

u3a

# LET'S TALK TECH DROP-IN SESSION

u3a



Wednesday  
19th July 2023

**Creating a Promo Video  
for u3a Week  
Part 1 – Storyline**

## **Terms of Reference for Help and Discussion Drop-in Sessions on Zoom**

**This drop-in session is provided with the intention of members coming together to share knowledge, experience and best practice on various aspects of technology, including software, of interest to u3as and their members.**

**We are unable to offer one-to-one advice to u3as and their members as all locations and abilities differ and operational decisions need to be made by the individual u3as.**

*Items of equipment or software shown or listed in these sessions are there to give an idea of what is needed and the approximate cost.*

*It is not to be treated as a recommendation or that it is the only suitable piece of equipment or software.*

*What you may decide to purchase is for your own u3a to choose based on available funds and your own particular needs.*

*This session is being recorded for future sharing by the Trust to the u3a community and others with a published link.*

*If you do not wish your face to appear in the edited video, please ensure that your Zoom audio & video settings are set to off, and if you choose to unmute yourself, please note that sounds or speech may also trigger your voice, image or name on screen which are likely to appear in the final recording*

*If this concerns you, please exercise your choice to leave the session, so you don't appear in such videos. Any questions you may have can be raised in the Zoom chat and may be relayed by a member of the LTT team to the participants.*

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# LET'S TALK TECH DROP-IN SESSION

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**Creating a Promo Video  
for u3a Week  
Part 1 – Storyline**

# Creating a Promo Video for u3a Week



## **Tips for creating an effective charity video by videographer Grace Gibbons of Bounce Video**

With limited funds and resources, how can small charities like local u3as make video that has the most impact?

### **1. Spark your Creativity**

When thinking of creative ideas for videos, the best place to start is looking at what other charity sector organisations are doing.

Spend an hour doing some research on charity websites, YouTube and social media channels to find some examples of videos that you like.

Take ideas from those videos to create something original and meaningful to your organisation.

Here's an example of a creative campaign film, for a young people's advocacy charity, that was devised in this way:

# Tips for creating an effective charity video by videographer Grace Gibbons of Bounce Video



<https://vimeo.com/290687896>



# Tips for creating an effective charity video by videographer Grace Gibbons

## 2. Keep your videos short

When it comes to online video, less is always more.

Our attention spans are getting shorter and according to a study by video hosting website, Wistia, videos under 2 minutes get the most engagement.

You also need to consider creating different length content for social media channels. Marketing giant, HubSpot, recommends 2 minutes for YouTube, 1 minute for Facebook, 45 seconds for Twitter and 30 seconds for Instagram.

## Tips for creating an effective charity video by videographer Grace Gibbons

### 3. Remember the 3 second rule

It's important grab your audience's attention within the first 3 seconds.

Put your most compelling shot or interview snippet right at the top to hook the viewer in;

The following scripted, homelessness charity campaign film uses a compelling opening shot of a woman on the street:

## Tips for creating an effective charity video by videographer Grace Gibbons of Bounce Video



<https://vimeo.com/298457973>

## Tips for creating an effective charity video by videographer Grace Gibbons

### 4. Let your beneficiaries (members) do the talking

One of the most effective things you can do to promote your charity's cause is give a voice to the people that you support.

It sounds obvious, but including interviews from your members is far more effective than just including an interview from your Chair.

This could be through an overview video or series of short case studies profiling different member success stories.

We need to hear about the benefits and impact of your u3a (how it has changed lives) and the best people to tell us that are your members

## Tips for creating an effective charity video by videographer Grace Gibbons

### 5. Consider batch filming

Once you've got approval and a little funding for your project, consider cramming as much as you can into the filming day to make the most of your budget.

For example, if you're visiting a key location to get a shot for your charity promo, you could consider capturing a member interview whilst you're there, to create a 1 minute case study video.

## Tips for creating an effective charity video by videographer Grace Gibbons

### 6. Have a clear Call to Action

Lastly make sure your video includes a Call to Action, whether it's something like a 'Text to Donate' number, a website link or a contact email, but make sure you capitalise on your video's impact.

