



Bonner Video Project

Greetings Bonner Network!

The Bonner Foundation is pleased to present the Bonner Video Project as part of our Serve 2.0 Initiative, using social media tools to **enhance** and **advance** a culture of service in our nation's colleges and universities.



Video is one of the **best tools for communication** out there today. A combination of images, interviews, story, and music: a good film **educates**, **convinces**, and **inspires** its audience. As Bonners, we want to harness the power of video, and use it as a tool to tell our story, to share our experience, and to inspire others to **“join the count.”**

Bonners are in a unique position, college students who have access to the community. As a network, we serve intensively in soup kitchens, after-school programs, and refugee centers. Bonners come face to face everyday with America's struggle over equal education, hunger, homelessness, immigration, equal rights, and the list goes on... Is it possible to **convert our passion**, understanding, and experience in these issues into films that educate and **inspire other college students to get involved?** And then once we've created a film that accomplishes these things, where do we put it so that people see it? **How do we share it with others?**

The Bonner Video Project was conceived as a framework for our schools, a way for our students to explore the power of film as a tool for communicating passion and purpose. We expect nothing less than **quality films** from our participants: **films that are well-thought out, purposeful, creative, and fun.**

Please read the following guides carefully, they will help **structure your videos**, help your program to think through important aspects of film-making so that your videos become **effective tools** in enhancing and expanding a culture of service on your campus and in your community.



We are excited you are participating in the Bonner Video Project, and can't wait to see the **great work you create!**

**Very sincerely and excitedly,
The Bonner Video Team!**



Bonner Video Project

The four assignments of the Bonner Video Project are:

1. A Bonner Program Campus Profile
2. Community Partner Profiles
3. Using film to enhance Training and Enrichment
4. Issue Awareness Films



Every school can submit **up to three videos in each of the above categories**. Please make sure that your videos accomplish the following:

A Bonner Program Campus Profile:

This video is your campus' opportunity to share the great work you do, to educate others about the significance of your work, and to give others the opportunity to get involved in service. Remember, this video is a tool for your program: use it for recruitment of new Bonners or to explain your mission to potential Community Partners.

This video should clearly communicate what your program does and who it effects. It should be designed for an audience as varied as your university's president to a parent of a future Bonner student. Be creative in this process, but please keep in mind the following:

1. Does this movie effectively communicate its purpose to its intended audience?
2. Is this movie well-thought out and within the time constraints of 3:00 minutes?
3. Do you enjoy watching this movie? Is it fun, clever, artistic?

Community Partner Profiles:

These videos should be made in complete collaboration with the community agencies you are profiling. From the beginning brainstorm to the finished product, this video's purpose, audience, and creative structure should be agreed upon by both the Bonners creating the film and the Community Partner profiled in the film.

As far as purpose for this video, the film should be designed to serve the needs of the Community Partner, whether that be recruitment, publicity, issue awareness, etc. When creating this video ask yourself the following questions:

1. Who is the audience of this film? Where will it be viewed? (online, at the partner's website? on the Bonner website? etc.)
2. Is this movie well-thought out? Does it clearly communicate its purpose to its intended audience?
3. Is the Community Partner satisfied with this film? Is it enjoyable to watch?



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Training and Enrichment Videos:

How can video be a tool to enhance Bonner Leadership and Development? We are excited to see the creative ways in which campuses use video for reflection and training. Ideas for this: a video outlining how to plan a campus community service day or a video training college students about effective ways to teach 4th graders about Martin Luther King Jr.

The possibilities for this video category are endless, but when creating these videos, please keep in mind the following:

1. Is this video useful to your program? Does it meet a training need for your Bonner program?
2. Does this movie effectively communicate its purpose to its intended audience?
3. Is this movie well-thought out? Is it creative and enjoyable to watch?

Issue Awareness Videos:

Pick an issue that you encounter while doing your community service and make a video that educates and encourages others to get involved. It could be something as specific as test achievement gaps for third graders in your county to something as broad as national homelessness. This is your opportunity to educate others about the issues that inspire you to take action and motivate you to serve.

Please consider making this video about the same as the issue brief your school is writing. When making this video, keep in mind the following:

1. Have you done your homework on this issue? Are all facts and figures presented in the film accurate and attributed to the correct agency?
2. Is this movie well-thought out and within the time constraints of 3:00 minutes?
3. Is this video compelling? Does it accomplish its purpose and inspire its audience?

Please check the Bonner Video Project Wiki periodically for updated resources. Also, when in doubt about anything, please contact Annie or Becky at the Foundation. We are here to answer your questions and give you pointers on how to create great, worthwhile videos!



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