record high-definition video as well as still photographs.

Once you have the equipment, the challenge begins. The first step is to determine the purpose of the video and the target audience. Next, match the video content to the purpose and selected audience. Who do you want to tell what?

## TELL A STORY

You can often produce a powerful video that is less than two minutes long, and short videos help to maintain the focus of the video's message. Focusing on one main topic, such as a personal story, action, event, or testimonial, helps keep the video brief.

Record genuine and compelling content. Generally, the more footage, the better. Let the story unfold through the video with a beginning, middle, and end. Grab the audience's attention at the start and explain what is happening. Build emotion in the middle, and come to a resolution to close the video.

Audio brings emotion and excitement and can add contextual information to a video. You can use clear-cut, moving narration or add a good music track.

## SCRIPTS

A short video may not need highly developed script. For example, a group wants to encourage people to call legislators to support a bill requiring oil and gas companies to disclose chemicals used in the exploration and drilling process. The script could simply be:

- Opening shot of committee hearing
- Close up of spokesperson who gives his or her name, the reasons for being at the hearing, why the issue is important, and what he or she wants the viewer to do about it.
- Close with a website link for viewers to take action.

For a longer video, Web Video for Dummies, [www.webvideofordummies.com](http://www.webvideofordummies.com), provides a simple, downloadable model script format, shown on page 2.



## EDITING *(continued)*

Then, add transitions, if needed, between clips for scene changes and cuts. Use simple transitions, such as straight cuts, dissolves, and “fade to black.”

Video editing software enables you to place text overlays, titles, and credits to your video.

One way to add voice-over is to record the narration on your camcorder. Import the video and audio together into the program, cut out the video track, and place the audio track in the video.

Editing programs import audio formats, such as MP3s and .wav files, into the project. Use royalty-free music or obtain the right to use commercial music.

Once you have completed your video, you need to save it in an acceptable format to upload on YouTube. Recommended formats are Quicktime.MOV, Windows .AVI, or .MPG files. To make your video look better, YouTube suggests MPEG4 (Divx, Xvid) format at 640x480 resolution with MP3 audio. The transfer of the video file to YouTube will need a fast internet connection and will take considerable time to complete, depending on the size of the video file.

## ONTO YOUTUBE

Established in 2005, YouTube is a video-sharing website that lets registered users upload, share, and view videos. YouTube limits videos to less than 10 minutes in length and smaller than two gigabytes in size.

You are also able to upload clips directly from your cell phone or PDA. Set up your Mobile Upload Options in advance and send the clip to the assigned email address.

To make your video easier for viewers to find, YouTube requires you to select at least one category and add at least one tag to describe the video’s content when you upload the clip.

YouTube instructions to upload video are at [www.youtube.com/watch?v=9w-gQAwS2uc](http://www.youtube.com/watch?v=9w-gQAwS2uc).

## VIMEO

Another site for posting and sharing video is Vimeo, [www.vimeo.com](http://www.vimeo.com). The site has free Video 101 lessons covering the basics of shooting and editing videos. Vimeo also offers over 45,000 music tracks you can license to use in videos. Some tracks are free, but other tracks require non-profit groups to buy a commercial license.

## STAGING SHOTS



Wide shots provide a panoramic view and set the scene.



The medium shot captures a standing person waist up.



Close-ups connect the subject and viewer and show emotion.



Capture very intimate and emotional effects with an extreme close-up.

## YOUTUBE CHANNELS

Qualified non-profits groups are able to set up a YouTube channel. The benefits of this program are:

- Premium branding capabilities and increased uploading capacity
- The option to drive fundraising through a Google Checkout “Donate” button
- Listing on the nonprofit channels and the nonprofit video pages
- Ability to add a call-to-action overlay on your videos to drive campaigns
- Posting a video opportunity on the YouTube Video Volunteers platform to find a skilled YouTube user to create a video for your cause.

To qualify, a non-profit must meet these criteria:

- Organization must be U.S.-based nonprofits with IRS 501 (c) (3) tax status.
- May not be religious or political in nature.
- May not be focused primarily on lobbying for political or policy change.
- Commercial organizations, credit-counseling services, donation middleman services, fee-based organizations, universities, and nonprofit portals are not eligible for the program.



WORC is a network of grassroots organizations from seven states that include 10,000 members and 37 local community groups. WORC helps its members succeed by providing training and by coordinating regional issue campaigns.

### WORC Member Groups:

Dakota Resource Council  
Dakota Rural Action  
Idaho Rural Council  
Northern Plains Resource Council  
Oregon Rural Action  
Powder River Basin Resource Council  
Western Colorado Congress

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### WORC Washington, D.C. Office

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### WORC Montrose, CO Office

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Montrose, CO 81403  
(970)323-6849  
montrose@worc.org

## RESOURCES

*How To Shoot Video That Doesn't Suck*, by Steve Stockman. Book trailer at [www.stevestockman.com/?p=711](http://www.stevestockman.com/?p=711).

*Video for Change – A Guide for Advocacy and Activism*, published by human rights advocacy group Witness), [www.witness.org](http://www.witness.org).

Secrets to nonprofit video success, [www.citizenube.com/2010/04/secrets-to-nonprofit-video-success.html](http://www.citizenube.com/2010/04/secrets-to-nonprofit-video-success.html).

Digital Storytelling Cookbook [www.storycenter.org/index1.html](http://www.storycenter.org/index1.html).

## VIDEOS TO CHECK OUT

Member profiles and membership pitch by Kentuckians For The Commonwealth, [www.kftc.org](http://www.kftc.org).

The Wooden Floor, a program teaching dance to low income youth, [www.youtube.com/watch?v=kPVuwzEBjV0](http://www.youtube.com/watch?v=kPVuwzEBjV0).

Montana Conservation Voter Action Alert on school energy efficiency bills before the 2009 Montana State Legislature in 2009, [www.youtube.com/watch?v=R8Cj1CPZnxY](http://www.youtube.com/watch?v=R8Cj1CPZnxY).

Videos on the March on Blair Mountain, a 50-mile march in West Virginia calling for protecting the mountain, an end to mountaintop removal mining, stronger labor rights, and a clean local economy for Appalachia, [marchonblairmountain.org](http://marchonblairmountain.org).

Minute-long piece by Natural Resources Defense Council urging action on the proposed Keystone XL tar sands pipeline, [www.youtube.com/watch?v=ZCNHcIx4gtU](http://www.youtube.com/watch?v=ZCNHcIx4gtU)

## MORE HOW TO GUIDES:

WORC has produced a series of How To's, practical guides to assist members, staff, leaders and citizens to build strong organizations and win their issues.

Topics are listed on our website – [www.worc.org](http://www.worc.org). These publications can be downloaded from the website as PDFs or ordered for \$2 each. Contact WORC regarding bulk orders or about training sessions on topics in this series.

## FOR MORE ON LEADERSHIP:

**Principles of Community Organizing** training sessions are held annually by WORC.

**How to Hold a Press Conference** and **How to Receive Positive Media Attention** are other topics available in this series of guides to community organizing.

Connect with WORC on Facebook