Here is another of Grace's Videos that demonstrates this:

# Tips for creating an effective charity video by videographer Grace Gibbons of Bounce Video

You can support our work by:

- Making a donation
- Becoming a member
- Volunteering



Visit:

[www.oxeyes.org.uk](http://www.oxeyes.org.uk)



<https://vimeo.com/349440106>

## Spark your Creativity

Take ideas from those videos you like to create something original and meaningful to your organisation.

Here's an example of a video I viewed recently, that set me thinking...

...and with a little help from ChatGPT, on the path to creating a Video Script for my u3a's Promo Video ...



# Find a Source of Inspiration

## The 4 Stages of Retirement – Dr Riley Moynes (Edited to 8.57)



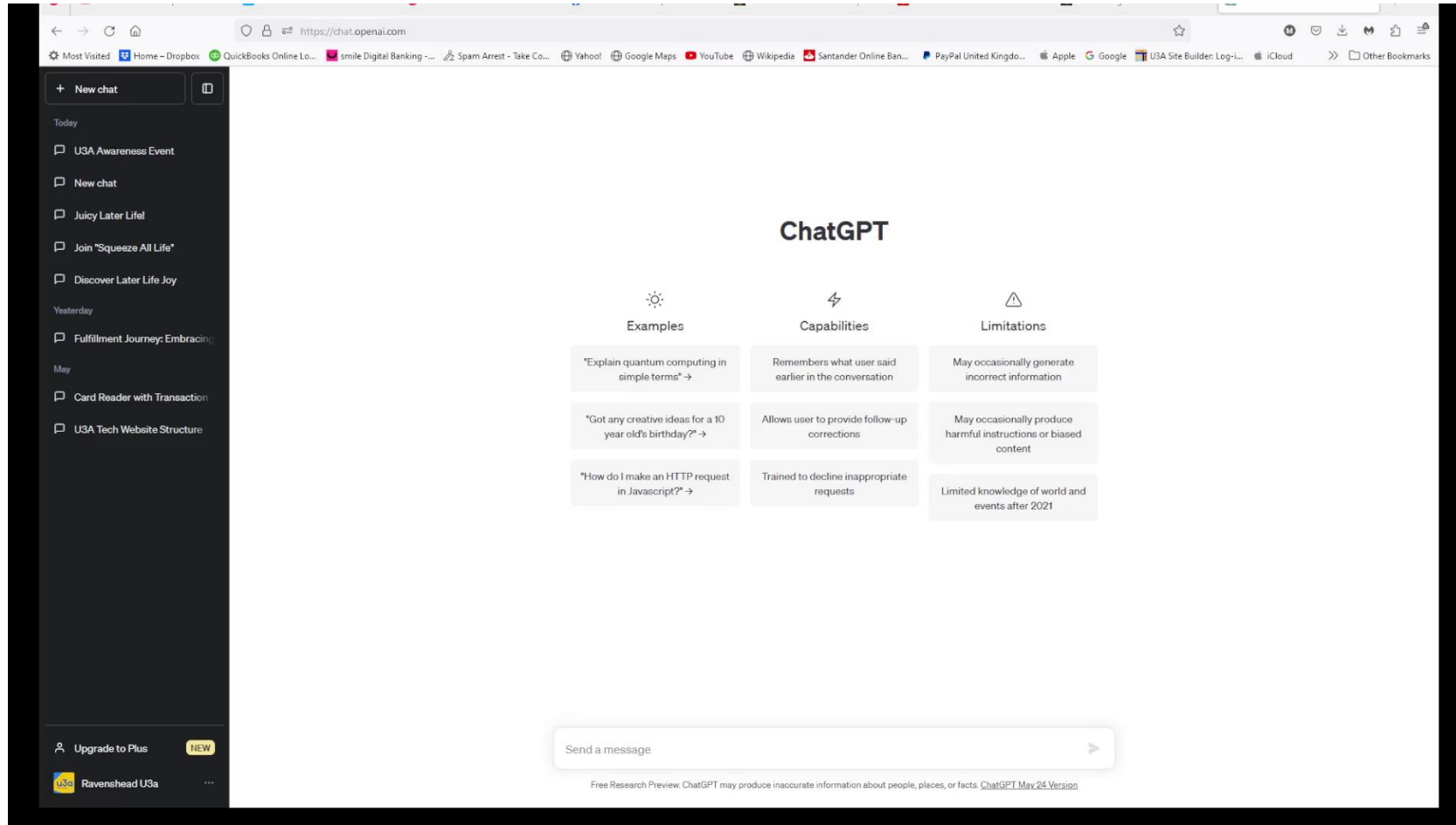
[https://youtu.be/DMHMOQ\\_054U](https://youtu.be/DMHMOQ_054U)

