



Producing Your Story of Social Impact

We want to help you make a very compelling **Story of Social Impact**. Here are a few suggestions from Patrick Davidson the producer of **The World We Want** - the award winning documentary film that was the catalyst for **The World We Want Foundation**.

The key to producing a **great** Story of Social Impact is **great storytelling**. The most effective visual presentations tell a captivating story. We want to help you produce and share your story on the **Foundation Forum** with our global network. We want everyone to see how and why you tackled the problem in your community and what happened - whether you succeeded in reaching your goals or not. Equally important, we want you to share with us what you learned from the experience.

Whether your visual presentation is a video, PowerPoint presentation, photomontage, graphic novel, or another visual format, we want your Story of Social Impact to be as effective as it can be so others will be encouraged and inspired by your story.

Here are ten tips to keep in mind as you plan and produce your **Story of Social Impact**.

1. **People**. The people in your story are number one. Your Story of Social Impact should focus on the key people involved in your **Social Action Project**, including your Team Members - Young Global Citizens and your Mentor, and the people you worked with and the people you touched along the way. We want to know who they all are, where they live, what they do and how their lives and your community were changed for the better because of your **Social Action Project**.
2. **Shorter** is always better. Your presentation should be as short as possible - to the point and powerful. The requirements below tell you that videos should be no longer than 5 minutes, PowerPoint's and photomontages no longer than 30 slides and 20 pages. My suggestion is to make them even shorter. For example, video stories should be no longer than 2 minutes, and 90 seconds is even better. Yes, I know that is a tough requirement. The reason is that being short forces you to distill your story to the most important elements and it keeps the story moving quickly. Think about it. Most commercials you see are 30 seconds - and they pack a ton of information into them. Many of the most engaging videos you see online are 3 minutes or even less. And keep this in mind: You will reach a lot more people with a 2-3 minute story than you will with a 5 minute story. Which length are you more likely to want to watch: 2 minutes or 5 minutes?

3. **Tell a Compelling Story.** Before you start editing or laying out your visual presentation write it down. Collaborate with your team and tell your story from start to finish. Include everything and every step along the way. Then edit your story to narrow it down to the most important components. Tip: You don't need to show the selection process of identifying various problems in your community and selecting the one you decided to tackle. We know the process. For us, your story starts when you start working on your solution. And remember, we want to know why you tackled the problem as much as how you did it. Tell us why your problem is important to your Team.
4. **Create a Storyboard.** After you write and edit the story, break it down into a storyboard. Create a set of cards that have each component of story and lay them out in an order that you think will be the most effective. A storyboard is a visual representation of your story. Each frame has a written description below and a visual representation above. (Tip: There are a number of good storyboard tutorials online to take a look at and some of the best are less than 2 minutes long).
5. **Preproduction.** Before you grab a camera and start shooting video or stills, work with your team and lay out the story you want to tell. Write it all down as a production outline which will give your Team a road map for the production and a checklist to make sure you covered everything that you need. A couple of hours of preproduction will save you a lot of regret because you forgot to cover something that was important to your story or you wasted a lot of time on things that were not important. Review and update the production schedule every day you work on your presentation to make sure you get what you need.
6. **Production Audio.** Most people think that the video or photo images are the most important part of a visual presentation. They are extremely important, but I think the audio is equally important and in some cases more important. The audio is what draws people into your story - music, sounds of the environment and most importantly the voices and words of the people. You can create a stunningly beautiful or dazzling video, but if you can't understand what the people are saying or feeling it will be far less effective; plus you will lose your audience. A great story is something you hear and feel as much as what you see.
7. **Production Video.** Producing video or photos that are clean, sharp and well composed is critical. Take the extra time to compose your shots (still or video) so your viewer sees what you want them to see. Your camera is the eye that the world will look through to see your story. Guide us.
8. **Keep it Simple.** With Photoshop, video editing programs, and dozens of other tools you can create wild, dazzling and overwhelming stories - that are not very engaging. Remember - it's all about storytelling. Every photo, video, image, comment and sound you put in your presentation should help you tell your story. Every edit, photo, position of photo and element should reinforce the story you are telling us - the story you want us to experience. Every second of your 3-minute video and each photo in your photo presentation is vital and should be selected to be the most effective it can be. After you string out your story, sit back and ask yourself: Do I need all of that? Are the edits in the video or the selection and order of the photos compelling or distracting? If something doesn't enhance your storytelling - cut it.

9. **Screen your presentation before you submit it.** When you are ready, show your presentation to friends, parents, and especially people who don't know what you have done. You should watch them while they watch your presentation. Watch to see what they find interesting and engaging as well as what is confusing to them or loses their interest. Ask them to help you create the best story possible by being critical and telling you what they liked and didn't like, and what they wanted to know more about or think you could cut.
10. **Have fun.** Number 10 is the most important tip. This is your Team's story - have fun producing and sharing your story with your friends, family and the global community.

Format and Requirements:

1. Duration
 - Maximum length for videos is 5 minutes.
 - Maximum number of slides in a PowerPoint Presentations is 30.
 - Maximum number of pages in an album, montage or graphic novel is 20.
2. PowerPoint
 - Font style The text should be very easy to read.
 - Size The type should be 30 point or larger.
3. Photo albums or Montages
 - Photos should have captions that tell your story.
 - Follow the same guidelines as the PowerPoint section. A large type that is easy to read.
4. Video Format
 - We can accept almost any video format for upload, but we have found the following settings give the best results.
 - Video Format: H.264, MPEG-2 or MPEG-4 preferred
 - Aspect Ratio: Native aspect ratio without letterboxing (examples: 4:3, 16:9)
 - Resolution: 640x360 (16:9) or 480x360 (4:3) recommended
 - Audio Format: MP3 or AAC is preferred
 - Frames per second: 30
 - Maximum file size: 1 GB

We look forward to sharing your **Story of Social Impact** on **The World We Want Foundation Forum**.