



## Instructions for Requesting a Video Project from the Marketing Department

### Video Request Information and Disclaimer

Thank you for your interest in creating a video with us! Whether it's a quick update or a more involved production, we're here to help tell your story effectively. Please follow these steps to ensure a smooth process:

#### Important Considerations:

- **Lead Time:** Please submit all video requests at least **two weeks in advance** to ensure availability and adequate preparation. Complex projects may require additional time.
- **Resources:** Some projects may involve external vendors or specialized equipment, impacting timelines.

#### 1. Define Your Needs:

- Clearly outline the purpose, audience, and key messages of the video.
- Identify any specific visuals, locations, or people that should be included.

#### 2. Determine Timeline:

- Consider deadlines and any key dates for the video release.
- Allow adequate time for planning, filming, editing, and revisions.

#### 3. Submit a Request:

- Complete the Video Project Request Form (See draft that follows. I'd like to house this on the Marketing Resource Center.)
- Provide details such as preferred filming dates, contact information, and any special requirements.
- **Please submit requests at least two weeks in advance to allow for proper planning and scheduling. Requests with shorter lead times may not be accommodated.**

#### 4. Project Review:

- The Marketing Department will review your request promptly.

- We'll contact you to discuss project feasibility, timeline, and any additional needs.

#### **5. Collaboration and Planning:**

- Depending on the complexity of the project, we may schedule a planning meeting.
- We'll outline roles, responsibilities, and creative direction during this phase.

#### **6. Filming and Production:**

- Our team will handle all aspects of filming and production, ensuring quality and alignment with YMCA brand standards.
- You may be asked to provide access to specific locations or assist with scheduling interviews if needed.

#### **7. Review and Feedback:**

- We'll share a draft of the video for your review and feedback.
- Please consolidate feedback from your team to streamline the revision process.

#### **8. Final Approval and Distribution:**

- After incorporating feedback, we'll finalize the video.
- We'll coordinate with you for distribution or posting on appropriate channels.

#### **Note:**

- **Lead Time:** Simple videos may be completed in a few weeks, while more complex projects may require additional time.
- **Resources:** Some projects may involve external vendors or specialized equipment, impacting timelines and costs.

For questions or to initiate a video project, please contact Peter Shand [pshand@clevelandymca.org](mailto:pshand@clevelandymca.org).