

Video Submission Guidance

OVERVIEW

In the Echoing Green Fellowship application, you will be asked to record and submit a short video. This guide explains why we ask for a video, what we're hoping to learn from it, and how to submit your response.

VIDEO QUESTION

Why do you do what you do?

Please upload a 60-second video answering the question, "Why do you do what you do?"

WHY DO 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 passion for your work and the unique qualities you bring as a leader. Also with the rise of AI generated applications, this helps our reviewers get a better sense of who you are without the aid of these technology tools.

TIPS ON PREPARING YOUR VIDEO

Make sure your video answers the question, "Why do you do what you do?" We suggest that you start by briefly introducing yourself and your organization, then focus on sharing the personal story or experiences that led you to this work.

FOLLOW THESE GUIDELINES

- Your video must be **one minute or less** in length.
- Include only footage of you talking directly into the camera and answering the

question prompt. 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.
- You can record your video using any device - phone, computer, or camera. Don't worry about video quality. We care about what you say, not how it looks.
- Once the Application is open you will be asked to upload the video file (examples: MOV and MP4) to your application. *(Unless you are an applicant who is either visually or hearing impaired you may upload a PDF typed version answering the prompt)*
- We recommend uploading your video to YouTube and adding the link to the appropriate section of the application.
- If you run into trouble uploading a YouTube video, make sure the link starts with <https://www.youtube.com> and avoid shortened or mobile versions.
- If you experience technical issues uploading your video once the application opens, or if you have accessibility issues that prevent you from submitting a video, please reach out to fellowship@echoinggreen.org as soon as possible so that we can attempt to assist you.

— For more guidance materials and information on the 2025 Fellowship application, please visit www.echoinggreen.org/apply