

Membership Video Contest

National Chairman

Bonnie Sopher

Senior National Chairman

Cyndy Sweeney

Objective: Promote membership in C.A.R. by placing a video on YouTube

Program: Produce a video exemplifying the experience that is C.A.R.

Directions:

1. Decide the market (to whom you want to appeal) for your video: senior leaders, members, or both
2. Decide what you want to present to that market:: activities in which members participate, benefits of being a member, fun that is experienced, new knowledge a member gains, etc.
3. Don't use any copyrighted characters (historical individuals like presidents are acceptable), songs, or logos
4. Make a video almost like a commercial: 30 seconds at least, no longer than 3 minutes.
5. Complete permission slips for all who are involved.
6. Mail the permission slips to National Headquarters.
7. Email the video to the Senior National Chairman via regular email or Dropbox. to caradcontest@gmail.com

Contest:

First Place	\$300
Second Place	\$200
Third Place	\$100

Deadline: Received by June 1, 2017.

Videos will be judged according to criteria to be a finalist. Finalists will be shown on the regional tour and placed on YouTube. Number of views will be considered in choosing winners. The committee will announce winners and award prizes on August 14, 2017.

Membership Video Contest

- What:** A video to illustrate the concept “C.A.R.”
- When:** Entries must be submitted by June 1, 2017
- Who:** Any C.A.R. society may enter
- Why:** To let everyone know what C.A.R. is and what it does
- How:** By making a video to be placed on YouTube

Background: Go to YouTube and search for “Question Madness” by Northface. Northface sells clothing for all ages and equipment for outdoor activities. If you view this video, you will see their products. You also will understand that this video is marketed to those who participate in outdoor sports. In reality, the video is a commercial to get people to buy their products.

YouTube is a source for free publicity and education about a topic. Have you ever heard of Justin Bieber? He made a video and posted it on YouTube. People saw it; liked his talents; and he became a music sensation. Our organization needs to become more well known and needs to let the C.A.R. story be told.

Videos can be made very inexpensively with a smart phone, and many people know how to make them.

CREATIVITY

ARTISTIC EXPRESSION

REPRESENTATION OF MEMBERSHIP

Membership Video Contest Form

Title of video _____

Video is being entered by

___ individual Name _____

OR

___ society Name of Society _____

Address _____

City _____ State _____ Zip _____

Name of Senior Society President _____

State Society _____

Have you sent the permission slips for all individuals involved in the video to N.S.C.A.R. Headquarters postmarked by June 1, 2017? _____

Email (may use Dropbox) this entry form and the video to the Senior National Chairman at caradcontest@gmail.com by June 1, 2017.



“Good citizens cannot be made suddenly. They must grow...”
Harriett Lothrop, founder of the N.S.C.A.R.