



# STUDENT VETERANS *of* AMERICA

## Assignment Sheet: Creative Pitch

Want to receive a Chapter Grant? You're going to have to be convincing and creative. This assignment sheet contains valuable advice to help you show us why your chapter is the best and deserve this grant! The creative pitch is worth **10 points** of your application.

### Requirements:

- 1–3 minute video. No more, no less.
- You must upload your video to Vimeo and include the link in your application. (Don't have a Vimeo account? No worries, the steps below will walk you through it).
  1. Go to [vimeo.com](https://vimeo.com) and sign up with your name and email.
  2. When prompted to choose a plan, choose the basic (free) plan.
  3. Check your email and click the link sent to you by Vimeo to verify your account.
  4. To upload your video, click on the "upload" button in the top right corner.
  5. At the upload file page, choose the "anyone can see this video" privacy setting.
  6. Fill in the title, description, and other categories.
  7. Use the title: SVA Chapter Grant [SCHOOL NAME]
  8. Fill out the description box with a brief description of your video and why you made it.
  9. Make sure the privacy is set to "anyone can see this video" and make sure the language is English.
  10. There is no need to add tags, but do choose the "all audiences" content rating.
  11. On the left side, click "Video complete. Go to video." From there, you can copy and paste the URL into your application on the SVA website.

### Concept Tips:

*These tips can be used as guidelines for the concept of your video and will help you shape your ideas.*

- This is your chance to be creative and show us what makes your chapter unique.
- The best creative pitch videos are fun, interesting, memorable, and creative. Remember that this is your chance to show off the uniqueness of your chapter.
- Tell us why your chapter deserves a Chapter grant and what you plan to do with the money if your chapter is chosen.
- Showing us your chapter's need for the grant.



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- Plan out your idea prior to filming. We recommend making a scene-by-scene storyboard. This [WikiHow article](#) has some great tips on storyboarding.
- Prior to filming, think of the overarching questions the grader may have. This pitch is a good chance for you to answer some of those. Here are some questions you may want to make sure that you answer in your pitch:
  - What impact would this grant have on the veterans in your chapter?
  - How does your chapter positively impact veterans on your campus on a daily basis?
- The best pitches will be the ones that answer the above questions and show off your chapter's personality.
- Keep in mind that the video is only worth 10 points of your application. While it should be professional and you should put in effort, it will not necessarily make or break your application.

## **Technical Tips:**

*These are some technical tips to help you create your visual masterpiece.*

- Don't worry about having fancy camera equipment. Believe it or not, your smart phone will do just fine.
- If you're using your smart phone, be sure to hold it horizontally (see photo below), to maximize space and editing capabilities.
- If you're planning on speaking on camera, be sure to do so in a quiet area. We don't recommend filming outside because we'll be able to hear everything from the sound of the wind to the conversation of the sorority girls walking behind you!
- Make sure to play the video you record back before you end your recording session and make sure it sounds and looks satisfactory. Sometimes the camera will focus on the background, not your subject!
- Lighting is everything. Make sure we can see what you're showing us. A good rule of thumb is to have your
- Don't be boring! Before sending your video in, watch it through and ask yourself 'would I be able to sit through this video without falling to sleep on my computer.'
- iMovie (Macs) or Movie Maker (PCs) will do just fine. If you've never checked them out before, jump on Google for some tips. iMovie is available on your MacBook, iPhone, or even an iPad.
- Don't wear a shirt with logos unless it's SVA or military-related. Be aware of the brands showing in your video.



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