



## I Am AWF Video Campaign

Help AWF spread the word about our Numbers Too Big To Ignore Fundraising Campaign! We invite you to record a short video sharing why you support AWF.

### Making & Posting a Video

Record a video on your iPhone/smartphone sharing why you support AWF. (See below for some tips for shooting with an iPhone/smartphone.)

Recommended 30-60 seconds length.

Begin by introducing yourself and your affiliation with AWF (corporate supporter, donor, volunteer, Inspire Atlanta graduate, etc.)

- Share why you or your company supports AWF and invite others to join you during the Numbers Too Big To Ignore Fundraising Campaign. (**See suggested phrases below.**)
- End with saying “I am AWF, will you join me?” or if part of a group, “We are AWF, will you join us?”

Post to your social media account(s) with the hashtag #IamAWF (or #WeAreAWF for groups) AND #Numbers2Big. You can also include the secondary hashtag #WomenCantWait.

If you want to tag AWF, here are our handles:

- Instagram: @atlwomensfdn
- Twitter: @atIWomensFDN
- Facebook: @atlantawomen

### **Suggested Phrases** *(use just one or multiple, and please personalize)*

I/we support AWF because I/we believe that when we help women and girls in poverty, we invest in stronger communities and a society that works – for everyone.

I/we support AWF because I/we want to ensure that ALL women and girls in metro Atlanta live safe, economically self-sufficient, successful lives.

I/we support AWF because I/we want to ensure that local organizations serving women and girls have the resources they need to be successful.

I/we support AWF because women are disproportionately affected by COVID and racial injustice, and need our help now.

## **iPhone Filming Tips & Best Practices** *(most of this info is also relevant for any smartphone)*

Always shoot in landscape mode

Make sure the camera lens is clean

Don't use the zoom function (zooming in/out) as its not optical zoom and therefore the filming quality is poor when zoomed in, with that said if you have a 7 plus you are filming with, there is a little wiggle room with zooming in slightly

Use your Auto Exposure/Auto Focus (AE/AF) lock feature by tapping on the screen and holding it until AE/AF box appears. Once it does, the focus is locked and you can adjust exposure by dragging your finger up or down. Both of these keep the video looking consistently sharp.

Put the phone in airplane mode to avoid any notifications popping up or making sounds

Have someone film you or set up a tripod to hold the phone steady

Be sure you are not too far away from the phone for optimal sound quality