## Using ChatGPT to explore possible Video Script Ideas

After several cycles and iterations of refinement I created a Video Script for my u3a

I started with a little help from ChatGPT, which helped with both the script and visualising the video clips I would need to record and assemble in order to complete the project

# Using ChatGPT to explore possible Video Script Ideas



<https://www.dropbox.com/scl/fi/hkdnuiszwjtji1pdwezjo/Creating-a-ChatGPT-developed-Video-Transcript.mp4?rlkey=tvucmqid4ndrygr6w5sum8u88&dl=0>

## Video Script Ideas – Ravenshead u3a

[Scene 1: Banner Headline on a background showing 2 elderly people sitting on a park bench]

[Background music playing] **"Is it okay if the only thing you did today was breathe?"**

[Scene 2: Scene fades in with a vibrant group of members engaged in various activities.]

**Narrator: "You don't have to slow down in later life. In fact, it's the perfect time to explore new horizons, learn for the fun of it, and connect with like-minded people. Welcome to Ravenshead u3a!"**

[Scene 3: Cut to an interview with a U3A member.]

**U3A Member: "Ravenshead u3a has been a true blessing in my life. It's a local charity for older people with a programme of activities and interest groups where learning never stops. It's a community-focused organisation that offers endless opportunities for growth, friendship, and fulfilment."**

## Video Script Ideas – Ravenshead u3a

[Scene 4: Cut to footage of various U3A activities.]

Narrator: **"Whether you have a thirst for knowledge or a passion for hobbies and physical activities, Ravenshead u3a has something for everyone. From art and literature to history, science, and languages, from pickleball, pétanque, yoga, salsa and belly dancing through to walking and hiking, the range of activity and interest groups is diverse and captivating."**

[Scene 5: Cut to an interview with a u3a group leader – caption his/her Group]

Named Interest Group Leader: **"At Ravenshead u3a, our Activity and Interest Groups are led by passionate volunteers like me who have knowledge of their subject area. We create an engaging and supportive environment for our members to explore new subjects, discuss ideas, exercise, relax, play sports, and embark on a fulfilling journey of learning and fun."**

## Video Script Ideas – Ravenshead u3a

[Scene 6 : Cut to footage of monthly meeting and outings.]

**Narrator: "But Ravenshead u3a is not just about learning and activities; it's also about building lasting friendships and creating cherished memories. Regular events, outings, and day trips are organised to bring members together, fostering a strong sense of community."**

[Scene 7: Cut to an interview with a U3A member.]

**U3A Member: "Joining Ravenshead u3a was the best decision I made approaching retirement. Not only have I learned so much, but I've also met friendly people who share my interests and passions. We laugh, we socialise, and we support each other through this stage of life."**

## Video Script Ideas – Ravenshead u3a

[Scene 8: Cut to footage of U3A members engaged in various activities.]

**Narrator: "It's never too late to squeeze all the juice out of later life. Join Ravenshead u3a and unlock the vibrant chapters of your golden years. Unleash your curiosity, make new friends, and embrace the joy of discovering new things to do."**

[Scene 9: Invitation card for your u3a Week Event displayed on the screen with event details]

**Narrator: "We invite you to join us for u3a Week 2023, with a special event taking place from 10.30am to 12.30pm on Saturday, 23rd September at The Centre at St Peter's in Sheepwalk Lane."**

## Video Script Ideas – Ravenshead u3a

Experience the warmth and camaraderie of our community, meet our members, and discover the multitude of opportunities awaiting you at Ravenshead u3a.”

