

The key to producing a great missionary video starts with a well written script. The first step is to **DETERMINE THE GOAL**, i.e. the topic or purpose of the video – i.e. is it informational only or is it a fundraising piece or both? The second step is to **DETERMINE YOUR TARGET AUDIENCE** - I assume it would be churches. Third, **DETERMINE THE TONE** of your video – typically for a mission’s video it will be conversational instead of humorous, dramatic or professional (stiff or dry– i.e. medical, law, etc). Write out these 3 points keep them visible as you write your script because they are the guide posts for your script and ultimately for your video.



With these things in mind you can begin writing your script. Typically you want to start off by presenting the problem or a short compelling story/testimony to **ENGAGE YOUR AUDIENCE** within the first 30 seconds. For instance, one military mission’s video I produced, I started off with a series of video clips of events that a soldier may face on a typical day from insertion to live fire to medivac to extrication. From there you can develop or **EXPAND YOUR SCRIPT**. This is where you tell your story, share your heart, give statistics, goals and plans. You need to create the desire for your audience to do something.

Finally you need to conclude your video with a **CALL TO ACTION**. Just like a TV commercial flashes a phone number and website on the screen while the announcer repeats that same information 2-3 times, you need to request that your audience do something. This could be as simple as asking your audience to pray for your top 3 requests, request support or give a directional – “for more information, please check out our website”.

Once you have your script written you will need to read through it out loud and revise it until it flows. The reason we read it out loud is to make sure the script is **CONVERSATIONAL**. Sometimes when we write we use bigger words than when we talk in person. Talking out loud also makes sure the length of your script is long enough. The final length should be between 5-8 minutes. You will want to incorporate pauses (3-5 sec) into your read to mimic scene/music changes. When you are finished, have other people read it to make sure it sounds conversational and to fact check.

If you have not done so by now, the next step is to **GATHER** the music, pictures and video segments for your presentation. Organize them electronically and have them ready to transfer from CD, flash drive, external hard drive, or your Drop Box account. Pictures should be scanned at 300 dpi, cropped at 1920x 1080 pixels and saved as a JPEG or PNG. Videos need to be a AVCHD, MP2, MP4 or Quick Time format at 1920x 1080 60i or 30p. Extra pictures and videos that can be used as fillers should be placed in a folder marked EXTRA and music should be placed in a folder marked BEDS or MUSIC. You will want to choose more music than you plan to use in case a piece of music does not flow with the script.

Finally, you will want to **STORY BOARD** your script. Using Microsoft Word, you want to lay out a Table with 2 columns. The left side will contain your script split into sections. The right side will contain thumbnails, file names and/or descriptions of pictures or video that you want to use for each section. You don’t have to have the exact amount of pictures for each section but if you know there is a certain picture(s) you want to correspond with a certain line(s) of the script, this is how you let me know. The more script details and organization you can provide, the faster I can work and the less money it costs you. Here’s an example.

VIDEO FOR:	Ph:	Email:
GOAL:		
AUDIENCE:		
TONE:		
SECTION 1		
<i>MUSIC: Star Spangled Banner</i>	<i>FADE UP FROM BLACK</i>	
TEXT		
TEXT		
<i>FADE MUSIC</i>	<i>FADE TO BLACK</i>	
SECTION 2		
<i>MUSIC: Battle Hymn of the Republic</i>	<i>FADE UP FROM BLACK</i>	
TEXT	