

HOW TO

*CREATE & EDIT*

*VIDEOS*

FOR YOUR NONPROFIT



## **BRAINSTORM + PLAN**

4 types of videos and recommended equipment



## **FILM + EDIT**

Tips for capturing and creating quality video



## **WHERE TO POST**

Promoting your video

# BRAINSTORMING VIDEOS

What type of video will you create first?

## **Explainer Videos**

Share your missions and goals.

## **“Meet The Team” Videos**

Share your values and personalize the organization

## **Testimonial Videos**

Show your nonprofit’s impact and introduce the people you help

## **Call to Action Video**

Inspire specific actions



[Vimeo: What is HANO?](#)

# EXPLAINER VIDEO EXAMPLE

## What they did well:

- Established history and relevance (timeliness)
- Showed authority and action (news clip, letters)
- Personalized the organization (showed faces and volunteers)
- Explained the mission
- Call to action (donate)
- Added music to keep viewers attention
- Switched clips every 3-5 seconds
- End screen with contact information



# “MEET THE TEAM” VIDEO EXAMPLE

## What they did well:

- Telling a story (how did the volunteer hear about the organization, why did they volunteer, how do they help, etc.)
- Personalized the organization (showed faces and volunteers)
- Added music to keep viewers attention
- Switched clips often
- Branded video with website and logo



# TESTIMONIAL VIDEO EXAMPLE

## What they did well:

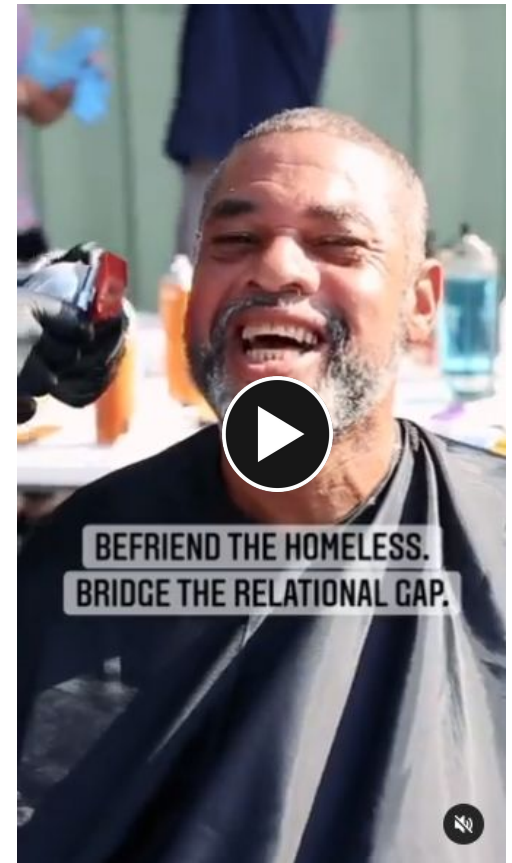
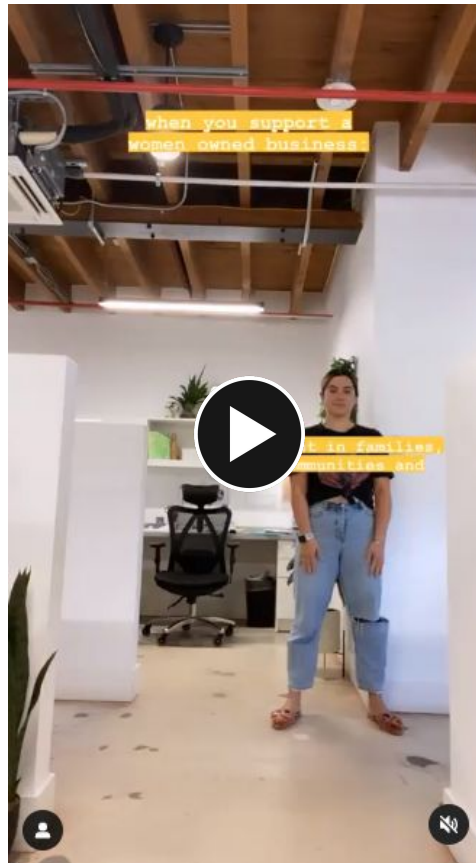
- Established relevance and authority (news clip)
- Tell a story
- Personalized the organization (showed pictures and volunteers)
- Explained the mission and how kupuna can participate
- Call to action (donate)
- Switched clips often



