

The background of the top half of the page is a high-angle, slightly blurred photograph of rows of empty stadium seats. The seats are light-colored with dark metal frames, and they recede into the distance, creating a sense of depth.

VIDEO COORDINATOR

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PURPOSE

The Video Coordinator will help the church understand the need for the campaign through the use of video. Video is an effective way to educate as many people as possible about the project. This coordinator is to develop, produce, and show all video presentations during the campaign.

RESPONSIBILITIES

- Develops and produce all campaign video
- Shows video presentations throughout the campaign

TASKS AND ASSIGNMENTS

Contact Impact Stewardship to Begin Coordinating the Video Production

Your Consultant will assist you in working with the Creative Director at Impact Stewardship. It is important to begin work as soon as possible to stay on schedule.

Impact's Creative Director will let you know if Video Production is part of Impact's Agreement or if you will be responsible for producing the video(s) for the campaign. Make sure you have contacted Impact's Creative Director before you begin any work on the campaign videos.

Impact's Creative Director will either provide guidance with respect to the various aspects and phases of the video production process or go over your role as Video Coordinator with Impact's Media Team producing all aspects of your campaign videos.

You will receive instruction regarding:

- The production(s)
- Enlistment
- Production and meeting schedules

Purpose of the Vision Gathering and Commitment Day Videos

Video #1: Vision Gathering Video: The purpose of this production is to address questions people will have regarding the project. This video is Pastor-driven and lays out the foundation for the project, explaining what is to come.

Video #2: Commitment Day Video: The purpose of this video is two-fold: (1) to show how influential the church has been in the lives of the members through personal testimonies, and (2) to build excitement about the church's future.

Samples of the Vision Gathering Video and Commitment Day Videos:

<https://vimeo.com/impactvideos>

Schedule and Prepare for Video Shoot

You will need to organize and schedule the video shoot for producing the campaign videos. Complete the following worksheet and submit it to Impact Stewardship's Creative Director prior to the video shoot.

To review video shoot outline, you can go to:

www.impactresources.info Password: Matthew77

Click on the "Media" section and then click on the link for either the one video or two video option.

Sample:

Church Full Name	
Address	
Website	
Video Director	
Video Director Cell #	
Asst. Director	
Asst. Director Cell #	

Shoot Date:

Date	
Start Time & Location	
Campaign Purpose	☐ Building Campaign ☐ Debt Reduction

Sample Shoot Schedule:

Saturday			
Interviews	Time	Contact Information	Sample
Set up/Scout Shoot Location			11:30, Setup (1.5 Hours)
1.			1:00, Betty Sue
2.			1:30, John Jackson
3.			2:00, Jim and Jill James
4.			2:30, Mike and Shelly Ellis
5.			3:00, Richard Billington
Set up/Scout Shoot Location			3:30-4:30, Setup (1Hour)
7.			4:30-5:30, Pastor
8.			5:30-6:30, Pastor Broll

Sunday			
Getting the B-roll	Time	B-roll Shot Location	Sample
Parking			8am, Rooftop View
Entrance Shot			8:20, North Entrance
Congregating Shot			8:30, Main Lobby
Student Classroom			8:45, Rm 203
Student Activities			9, Rm 204
Children Classroom			9:10, Rm 206
Children Activities			9: 20, Rm 207
Adult Classroom			9:30, Rm 208
Nursery Classroom			9:40, Rm 208
Music Ministries			9:50, Music Room
Other Ministries			10:10:20
Worship Service			10:30 Service
Exterior Building Shot			11:30
Offloading/Breakdown			12-1pm

Establish a Production Schedule and Build Team (if necessary)

Worksheet – Production Schedule

It will be your responsibility to have each video approved by the Senior Pastor.

Item	Duplication qty.	Shoot Date	Approval	Due Date
Vision Gathering Video				
Promotional Teasers (Optional)				
Commitment Day Video				

Enlist individuals to assist you with the video production and presentation(s). You'll want to consider people who have experience in the following areas:

- Scriptwriting/writing
- Videographer
- Lighting
- Editing

Use the following worksheet to recruit help in this critical area.

Worksheet - Video Team Members

	Name	Position	Email	Phone
1.	_____			
2.	_____			
3.	_____			
4.	_____			
5.	_____			

Distribute Copies or Post the Vision Gathering Video Online

Give copies of the Vision Gathering video to the Program Manager for distribution to venues where the Vision Gatherings are being held. Make sure that you also provide a link (YouTube or Vimeo) to the Website Coordinator for inclusion on the website after the completion of the Vision Gatherings.

Distribute Copies or Post the Commitment Day Video Online

Provide a copy of the video for Commitment Day. Make sure that you also provide a link (YouTube or Vimeo) to the Website Coordinator for inclusion on the website immediately following Commitment Day.

Reserve Audio/Visual Equipment for Commitment Day (If Needed)

Determine if the Commitment Day service needs additional projection and audio equipment and reserve as needed. If your Commitment Day service is being conducted off-site, make sure they have the necessary audio/visual equipment. If they don't, you will need to secure the necessary equipment for the presentation of the video.

Final Preparation and Rehearsal for Commitment Day

Communicate with the Commitment Day Coordinator to schedule a complete rehearsal. Do not approach this important day as "just another multi-media day." Every part of the event should be walked through with all participants. Give special attention to the following:

- House lights
- Audio cues and levels
- Obstructed views
- Electrical breakers and power sources
- Microphone set-up

Video Interview Planning

VISION VIDEO: Interviewing the Senior Pastor

It is important to schedule the Pastor interview at a time and place when interruptions will be minimal.