[Scene 10: Final Call to Action]

[Banner Headline with the Ravenshead U3A logo, with the Lower Third tagline Learn, Laugh Live! and a central messaging panel showing contact information including website and contact phone number]

***Saturday 23rd September - 10.30am to 12.30pm***

***The Centre at St Peter's Ravenshead***

***Visit [www.ravensheadu3a.org.uk](http://www.ravensheadu3a.org.uk)***

***Call us on 0300 030 2990 for more information***



## Video Script Ideas – Ravenshead u3a

Final Lower Third Headline: "***Ravenshead u3a – Enjoyable, Educational & Sociable Activities for Older People***"

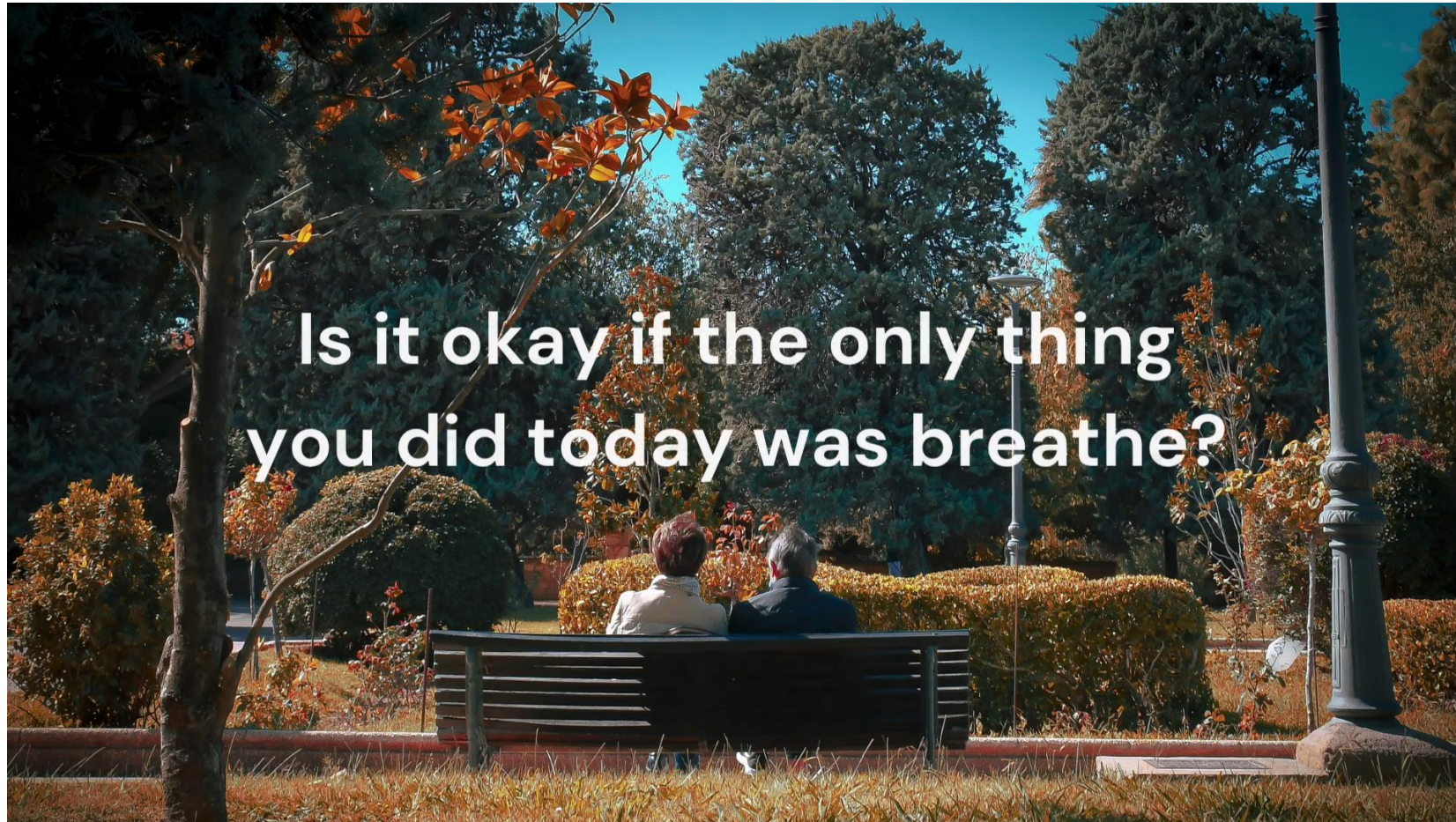
[Final Banner and Background music fades out]

