Video checklist



for iphone or self-filmed thanking videos

Best Practices

A little prep work can make your videos flow with strategic messaging, help make editing easier and quicker and make a better overall impression.

* Look for a good filming location. (A nice wall, bookshelf or backdrop, good lighting, etc.)
* Try to avoid background clutter or distractions.
* **Turn the phone sideways,** or landscape format.
* The camera should be level with your face; try not to angle up or down.
* Check your appearance on-screen before you start filming, in case you need to make any adjustments to your clothes or hair.
* Look directly into the camera.
* Film your message multiple times to make sure you get the right shot.
* Have all video subjects sign release forms. (The HIPAA form is only for patients.) Available on the [intranet](https://www.uwmedadvintranet.org/) and W:\DEVELOP\Communications Resources\Photos
* Return signed forms to Ann Wolken at [awolken@uw.edu](mailto:awolken@uw.edu).

Script Prompts

Here are some prompts to help faculty know what to say and frame their messaging.

* State your name and department/job title.
* State an enthusiastic “thank you.”
  + “Thank you, Mark and Eileen!”
  + “Thank you for your generous support!”
* State the impact of the donor’s philanthropic contribution. Be specific!
  + “With your gift, we were able to \_\_\_\_\_\_\_\_.”
  + “Your gift is helping to provide \_\_\_\_\_\_\_\_\_ to our community.”
  + “Thank you for helping to improve the health of the public, in our region and beyond.”
  + “Thank you for making a gift on Husky Giving Day!”

Logistics

* Please be in communication with your comms and donor relations teams in advance of any filming. Be aware there is a two-week minimum turnaround time for any editing.
* During the COVID-19 pandemic, please make sure videographers and video subjects are following current safety guidelines, particularly around distancing and masking. There may be situations where state guidelines are more lenient than medical professionals are advising. **We should always follow UW Medicine’s COVID-19 protocols.**
* You can find UW and state guidelines here: <https://www.washington.edu/brand/graphic-elements/photography/photo-and-video-during-covid/>