



# **MISSIONARY VIDEO NEWSLETTER GUIDELINES**

We want to actively empower you, our churches, missionaries and staff to be able to share the Story of what God is doing throughout your ministry and inspiring people to support and uphold you and the people you are reaching. In this day and age we have seen a trend that younger generations are not giving as much and generating funding for missions is increasingly challenging. The challenge is more likely that we, the communicators, have failed to share the stories of what God is doing in relevant ways to the younger generation. Instead we have mis-labelled the trend as just younger generations not wanting to give. We want to change that by empowering you to engage people in relevant ways. So, here is tool to help you to help us do this.

How? There are only 4 relatively simple steps and one of them you are already doing. No, there is not video editing, refining or graphic design required, that is our job. Think of this as an article in a magazine; you provide the content we make it look pretty. Together we make

an engaging and inspiring newsletter that draws in people to support by following these steps:

**First:**

1. Write out your News Letter just like you do normally. Print it out or have it so you can read it.
2. Have someone video you reading the newsletter with a simple smart phone or video camera.
  - A few things to note:
    - When using a phone remember to hold it sideways or “landscape” so your video is orientated to fit most normal TV screens.
    - Avoid using a laptop webcam if possible, this is a lower quality camera
    - Have a non-busy wall or background but stand at least 1 meter away from the wall, this prevents an unwanted “dark halo” from your shadow.
    - You don’t need special lighting, but bright room is best for lighting.
    - Look at the camera lens, find out where that is. It is okay to look down at your paper but look up regularly and at the lens.

**Then:**

3. Video some action shots (events while they are happening, not staged or anything).
  - Standing off to the side and videoing things like kids participating in a class discussion or running around playing soccer, a group of women praying, men studying the Bible, people making food for an event or working on a building project or whatever the situation may be. Action is the best.
4. Send the videos, the video newsletter & newsletter sheet to the Social Media Director via WeTransfer.com (A large file transfer online software with no sign up)
  - You can email those videos to anyone at the EMMC office via [info@emmc.ca](mailto:info@emmc.ca)
5. Social Media Director will compile into a Video Newsletter with a call to action at the end.

This Missionary Video News Letter will be utilized on the EMMC Website & Facebook and will be the leading image for the article posted on the website.

PLEASE think of this video as the same way you use an Envelope to send your newsletter. It is your story inside it, the envelope is the way that it gets to those you want to share it with. Video is the most sought after and responded to media, it is just a fancy envelope.

**OUR GOAL IS TO EMPOWER YOU TO TELL CHRIST’S STORY  
AS HE WORKS THROUGH YOU AND YOUR MINISTRY!**

Please consider helping us help you by taking these few additional steps.

If you have any questions or need assistance please contact our Social Media Director;

Peter Serger  
Social Media Director  
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[www.emmc.ca](http://www.emmc.ca)



How much more will your Father in heaven give the Holy Spirit to those who ask him! – Luke 11:13b

***Inspire...Equip...Develop...***