



**GRANT & LOAN FUND  
FOR EARLY-STAGE ARTS,  
CREATIVE, AND CULTURAL  
COOPERATIVES**

## **VIDEO TIPS & TRICKS**

We want to get to know you and what inspired your innovation. This is a way for us to learn more about you and an opportunity for you to communicate your cooperative business in a short, concise manner. Here's what you need to do:

Create a short video (no more than 90 seconds) explaining the following:

- Why and how you chose your cooperative business model.
- Describe the community that benefits from your cooperative business.
- Address how your cooperative addresses equity work in your community and the impact your cooperative business has or will have on the community.

Your video can be filmed without fancy production – it can even be done with your phone! Here are some tips:

- **Shoot in landscape mode.** Turn your phone sideways instead of shooting in portrait mode. It gives a better sense of surroundings.
- **Hold it steady.** You may use a tripod or position your camera to reduce shaking.
- **Lights matter.** Your footage will look best when you shoot with lots of light.
- **Sound matters.** Get your microphone as close to you as possible and be mindful of background noises (such as street sounds, electronic devices, and wind). You may want to use a headset or earphones and record in a quiet room.
- **Stick to a script and practice.** You need to cover a lot of information in a short time.
- **Watch it.** Review your video before you upload it to ensure that it includes all the necessary information and is watchable.
- **Don't wait until the last minute to upload your video!**

Upload your video directly on your *Submittable* application.

Please note that no more than 90 seconds of your video will be played, so as to give all applicants the same amount of review time.