# CALL TO ACTION VIDEO EXAMPLES

## What they did well:

- Jump on trend
- Tell a story
- Personalized the organization (showed volunteers and end user)
- Simplified the messages using text overlays
- Catchy captions
- Time-sensitive call to action



# Recommended Equipment

Get it all for less than \$150

## Extendable Tripod Stand

- 60" Extendable Tripod Stand with Bluetooth Remote – \$25  
[Buy from Amazon](#)

## Ring Light

- Webcam Tripod Stand with Ring Light – \$37  
[Buy from Amazon](#)

## Wireless Microphone System

- Lapel Mic with Transmitter & Receiver – \$45  
[Buy from Amazon](#)
- Apple Lightning to 3.5 mm Headphone Jack Adapter – \$8  
[Buy from Amazon](#)

## Batteries

- Portable Charger, Fast Charging Power Bank with USB – \$22  
[Buy from Amazon](#)



# FILMING VIDEOS



# FILMING VIDEOS

## Tips for capturing quality video

### **Keep it Short and Simple**

Aim for 30-90 seconds for Instagram and up to 3 minutes for YouTube and Facebook. Get 3 takes!

### **Good Lighting**

Look for natural light, use a ring light for close-ups, avoid harsh shadows.

### **Get B Roll Footage**

Capture background video (no sound) to use as coverage for voiceover.

### **Film different angles and orientations**

Capture video in landscape and portrait so you can use it multiple places.

### **Write a Script or Interview Questions**

Teleprompter <https://telepromptermirror.com/>



# EDITING VIDEOS

## Use Canva Templates to Edit Videos

<https://www.canva.com/video-editor/templates/>

The screenshot displays the Canva website's main interface. At the top, the navigation bar includes the Canva logo, a menu icon, and links for 'Design spotlight', 'Business', 'Education', 'Plans and pricing', and 'Learn'. On the right side of the navigation bar are icons for help, settings, a 'Create a design' button, and a user profile icon labeled 'DM'.

On the left side, there is a sidebar with a user profile section showing 'Personal' and 'Pro • 81'. Below this is a 'Pro Tip: Premium audio' section with an 'Explore audio' button. The sidebar also contains navigation links for 'Home', 'Your projects', 'Templates', 'Shared with you', 'Trash', 'Team', 'Create a team', 'Tools', and 'Discover apps'.

The main content area features a large blue header with the text 'What will you design?'. Below this is a search bar with the placeholder text 'Search your content or Canva's'. A row of icons represents different design categories: 'For you', 'Presentations', 'Social media', 'Video' (highlighted with a red circle), 'Print products', 'Marketing', 'Office', and 'More'.

Below the category icons, there is a section titled 'Easy-to-assemble videos' which displays a grid of video templates. The first template, titled 'Clear your mind through yoga and meditation', is highlighted with a red circle. Other templates include 'Facebook Video', 'Video Message' (with a 'Happy Birthday!' template), 'Mobile Video', 'YouTube Video', and 'Video Cc'.

At the bottom, there is a 'Templates' section with a 'Videos' sub-section. It shows a row of video template thumbnails, with a 'See all' link on the right.

# EDITING VIDEOS

## Step-by-Step Process

### **1. Open a blank video project or a template**

Aim for 30-90 seconds for Instagram and up to 3 minutes for YouTube and Facebook. Get 3 takes!

### **2. Upload footage**

Look for natural light, use a ring light for close-ups, avoid harsh shadows.

### **3. Edit out flubs and bloopers**

Right click to split the clips and delete the unwanted parts.

