



ACTION FOR ALICE: SHARE YOUR STORY

The ALICE data is more than an eye-opener or a history lesson, it presents opportunity. Armed with the data, every member of our community can take action to remove the barriers keeping individuals and families from achieving financial stability. Help us inspire others to act to improve life for ALICE and all in our community.


Please record a 15–45 second smartphone video clip sharing how you are taking action for ALICE.

Think about how you have taken action or plan to act in your personal life, in a professional capacity or both. Then practice filling in the blanks in the sentences below. We've provided instructions below on how to shoot and send your video to us. Your videos will be used both in social media efforts as well as during promotional events to spur others to action.

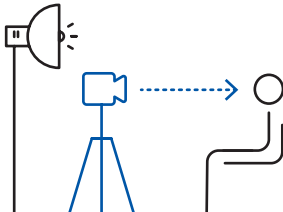
STEP 1: FILL IN THE BLANKS. *(15-45 seconds per sentence)*

- 1** I act for ALICE by _____.
- 2** I will act for ALICE by _____.
- 3** I am inspired to act for ALICE because _____.

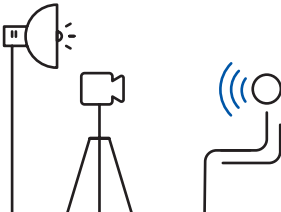
STEP 2: HERE IS HOW YOU DO IT.



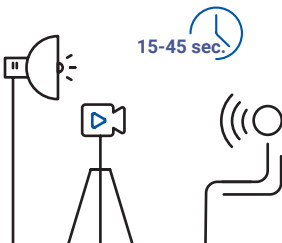
LIGHTS! Choose a well-lit area. The best lighting will be in front of the person on camera. No shadows should appear on the face. Overhead and bright lights that are behind the person do not video well.



CAMERA! Very important— place your device horizontally on a flat surface to keep it steady. Position the camera at approximately head height so you are looking straight into it, not up or down.



ACTION! Speak clearly and loudly. Avoid loud background noise, such as nearby conversations, computer typing, or fans.



TIMING! Do a 30 second test and play it back. When ready, make sure to shoot a 15-45 second smartphone clip for the sentences above.

STEP 3: HOW TO DELIVER IT. **EMAIL YOUR VIDEO**

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QUESTIONS?
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