

# YFC CAMP PROMOTIONAL VIDEO MATERIALS

## Sample Script

**Greet your audience.** "Hey there!"

**Explain YFC Camp.** "Summer is right around the corner which means it's almost time for YFC Camp. Camp is such a unique experience that pulls middle and high school out of their daily routines and puts them in an environment where they can have a lot of fun, meet new friends, but most importantly, they learn about the power of God and the love of Jesus Christ."

**Add a personal touch.** "I loved going to camp growing up, and I'm so excited for the new group of campers who are going to experience that this year."

**Transition to the video.** "In just a second, you're going to see a short video that shows you just a glimpse of what camp is all about, and you're going to hear from a few of last year's campers on how this experience impacted them."

**Include a call to action (the giving link).** "At the end, you're going to find a link where you



can go to support a kid and send them to camp. It's such an awesome opportunity. So take a look!"

## Video Tips

- Make sure you are in a quiet space.
- Make sure you are standing in front of a neutral background.
- Make sure the lighting is as even as possible. (Check that there aren't shadows on your face or any distracting lights coming in from either side of you.)
- Stabilize your phone or camera using a tripod or setting it up on a stand. (Don't have someone else hold it in case it gets shaky!)
- Shoot one take and check it to see where you are standing, how the background/lighting looks, and listen to the sound quality. If something is off, adjust it and shoot again!
- Try to keep the intro between 30-45 seconds.
- Make sure to have at least 3-5 seconds before you start talking and after you stop talking so no part gets cut off.
- Have fun and get excited about camp! The more passionate you are, the more your audience will respond to what you are saying.



# YFC CAMP PROMOTIONAL VIDEO MATERIALS (CONT.)

## Sample Captions

1. YFC Camp is a place where everything changes - where students can encounter God and say "yes" to a life with Him for the first time. By breaking them out of the normal rhythms of life, YFC Camp provides a space for God to move in the hearts of campers. Want to see what that looked like last year? Check out this video! #YFCUSA #YFCCamp #WhereEverythingChanges
2. God can move in the hearts of students anywhere, but there's just something so special about YFC Camp! It provides a place for campers to have fun, make new friends, but most importantly, learn about who God is and His desire for their hearts. Here's a video that shows just a glimpse of what camp is all about! #YFCUSA #YFCCamp #WhereEverythingChanges
3. YFC Camp provides the opportunity for campers to be forever changed by the love of God. Just listen to a few of the words from last year's campers who were impacted in this video. Many of the students who want to go to camp this year need your help to get there. Would you consider giving so a young person can go to camp this year? For more information, go to [yf.cx/campfund](http://yf.cx/campfund). #YFCUSA #YFCCamp #WhereEverythingChanges
4. A week at YFC Camp can impact a student's life forever. It gives them a place to step away of normal life and hear - maybe for the first time - about God's love for them. Now is your chance to give a life-changing opportunity to a camper who needs it. Visit [yf.cx/campfund](http://yf.cx/campfund) for more information! #YFCUSA #YFCCamp #WhereEverythingChanges

*\*You may want to add a personal sentence about camp to this content as it fits*

