



CONTENT LIST

- Shopping for supplies
- Filling backpacks
- Team/group photos
- Distribution
- Testimonials

CONTENT TIPS

- Portrait mode for photos
- Cinematic mode for video (regular video is fine if you don't have this feature)
- All content vertical



KEEP IN MIND

Emotions to capture: Joy, Hope, Laughter, Joyful Tears.

We want to capture the heart and emotion and engage in the experience and story being told. We want to capture people smiling and interacting with kids and families directly. We want to be sure to show the relationship connection of the giver and receiver. A great example could be a hug between the child and their parent or the child/parent and our team, emotional moments, a kid with a huge smile wearing their new backpack, etc.

Our content for video should tell the story of seeing a need, taking action to fill the need (shopping/filling backpacks), giving hope (relationship building of giver/receiver), and the recipient being happier and on the path to a better life. Video testimonials of how we have impacted a family's life would be preferred.

Keep in mind that we are breaking fear from the stress of providing food or their child getting a good education, keeping kids in school and off the streets from gangs/violence. This is the story we want to tell.



SHOPPING SAMPLES





FILLING SAMPLES





TEAM SAMPLES





DISTRO SAMPLES





VIDEO

Please take video content in addition to photo content. Please film all videos vertically. If you have cinematic on your phone, that would be preferred, but regular video is great too!

Please try to film as many video testimonials as possible with the families receiving the backpacks with their consent.