Livingston County United Way’s
2020 Video Contest!

Submit as a class, a team, friends or as an individual!
NEW THIS YEAR! All Middle & High School students are invited to participate!

IMPORTANT COMMUNITY SERVICE PROJECT

Cash prize provided by a sponsor!

Livingston County United Way (LCUW) is an independent non-profit serving only Livingston County. What’s raised in Livingston County stays in Livingston County! We ask local schools to create a video to educate our residents on the important role LCUW plays in making our community a great place to grow up, raise a family and retire.

Each year the winning video is played in businesses across the community and is an essential tool used to raise approximately $1.5 million dollars each year to fund programs in our community. ie; Day of Caring, Summer Lunch Bunch, Student Homelessness, Rock’in Readers, Special Needs Student /Family Advocacy, and many more!

VIDEO CONTEST TIMELINE

August 2019
Drop box updated / Contest begins for area schools

April 2020
Videos that meet guidelines & criteria will be eligible for contest

Mid May 2020
Award party held; trophy presentation with winning school

April 20, 2020
Completed videos are due & must be submitted to LCUW

Late April/Early May
Winning team works with LCUW staff for final updates & modifications

Summer 2020
Video is unveiled on LCUW website, social media & promoted in the community

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Livingston County United Way
lcunitedway.org
2020 VIDEO CONTEST CRITERIA

THINGS TO DO

1. Keep your entry to 2-3 minutes.
2. Use music to set the tone of your video. Choose songs that DON’T have copyright restrictions/concerns.
3. Use a creative theme to help tell your story.
4. Be positive and upbeat. Focus on solutions and results, not problems.
6. Submit signed photo release forms for any original photos.
7. Include the logos for LCUW and its programs: 2-1-1, Volunteer Livingston, LC Hunger Council, Great Start Livingston, LC Literacy Coalition, and Day of Caring. (dropbox)
8. Include LCUW website and social media addresses. (Facebook, Instagram, Twitter, LinkedIn)
9. Show virtual ways to donate from our website.
10. Fill the screen (landscape viewing)
11. Like our social media pages to stay involved and help advocate.
12. Closing Credits must include names of producers, school, music used, and identify video competition sponsor.
13. All fonts used must be Roboto or League Gothic. Must use Color Palette.
14. REMINDER—DROP BOX IS YOUR MOST IMPORTANT TOOL FOR SUCCESS!

THINGS NOT TO DO

1. Do not include “fur or feathers.” We focus on people.
2. No logos of partner agencies (ex: do not use Gleaners logo, LACASA logo, etc.)
3. Do not make a silent movie. Use music, original video, narration and captions.
4. Don’t focus on just one program.
5. Don’t use infographics as slides in your video—meant to be used as a reference.
2020 VIDEO CONTEST

RESOURCES

- Website: www.lcunitedway.org
- Dropbox (for photos and logos): http://bit.ly/2OSbSWq
- Linkedin
- Twitter (LivCoUnitedWay)
- Instagram (lcunitedway)
- Facebook (Livingston County United Way)

SUBMISSION GUIDELINES

- Entries due by April 20, 2020
- Standard digital movie files only: MP4 or Quick Time. One thumb drive, private DropBox, or private YouTube channel per school.
- Be sure your video meets the requirements in “Things to do” and “Things not to do.”
- Photo consent forms must be signed by all persons in the video, with original copies submitted to LCUW at time of Video Submission.

RECAP

CONTEST JUDGING • The winning video will be selected by a committee of area media and human resource professionals.

AWARD • The winning team will receive a one-time cash award from our video competition sponsor.
(Final edits must be completed to receive prize)

RECOGNITION • Livingston County United Way will host a pizza or breakfast party for the winning class of the video competition.

2019 HS VIDEO COMPETITION WINNER:

2019 HS VIDEO COMPETITION WINNER: MADISON MORAN—FOWLERVILE HS

“THE TIME IS NOW,” CAN BE SEEN ON OUR WEBSITE & ON OUR YOUTUBE CHANNEL

In 2019 Cleary University Sponsored a $500.00 cash prize for the winning video!