

BeADonor Month Footage Tip Sheet

Thank you for your commitment to raising awareness about organ and tissue donation during April's BeADonor Month! Your efforts play a crucial role in educating the public and inspiring action.

To enhance our advocacy efforts, we kindly request your participation in filming video footage for our BeADonor Month wrap-up video. This footage will capture the essence of advocacy activities and help us reach a broader audience. It will be used in our newsletter, social media, email marketing and possibly be posted to our website. Below are the details and guidelines for filming:

Filming Requests:

1. **Personal Testimonials:** Film yourself facing the camera and answering prompt questions provided below. These testimonials will offer a personal touch and insight into the importance of organ and tissue donation.
2. **B-Roll Footage:** General video footage of you engaging with individuals at information booths or advocacy events, discussing organ and tissue donation, and asking questions. Please note that audio from these clips will likely not be used. To protect the anonymity of the individuals you are speaking to, please aim to avoid showing their faces. We should really only see your face in this footage.

Filming Tips:

- Film horizontally (landscape mode) for optimal viewing on various platforms.
- Utilize natural lighting whenever possible to enhance visual quality.
- Ensure a stable camera position to avoid shaky footage.
- Position yourself in a quiet environment to minimize background noise when filming testimonials.

Prompt Questions: Feel free to use the following questions, or create your own prompts if you prefer:

1. What makes you passionate about donation?
2. If you are a recipient, how has organ and tissue donation changed your life?
3. If you are the family member of a donor, how has donation impacted your journey with grief?
4. Why should someone be an organ or tissue donor?

Contact Information: For inquiries or to submit your video footage, please contact Shelly Totino at shelly.totino@ontariohealth.ca.

About BeADonor Month: BeADonor Month is an annual campaign held in April to raise awareness about organ and tissue donation and encourage individuals to register as donors. Throughout the month, various advocacy events and initiatives take place across Ontario to promote the importance of donation and honor the generous donors and their families.

Thank you for your dedication to this important cause. Together, we can make a difference and save lives through organ and tissue donation.