



Ritual Video

Ritual can mean something different to everyone, but in some way it will be similar. Ever wondered what those in your alumni/ae chapter think about the meaning of Ritual? Putting together a video compilation will tell you just that!

This video can then be posted online and used as a recruitment tool, shared at an upcoming Founders' Day celebration, shared with alumni/ae and the inter/national headquarters.

Instructions

1. Locate a member in the chapter or a relative or friend of a member that has video editing skills they will donate to the project.
 - Be sure to talk with them and find out in what video format they need the testimonials.
 - Each testimonial should be its own file.
2. Locate a video camera to use for interviews.
 - A digital camera might work if it is a newer camera and has a record video option.
 - Make sure to test it first and that the quality is acceptable.
3. Locate a quiet location(s) to record members.
 - Make sure to test the location(s) with the selected video camera and that the quality is acceptable.
4. Announce the recording times and location(s) to members of the alumni/ae chapter or alumnae panhellenic.
 - Limit the testimonials to 20 seconds each.
5. Record as many people as possible so there is a large variety of testimonials to choose from.
 - When recording, ask each person to say their name and chapter before their testimonial which can be used in the post-editing stage to print/type/show to share the person's name and chapter (state their name and position in chapter if the video is one single chapter).
 - Each testimonial should be its own file.
6. Share all video testimonial files with the video editor.

7. The video editor will mix the video testimonial clips together and can add video effects and background music.
 - The name and chapter (name and position in chapter if the video is one single chapter) of each person can also appear in the video during their video testimonial clip.
8. Once there is a final video, share it!
 - If the video is a chapter video, share it with the chapter, post on the chapter website and social media outlets, share with the inter/national headquarters and with local universities that have a fraternity/sorority community.
 - If the video is a compilation of members of your alumnae panhellenic share it with your NPC area advisor, local college panhellenic organizations, post it on your website and social media outlets.