

WHAT KIND OF CONTENT SHOULD YOU SUBMIT?

Your video should clearly show the real-life impact of your organization's work. Think of this as a "day in the life" or a short story that demonstrates how NEPA Gives funding supports what you do.

STRONG SUBMISSIONS WILL

- Show your mission in action
- Highlight real people, animals, or programs impacted by your work
- Clearly communicate why your organization matters
- Feel authentic and heartfelt
- Encourage viewers to support your cause on Giving Day

CONTENT IDEAS

Your submission may include

(but doesn't have to have all of these elements)

- Staff speaking directly to the camera (see the tips below for best practices)
- Behind-the-scenes footage of your team at work
- A short story from someone impacted by your services
- Shots of services, programs, or events in action
- Photos are okay to submit too! If you have great shots from your last big event, send them our way.

You do not need professional production equipment — authentic, well-lit smartphone videos are welcome. Our team will handle final editing before posting.

*Please do NOT include any music in any of your videos. This not only makes it hard for our team to edit, but could also cause copyright issues.

RECORDING TIPS FOR BEST RESULTS

CAMERA SETTINGS

Many phones have a variety of settings for recording video and we know it can be confusing. If you have an iPhone, [this will explain](#) how to change your video settings. We recommend recording at 4k resolution and 24 fps. If those options are unavailable, select the highest resolution that is, with a minimum of 1080.

If your device cannot shoot 1080 footage, please find an alternative device! If you are using an Android phone, changing those settings will depend on the make/model.

KEEP IT CLEAN AND SIMPLE

- Before filming any kind of video, always clean the camera lens.
- When you're speaking to the camera, find a place with no distractions and no background noise.
- Keep your background simple, like a solid color wall, or something with your logo.
- Do not sit in front of a bright light source such as a window, this causes a blown-out effect on camera and we won't be able to see your face. It is better to have light in front of you, not behind you.

WARDROBE

Remove any dangling or loud accessories (jingly bracelets or necklaces). If you wear glasses as a consistent part of your daily look, please be aware of any reflections in your lenses.



Impact Challenge

AFTER RECORDING

Upload your file(s)
HERE



SUPPORTING OVER
250+ NONPROFIT ORGANIZATIONS

JUNE 4-5, 2026 | 7 PM - 7 PM