## Video Script Ideas – Ravenshead u3a

Following the 3 second rule recommendation for a video intro, here's a 3 second long clip for Ravenshead u3a's Promo Video, created using our free "Not for Profit" Charity Account with **Canva**, the online image design & video creation software tool

<https://www.dropbox.com/scl/fi/Owo2r95dt2uts7rpbl4e3/Ru3a-Promo-Intro.MP4?rlkey=t7pf5ch44uukak3kksivroni6&dl=0>

## Video Script Ideas – Ravenshead u3a



## Video Script Ideas – Ravenshead u3a

**Blink and you'll miss it**

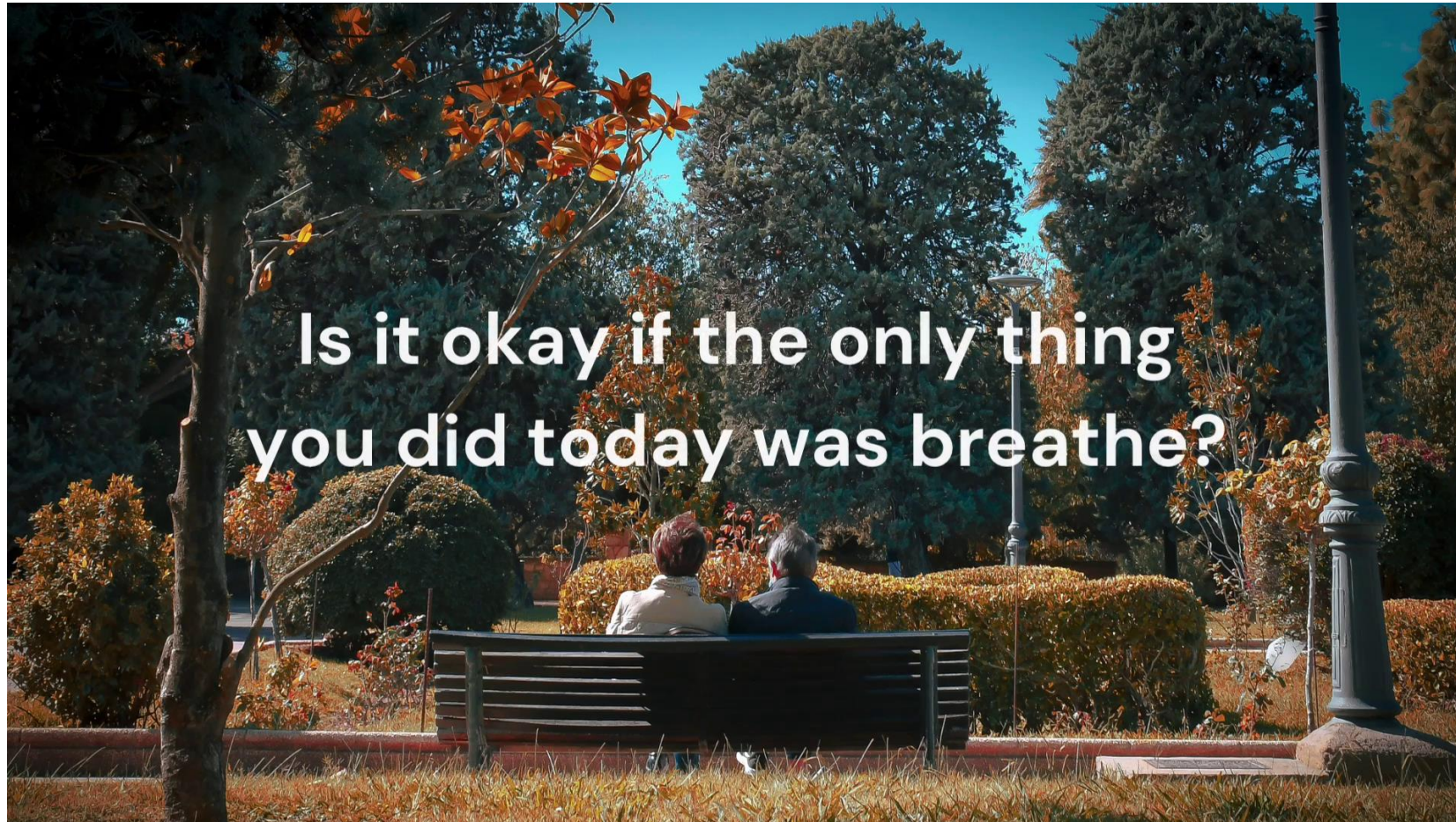
**I'll Play it Again!**

**It's exactly 3 seconds**

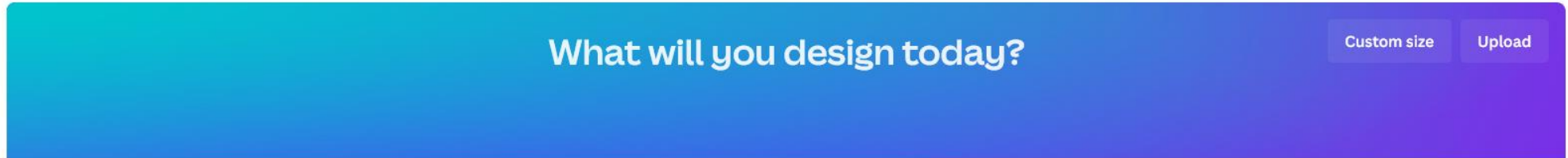
**That's all the time you've got to Grab a Viewer's Attention**

<https://www.dropbox.com/scl/fi/Owo2r95dt2uts7rpbl4e3/Ru3a-Promo-Intro.MP4?rlkey=t7pf5ch44uukak3kksivroni6&dl=0>

## Video Script Ideas – Ravenshead u3a









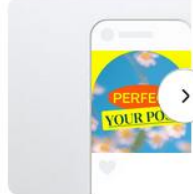
# Video Creation Ideas – Canva









u3a Tech Team Canva ...  
Teams • 8 4

- Home
- Projects >
- Templates >
- Brand Hub >
- Apps >