The Pastor's interview is a little less Q&A-oriented and more outline-based. Give the Pastor this sample outline for the Vision Gathering video in advance and links to sample videos so that he may adjust it to fit the project:

Sample Interview Questions & Outline

- Tell us what has led your church to conduct this campaign.
- Tell us why the time is right for this campaign.
- Introduce the campaign Title and what it means.
- Give a historical background of where the church came from in a timeline fashion.
- Talk about the growth of the church and how it affects the community.
(DEBT) Talk about how this church impacts the community. In what ways?
- How will this affect the future of this ministry?
- Explain in detail the physical attributes of the building.
(DEBT) Explain what ministries could be better served without debt. How money going towards debt could be going elsewhere.
- How will the end result affect all ages?
- How is God already blessing and directing this project?
- Talk about your excitement, belief in the campaign and your commitment.
- Challenge everyone to start praying about three things*:
- Pray for the success of the project
- Pray about what your part will be in this endeavor
- Pray about your own sacrificial commitment might be.
- Closing remarks.

*Sample verbiage:

- Pray regularly for our {insert theme} campaign.
- Participate in the events and meetings. Make a commitment to learn as much as you can about the {insert theme} campaign and the vision it will help us realize.
- Give sacrificially. We have the awesome privilege to be a part of growing his kingdom! The vision God has given us can only be realized through faith and sacrifice.

Sample Vision Gathering Video Outline

Length: 3-5 minutes (Pastor-driven)

1. Introduction

- Thanks from Pastor for attending the "Vision Gathering."
- Introduce the project title/theme and what it means.

2. Graphics with Project Logo

3. History

- Review first building project to current building project or need
- Voice-over with historical timeline or Pastor explaining the history with bullet points

4. Growth and Objectives

- How growth of the church benefits the community
- Project objectives:
 - New building
 - Debt reduction
 - Next phase

5. Timing

- Why the time is right for this project
- How this project will benefit the church

6. Explanation

- Explain in detail the physical attributes of the new building or the project purpose

7. The Call

Ask people to pray for the project and what God would have them do
Ask people to get involved
Ask people to answer God's call

8. Commitment Day

- Announce the upcoming Commitment Day (when and where)
- Invite everyone to the event
- Give details about the event and its purpose

9. Closing

- Reiterate the call
- Thank everyone for attending

10. Exit: Graphics with Project Logo

COMMITMENT DAY VIDEO: Interviewing Members

- Try to plan the interview times 30 minutes apart.
- Interviews should feature a variety of members who represent the different demographics (age, culture, background, interests) of your church.
- It is helpful to schedule people with a "story to tell." The video becomes more powerful when the people being interviewed are those with either a passion for the building project or the church itself, and who can express that passion with heartfelt emotion.
- You will also want to interview the leaders within the congregation—those who can challenge others and communicate their enthusiasm for the project effectively.
- Children are always exciting and interesting to watch. It is important to feature kids who are outgoing. There's no need to give them a prepared speech; they're at their best when "shooting

from the hip.” Seek to ask the types of questions that will evoke the hoped-for response—and then let the kids talk.

- What to Wear: No small stripes or small patterns. Generally solid colors except avoid white or black.

Prepare those members being interviewed with the following questions or direction:

PART ONE:

- What is your name and how long have you been coming to this church?
- What was it about this church that made you feel comfortable? Answer with “This church...”
- What do you love about the church? Answer with “What I/we love about (insert church name)”
- What does this church mean to you and your family?
- If the church didn’t exist, how would your life be impacted or different?

PART TWO

- What is the name of the campaign and what is the purpose behind it? (new construction or debt)
- Based on the purpose of the campaign. What are some of the current problems the church is facing due to these issues? DEBT: Inhibiting debt causing resources to be tied up that could be going elsewhere. NEW CONSTRUCTION: Lack of space inhibiting worship, outreach, reaching new members, etc.
- How will this campaign fix these problems? Answer with “(insert campaign theme) will help us...”

PART THREE

- How do you plan on being involved in this campaign? (not equal gifts but equal sacrifice, it will take the entire church family to accomplish the goals of this campaign.)
- What does sacrificial giving mean to you?
- What would you say to others to encourage them to be involved?
- Why is it important everyone is involved in this campaign?

Sample Commitment Day Video Outline

Length: 3-5 minutes (Testimonial-driven)

1. Introduction: Graphics with Project Logo

2. Testimonial Montage (5-8 people)

- What does this church mean to you?
- What would you do if this church did not exist?
- What is the mission of this church from your perspective?

3. Senior Pastor Interview

- Explain how the new building will impact the church and the community.

- Ask people to make a contribution.
- Thank them for being a part of the effort.

4. Testimonial Montage (5-8 people)

- What does this project mean to you?
- What do you think God wants from this project?
- How do you plan to contribute to the project?
- Encourage others to get involved financially.
- What will this project mean to the life of the church? How will it better the church.

5. Exit: Graphic Elements and Logo

Getting the B-roll

It is important for Impact to shoot as much footage as possible of the church campus, buildings, and ministries. During church services, we will shoot footage from many angles. Informing your church ahead of time of this will help pave the way for a smooth and less-intrusive activity. In addition to the services, we will need your assistance setting up opportunities to obtain footage of:

- Classrooms showing kids of all ages
- Teens involved in typical activities
- Adult and young adult Sunday school classes
- Any other ministries, including music
- People-traffic before or after services
- Exterior building shots
- Interiors of renovated spaces or location shots of the new building site
- Footage that coincides with the project highlights