

# Families of Freedom Testimonial Tips

## Ways to Participate

### **Submit a still photo + written testimonial**

- Send a recent, high resolution photo of yourself
- Follow the Tips for Camera Setup outlined below
- Submit a 50-100 word written statement that follows the Tips of Sharing Your Story outlined on the next page

**OR**

### **Submit a video testimonial**

- Shoot a video of yourself using your smartphone
- Follow the Tips for Camera Setup and Tips for Appearing in Video outlined below
- Share a 50-100 word written statement that follows the Tips of Sharing Your Story outlined on the next page

**AND...**

- Sign the release form
- Let us know if we can contact you with requests for additional images or information

## Tips for Camera Setup:

1. Orientation: Be sure to orient your phone horizontally (aka in landscape mode).
2. Look for Good Lighting: Generally speaking, natural light is the best light. When shooting video indoors, look for a room with lots of windows. Try standing next to a window, or in front of one so that the light hits your face or side. Avoid having a window or light source behind you. subject, since you will look silhouetted.
3. Stabilize Your Camera: When holding your phone, try using two hands. Or better yet, prop it up against something so that you can focus on your message. If you live with another person, you could also ask them to be your videographer.

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Scholarship  America.

**Families of Freedom  
Scholarship Fund.**

## Tips for Appearing in Video:

1. Be Natural: We know it's easier said than done, but really, we want you to bring your true colors to the screen. Don't feel pressure to dress, pose or speak a certain way (but keep in mind that a future mentor or employer might see this someday).
2. Avoid Audio and Visual Distractions: If possible, try to record your video in a place that doesn't have a lot of background noise or activity. This will improve our ability to hear you and see you, and your ability to concentrate!
3. Plan Your Response: Take a minute or two to think about what you plan to share. There's absolutely no need to memorize anything, but it is helpful to feel comfortable with your plan before pressing the record button.

## Tips for Sharing Your Story:

1. Give Us Some Background: Introduce yourself by sharing your name, school and major. Then tell us a little about how your family was affected by 9/11, and how it continues to affect your life today.
2. Tell Us About Your Education Journey: If possible, be specific about the impact that the Families of Freedom Scholarship Fund has had on your life. In what ways has the financial, social or emotional support helped you? How might your dreams for your education and/or your future be different?
3. Step Up for Others in Our Family: This is your chance to help the remaining 3,000 students who are part of our scholarship program get the financial support they need, and you personally experienced yourself. If you feel comfortable, we would love to know what you would say to a future donor, to explain the importance of finishing what we started 20 years ago.