## You might want to try...

 Doc	 Whiteboard	 Video	 Mobile Video	 YouTube Thumbnail	 Your Story	 Instagram Post (Sql)
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## Recent designs

 LTT Promo Banners YouTube Thumbnail	 Ru3a Promo Intro Video	 Ru3a Promo Intr- video Video	 Untitled Design Desktop Wallpaper	 Ru3a Flyer Compilations YouTube Thumbnail	 Foodbank Desktop Wallpaper
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## Create a Canva Charity Account

Avail yourself of a Charity “Not for Profit” licenced version of **Canva**, giving you access to all the professional tools, images & videos for **FREE!**

# Here's How!



| Canva for Non-Profits

<https://www.dropbox.com/scl/fi/1r2xbipc3fz4v0gpnp8cc/Canva-for-Non-Profits.mp4?rlkey=1xja7jcz142ecblqxn87pw1p6&dl=0>

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Wednesday  
19th July 2023

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Part 1 – Storyline**



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# LET'S TALK TECH DROP-IN SESSION

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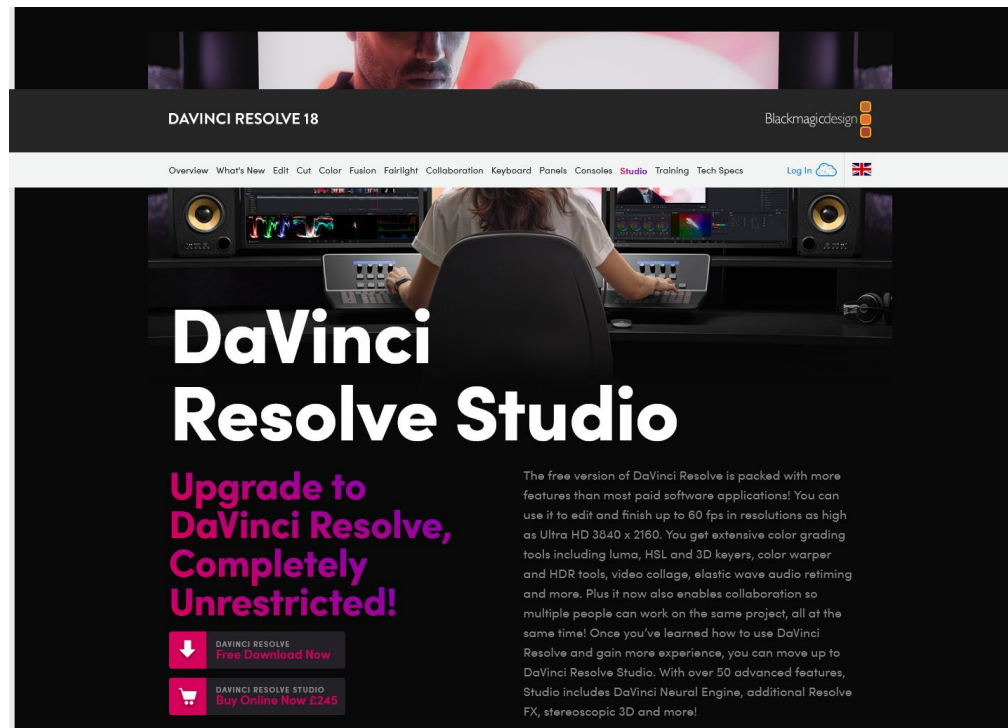
Wednesday  
16th August 2023

