



## Recording Video Reels

As part of Crucible’s testimonial video/reel campaign, #ReelWednesdays #RealWednesdays, we are publishing testimonial weekly on social media. These powerful stories of transformation – your stories – help personalize the work of Crucible and are making an impact. For examples, check out Crucible’s Facebook page ([facebook.com/thecrucibleproject.org](https://facebook.com/thecrucibleproject.org)) or Instagram ([crucibleproj](https://crucibleproj)) and look for #reelwednesday #realwednesday posts.

### **How-To:**

You can use what is accessible to you to record your video, but often the easiest tool is a smartphone with video recording capability.

Once you start recording:

- Introduce yourself (first name only)
- Where you’re from (City, State)
- When and where you did your initial weekend (January 2009, Lake Brownwood, TX)

Example, “Hi, I’m John from Houston and I did my Crucible weekend in January 2009 in Lake Brownwood, Texas.”

Then, complete one or more of the following sentences:

- “Before my weekend, my life was... ” and “Since my weekend, my life has been...”
- “What I wanted for myself going into my weekend was... ” and “What I got was... ”

### **A few notes:**

- Videos must be 60 seconds or less.
- We are looking for raw, real, unscripted — not multiple takes, not a lot of story.
- Make sure you are in a well-lit area without background noise or activity. Videos can be recorded outdoors or indoors. Whatever location you choose, please be mindful of what is in the background for others to see.
- It is important that you record the video holding your phone in the vertical / portrait position (see example below):



**Completed videos can be sent to Joy Dunning:**

**Text (630) 292-0589 | Email [jdunning@thecrucibleproject.org](mailto:jdunning@thecrucibleproject.org) | WhatsApp**