

2013 CFC “Make It Possible” Videos Submission Instructions

The 2013 NIH CFC Campaign encourages ICs to share our giving stories. ICs may submit a short (30-45 seconds) video showing how their federal employees “make it possible” for the many wonderful things that happen through the CFC. The video can be from one person, or from a group, and you may wish to consider having your own internal contest to decide which video to submit. We will screen submitted videos at this year’s NIH CFC Kickoff Comeback Event on Thursday, November 7.

Creating Your Video

- **Keep it short!** The video should be 30-45 seconds.
- **Scout for a “star” or “stars.”** You can feature one person or many – be creative!
- **Create your script:**
 - For a video of 30-45 seconds, it should be about 6-7 sentences.
 - Feature the CFC “Make It Possible” theme in some way.
 - Please do NOT mention charities by name, but please DO tell why you give.
 - Don’t forget to say which IC is being represented in the video!
 - Even if your star(s) speak off the cuff, do create a written script, as you’ll need to submit a copy for captioning purposes.
- **Film:**
 - Any standard video format is acceptable.
 - Print the script, if needed, and have it visible off camera where you can easily read it.
 - Arrange the camera where it can record you easily, or enlist someone to hold it.
 - Make sure there’s plenty of light. You may wish to record a few seconds as a test.
 - Practice a few times before you turn the camera on, so you’re comfortable with the words.
- **Have fun!**

Submitting Your Video (Deadline: Friday, November 1)

NIAAA will accept videos in any standard format. Please do not send video files via email, because they are large and could cause your mailbox to go over its storage limit.

After you have created your entry -

- **Send us a message.** To initiate the video submission process, each IC Deputy Coordinator or designee please send an mail to NIHCFC2013@mail.nih.gov with the following details:
 - Your IC
 - The name of the video
 - A text file or Word document containing the transcript of the spoken text for captioning
- **Await our response, then upload and send your video.** NIAAA CFC staff will respond with an email back to you via the NIH Secure Email and File Transfer (SEFT) Service with next steps. You will be asked to reply to that message using the SEFT system, which will allow you to upload the video file directly to the system and reply back to the sender.
- **Await email confirmation of receipt.** Once your video has been uploaded and sent, NIAAA CFC staff will send you another email to acknowledge receipt. Watch the screens at the Kickoff Comeback event for your submission!

**Thank you for your participation.
You make it possible!**