**Creating a Promo Video  
for u3a Week  
Part 2 – Filming & Editing**

# Da Vinci Resolve

## Next Month

I will be demonstrating the editing of recorded video content using the **Free** version of the **Da Vinci Resolve Studio Video Editing Suite**



The image shows a screenshot of the DaVinci Resolve Studio website. At the top, there is a navigation bar with the text "DAVINCI RESOLVE 18" on the left and the "Blackmagicdesign" logo on the right. Below the navigation bar is a horizontal menu with links: "Overview", "What's New", "Edit", "Cut", "Color", "Fusion", "Fairlight", "Collaboration", "Keyboard", "Panels", "Consoles", "Studio", "Training", "Tech Specs", "Log In", and a flag icon. The main content area features a large image of a person working at a computer workstation with multiple monitors. Overlaid on this image is the text "DaVinci Resolve Studio" in a large, bold, white font. Below this, there is a pink and white call-to-action: "Upgrade to DaVinci Resolve, Completely Unrestricted!". At the bottom left, there are two buttons: a pink button with a download icon and the text "DAVINCI RESOLVE Free Download Now", and a white button with a shopping cart icon and the text "DAVINCI RESOLVE STUDIO Buy Online Now £245". On the right side of the main content area, there is a block of text describing the features of the free version of the software.

DAVINCI RESOLVE 18 Blackmagicdesign

Overview What's New Edit Cut Color Fusion Fairlight Collaboration Keyboard Panels Consoles Studio Training Tech Specs Log In

# DaVinci Resolve Studio

**Upgrade to DaVinci Resolve, Completely Unrestricted!**

The free version of DaVinci Resolve is packed with more features than most paid software applications! You can use it to edit and finish up to 60 fps in resolutions as high as Ultra HD 3840 x 2160. You get extensive color grading tools including luma, HSL and 3D keyers, color warper and HDR tools, video collage, elastic wave audio retiming and more. Plus it now also enables collaboration so multiple people can work on the same project, all at the same time! Once you've learned how to use DaVinci Resolve and gain more experience, you can move up to DaVinci Resolve Studio. With over 50 advanced features, Studio includes DaVinci Neural Engine, additional Resolve FX, stereoscopic 3D and more!

DAVINCI RESOLVE Free Download Now

DAVINCI RESOLVE STUDIO Buy Online Now £245

# Homework Assignment before our next Session

## Download & Install

the Free version of the Da Vinci Resolve Studio Video Editing Suite

<https://www.blackmagicdesign.com/uk/products/davinciresolve/studio>



## Watch

Justin Brown's Tutorial Video on Da Vinci Resolve

<https://youtu.be/o-b1sXYnqq8>



## Watch

Justin Brown's How to Film like a PRO on a Smartphone

Android



<https://youtu.be/2pjYP9xpApc>

iPhone



<https://youtu.be/hpTDoNSBTho>

# Homework Assignment before our next Session

Register, Download & Print out

**PRIMAL**  
**VIDEO**

100% Free **Primal Video Insider Guide** Download

## **The Tips, Tools & Step-by-Step Process to Cut Your Video Editing Time in Half**

**...no matter what software you're using!**

<https://primalvideo.com/primal-video-method/>

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# LET'S TALK TECH DROP-IN SESSION

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Wednesday  
13th September 2023

**Creating a Promo Video  
for u3a Week  
Part 3 – Social Media Promotion**