

Prize Application Questions
Pre-Giving Challenge Prize Opportunity
Online Application Opens: March 7, 2022
Application Deadline: **5:00 pm March 28, 2022**



Best Video Commercial

\$1,500 prize to 10 recipients per category with the best video. Judges are looking for short videos – 30 seconds max – either produced in-house or produced professionally; videos telling compelling stories about what the nonprofit organization achieves for their clients or for the community; using data and stories from The Giving Partner profiles; and does the video incorporate the “Be The One” concept.

Below outlines the questions that will be on the online application form for the **Best Video Commercial** Prize. If your organization plans to apply for this prize, we encourage you to review and discuss these elements PRIOR to the application deadline to ensure you execute and capture the necessary items for the application.

Video Submission Requirements: Videos will be submitted by uploading to the nonprofit organization's YouTube channel or Vimeo account AND providing the link/URL in the application form. It is highly encouraged to use YouTube or Vimeo's video requirements (posted below).

YouTube Video Guidelines:

- *Recommended dimensions: 426 x 240 (240p), 640 x 360 (360p), 854 x 480 (480p), 1280 x 720 (720p), 1920 x 1080 (1080p), 2560 x 1440 (1440p) and 3840 x 2160 (2160p)*
- *Aspect ratio is 16:9*
- *Max file size is 128GB*
- *Accepted video formats include: .MOV, .MPEG4, MP4, .AVI, .WMV, .MPEGPS, .FLV, 3GPP, and WebM*

APPLICATION QUESTIONS

CONTACT INFORMATION

- Organization Name (as it appears in The Giving Partner):
- Organization EIN:
- Team Leader Name (First & Last):
- Team Leader Email:
- Team Leader Phone Number:

VIDEO INFORMATION

- Is your video 30 seconds or less in length? *(To be eligible for this prize it must be 30 seconds or less)*
- Link to your 2022 Giving Challenge Video Commercial *(See video submission requirements above):*
- What members of your team were involved in producing the video & what roles did they have?
- How did you incorporate the theme “Be The One” into your campaign?
- How did you share or distribute this video AND/OR how do you plan to share/distribution (if not shared already)
- How will you measure its success?