

Video Submission Guidance

Echoing Green Fellowship Application 2021

CONTEXT & OVERVIEW

In the Echoing Green Fellowship application, you will be asked to record and submit a short video. The following document shares insight into why we ask for a video submission and what we're looking to understand about you through your video.

VIDEO QUESTION

Why do you do what you do?

We'll ask that you please upload a 60-second video answering the question, "Why do you do what you do?"

WHY WE ASK FOR A VIDEO

Hearing and seeing you talk about your story and your work in a non-written format provides us with an opportunity to get a better sense of your personality, your energy, and your passion.

TIPS ON PREPARING YOUR VIDEO

- Your video is short. Briefly introduce yourself and your idea for social change in a concise, clear, and impactful way.
- Try to talk about people (including yourself!) or share an anecdote so the reviewer can identify with the topic.
- At the end of your video, reinforce your message and make sure your audience understands why they should care or join your cause.

FOLLOW THESE GUIDELINES

- Your video must be one minute or less in length.

- Include only footage of you talking directly into the camera about your organization. Do not include any footage of your projects, your programs, props, or anything else besides you talking to the camera.
- Do not add effects to the footage. Your final video must not have any added text, logos, pictures, graphics, or slides.
- This video can be recorded on a camera, phone, computer camera, or whatever technology is available to you. The video quality is not important—your content is!

—

For more guidance materials and information on the 2021 Fellowship application, please visit www.echoinggreen.org/apply