



New to Competitive Grants Application: Impact Video

Background

Historically Competitive Grants applicants have been invited on a rotating basis to present their proposals to the Community Foundation's Grants Committee. Since there wasn't enough time for every applicant to present, others were offered a 1:1 call with a Grants Committee member. The Impact Video, which replaces both presentations and calls, allows all Competitive Grants applicants to present to the Grants Committee on the same platform. *See this new application component as another opportunity for your organization to shine!*

Assignment

In a video of 60-seconds or less, highlight the anticipated outcomes and impacts of your proposed work.

Definitions

Outcome: the change in objective terms that will occur as a result of your work

Impact: the macro-level benefit(s) to our community resulting from this outcome

Examples of "outcomes" and "impacts"

- Outcome: 200 low-income children fed for the summer
Impact: meaningful reduction in childhood hunger while school lunches are not available
- Outcome: equipment allowing for accessible art classes for seniors purchased
Impact: researched-based social-emotional and community connectedness benefits for seniors
- Outcome: bear-proof trash cans distributed to 100 local residences
Impact: reduced bear habituation and euthanasia

Guidelines

- Your video should be of **low production value**: just an organizational representative speaking into the camera. You may include photos if they help illustrate your point, but please no cinematic "bells and whistles" beyond that. The Grants Committee's focus is content, not aesthetics.
 - *Should I make this video using a cell phone? YES!*
 - *Should I hire a videographer to make this video? NO!*
- Consider who the proposal's most compelling spokesperson is - a staff or board member? A stakeholder or beneficiary of your work? Other? Get creative!
- Make your message clear and concise. Don't try to pack too much into your 60 seconds.
- Practice before recording.
- Try not to read notes. Pretend you're speaking directly to the Grants Committee.
- Make sure you can be seen and heard: camera at eye level in horizontal orientation / plenty of light / plain background / speak clearly and at a normal cadence / no background noise

Have questions or need tech support? Email programservices@cfjacksonhole.org

We're happy to record your video at the Community Foundation if you don't have a cell phone with a camera and/or experience making a video on a phone. We're also happy to help you get your video onto an online platform and provide a link to input into your application. Please contact us by **October 25** for help.