

Video Content and Quality Guidelines

Winners of the Champion for Change Award are chosen based on the video they send us. **Your video should be no longer than three (3) minutes.** It will be judged based on the quality of your project, how well you tell your story, and the quality of the video and audio..

Video/Audio Quality (20% of score)

Videos do not need to be of a professional level but should still be of decent quality. It will be posted on our website and social media. It will also be viewed at our Annual Gala.

The most important thing is that we are able to clearly hear and understand everyone who speaks in the video. Here are some helpful tips:

- Everyone who speaks in the video must speak loudly and clearly but should not yell.
- Stand close enough to the camera (within a few feet) so they can be heard.
- Avoid filming in an area with lots of background noise, such as a busy restaurant or sidewalk with lots of street traffic.
- Review your video before submitting it to ensure the dialogue is loud enough and easy to understand.

We really want to hear and understand anyone who speaks in your video.

Your Project (40% of score)

We are looking for projects that create change about mental health in a community. Here are the parts of a successful Champion for Change project:

Your project has a mental health goal

Some common goals are:

- Raising awareness about a mental health topic
- Making it OK to talk about mental health
- Promoting understanding of differences
- Speaking up for people with mental health needs
- Working for a change in your community that makes things better for youth with mental health disorders

There are all kinds of topics your project could address, like:

- Disorders like anxiety, depression, trauma, or autism
- Promoting positive mental health for all
- Body image, self esteem, and eating disorders
- Bullying prevention
- Issues facing LGBTQIA+ youth
- Youth in the criminal justice system
- Many, many others

We are big fans of projects that have a positive mental health goal and create change in a community.

Your project makes a difference in a community

It could be as small as a group of three people or as big as the whole world. Some possible communities are:

- Your classroom, grade, or school
- Your church, synagogue, mosque, or other religious institution
- Your out-of-school groups (scouts, sports, arts, social justice group, volunteer group)
- Your city, county, state, country, or world

How well you tell your story (40% of score)

We are looking for stories that are told in an interesting and compelling way.

First, start with an introduction:

"Hi, my name is _____. I am ___ years old and I am in _____ grade."

(If this is a group project introduce all members of the group.)

Then, tell us about your project. Be specific. Give examples when you can. We need to be able to clearly imagine what it is that you are doing.

Here are some suggestions of things you could include. **Please DO NOT answer all of these questions.** They are suggestions to help you decide what is important to share about your project. Be creative in how you put your video together and tell your story.

WHAT are you doing?

What was the problem you saw, and what is the change you are working towards? What are the things you are doing to make a change?

WHO are you helping?

Describe the group you are helping.
Why does this group need help?

WHERE is the project happening?

Where are you doing the activities of this project?
Why does this place need this project?

WHEN are the activities happening?

How long has the project been going on?
How much time do/did you spend on it?

WHY is this project important to you?

Why are you working on this project?
Why do you feel the work you are doing is necessary?

HOW are you making a difference?

How do you think your project has made a difference in people's mental health?
What have you accomplished so far? What do you still hope to do?

**We want to
know what is
FASCINATING,
POWERFUL,
and
AMAZING
about your
project!**