

### **To make Your Personal Plea Video**

1. Introduce yourself and say how you're connected to ETSU.
2. Make it personal and enthusiastic. Explain why you're
3. passionate and why the viewer should be too.
4. Make an ask! Ask the viewer to contribute and to share with
5. their networks.
6. Keep videos to 1 minute or less.
7. Hold camera horizontally.
8. Shoot at eye-level or slightly above.
9. Natural lighting is best.
10. Choose a quiet location.
11. SHARE!

### **To upload your Personal Plea Video**

1. Log in to your GiveCampus account from the device that contains your video.
2. Go to the "Advocates" Tab.
3. Click on "Create Your Personal Plea"
4. Follow the instructions.
5. SHARE!