

The Grand Canyon Synod - ELCA  
~ GENEROSITY ~  
**FILM FESTIVAL GUIDELINES**  
*Premiers Christmas Week on GCS Website*

**Guide: Share a “Hope-filled” Story of Generosity**

- Review the GCS “Generosity Storytelling 101” webinar
- Choose the story to tell: Share how someone’s act of generosity, or your own, offers HOPE for the New Year.
- Decide who will tell the story: You? Friends? Your Household? Several generations? People in your ministry? The community? Neighbors?
  - When? Where? What? How did this act of generosity give you hope?
  - Don’t tell the viewer you are going to tell a story — just tell it.
  - Appeal to the heart (emotion) more than the head (statistics).
  - Give your story a beginning, middle, and an end.
  - Include the 5 senses: sight, sound, taste, smell, and touch.
  - Give your story one main focus. Be specific.
  - Practice telling it before filming it.
  - Be creative - insert photos, use puppets, props, special effects.
  - If your story names another person(s), ask for permission to include them.

**Guide: Film Your Generosity Story using phone, camera, computer...**

- Keep the story short — **3 minutes max!** 90 seconds is ideal.
- Introduce yourself: name, age/generation, congregation or ministry, location.
- With phone, **shoot in landscape (horizontal) <--> mode only. This is essential!**
  - Use a tripod or place smart phone on a stand, book or item to hold it steady.
  - Do NOT zoom in and out when filming. Use one setting only.
- Film in quiet space, no sounds of motors, traffic, planes... Use mobile mic if available.
- Sit/stand by a window for natural light. Or light subject(s) directly from front, or use two lights shining on subject at 45-degree angles.
  - Do not light subject from the back.
  - Position subject and lights so no “down” shadows on subject’s body or neck.
  - When filming outdoors be aware of shadows and noises.
- Film from waist up. Frame person(s) with 2-3 inches of space above subject’s head.
- Position subject(s) 3-4 feet away from any wall or backdrop.
- Select a non-chaotic backdrop
- Film or record at highest quality
- Submit in full resolution, not compressed
- Submit by Wed, December 8<sup>th</sup>**
- Upload to [www.wetransfer.com](http://www.wetransfer.com)** (free)
- Send link to [generationslink@gmail.com](mailto:generationslink@gmail.com)**
- Q’s:** email above or call or text 602-740-3752

All entries will receive a Certificate for framing. Special Recognition for: creative filming, engaging multi-generations in telling the story, outstanding story of Hope.

**Note:** Video contents will not be edited. A GCS credits page will be added to each video.