### **4. Add B Roll**

Drop B Roll on the slide (not timeline) to keep previous audio and add captivating footage. Trim and split the clips as needed.

### **5. Add Titles and Text**

Slip clips to control when text shows on screen. Animate text to add flare.

# EDITING VIDEOS

## Step-by-Step Process

### **6. Add Effects and Transitions**

Use a simple transition like a dissolve

### **7. Adjust Zoom on Clips**

Crop videos to make footage appear like a different shot. Keep eyes aligned for best viewer experience.

### **8. Add Audio and Adjust Volume Levels**

Drag the audio clips onto the timeline and adjust the length as needed.

### **9. Add Intro and End Screen**

Show off your brand and create a captivating intro. Add your social links and website to the end screen.

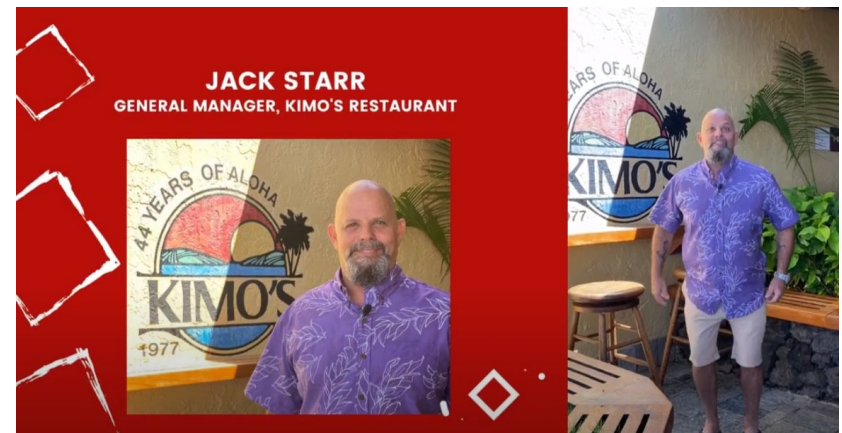
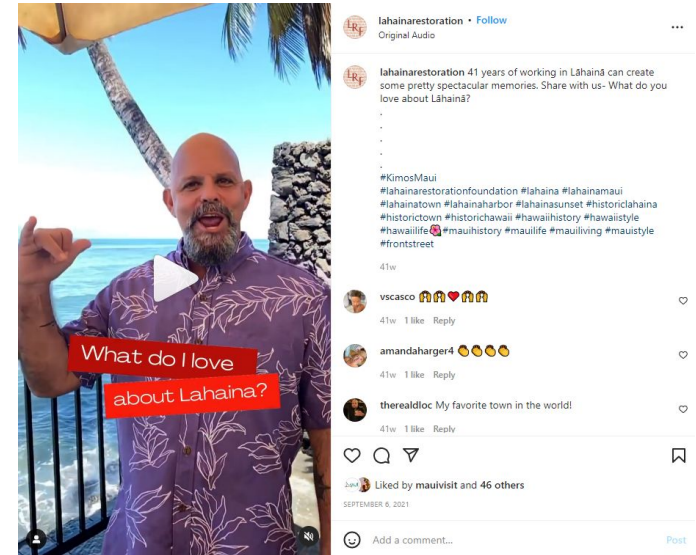
### **10. Download Your Video**

Export your video in MP4 format to be used on social media.

# WHERE TO POST VIDEOS



TIP: Upload a video to YouTube or Vimeo to embed it on your website



# RESOURCES



## HandsOn Maui

1. Register as an agency
2. Read through Agency Training
3. Post volunteer opportunities

Maui Volunteers Facebook group:

<https://www.facebook.com/groups/mauivolunteers/>

## Volunteer PRO

Free Facebook volunteer management trainings every Tuesday. A wealth of information!

## HIHO - Hands In Helping Out

Sign up for the Hands In Helping Out (HIHO) weekly newsletter for inspiration and a mini reopening podcasts.

## Volunteer Plain Talk

Volunteer Plain Talk is a helpful blog and podcast for volunteer leaders. <https://volunteerplaintalk.com/>