

3 Steps to a Stellar Video Application

1. Simplicity at its finest!

You won't have to be the next Quentin Tarantino- a simple video from your mobile phone will be enough! Do reach out to the Grants Team or Community Ideas Project Lead if you do not have access to this and we will take this in to consideration!

2. Make Sure Your Video is Clear and Audible

We want to see you and hear what you have to say! Reduce background noise, choose a well-lit setting, and avoid having the camera pointing up your nose. These things sound obvious, but believe me, they go a long way.

3. Work From a Script (But Avoid Reading Directly From It)

Once you've finalised what exactly you want to cover, plan the main points you'd like to convey and jot down clear ways to say them. Writing your ideas ahead of time encourages intention and clarity—and helps eliminate run-on sentences and excessive “ums” and “likes.

Your video must adhere to the following:

- A length of no more than 2 minutes. **Please note, videos over 2 minutes may make your application incomplete. Do get in touch with the team if you foresee an issue with this.**
- Your pitch must be in English, or if another language, subtitled in English.
- Your video should not contain any images of identifiable children (under age 18) without written parental consent.

Here are general questions to answer during the video application

- Introduce yourself and your organisation and/or team.
- Describe the project that you are proposing.
- Explain how your project fits Camden Missions.
- Describe how you would plan for your project to be a success.