

## Video Script Template

### Introduction and aim

Hello, I'm ... and my goal is ...

### Context

What inspired your idea?

### Your idea

Describe your idea. It can help to summarise it first and then go into more detail.

### Your team

Introduce the people who are working on the project with you. What is their name, involvement, particular skill, etc.?

### Testimonials

Try and get a video interview or recorded quote from someone that already supports your idea.

### Why are you crowdfunding?

How much are you trying to raise? What will you spend the money on?

### How to get involved

Why should the crowd make a pledge? What difference will their contribution make to the community?

### How to make a pledge

Tell people how and where to make a pledge. Something along the lines of this works well:

"We've got lots of rewards to say thank you for your amazing support. Crowdfunder is an all or nothing platform so if we don't reach our target we won't get anything!"

### It's not the end...

Leave people with a **call to action** and make it easy for them to pledge by putting your project page's URL at the end of the video.