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Help us to create a new presentation video for AIC

Dear AIC volunteers,

We are pleased to write to you today as we would like to **create a new video presenting AIC's activities**, and we need your help to create it.

Using this modern communications tool, we would like to present our international network in a dynamic and inspiring way that reflects our identity and our actions on the ground.

The video has two main objectives: to inspire an external audience to support us and/or to join us.

How you can help us to create an unforgettable video:

- **Send us short video clips showing activities that you carry out on the ground with your beneficiaries.** For example: beneficiaries attending a training course, tending a community vegetable garden, taking part in a cooking class, volunteers visiting elderly people, etc. Whatever your activity, send us your video clips, so that our new AIC presentation video can reflect the diversity of our actions around the world!
- You can also film **short testimonies** in which beneficiaries or volunteers tell the camera: *"To me AIC stands for..."* (choose one word)
- Before you start filming, always first **make sure that the people you want to film and the parents of the children you want to film allow you to do so**, as the video will be published on the Internet.
- Do not hesitate to wear your uniform or clothes with the AIC logo if you have some. This will make it easier for viewers to tell apart volunteers and beneficiaries.
- On this occasion, we ask you to **only send us videos (not photos)**. It is best to **film horizontally (not vertically)**, as this is the most suitable framing for sharing the video on YouTube. By clicking on the following link, you will find some examples of files we have received and that are just what we are looking for. You will also find a PowerPoint presentation with tips to help you film good quality video clips: <https://drive.google.com/drive/folders/1J7-2l4kp8Nv1RIgHD9LJLyJmmj1-bgo?usp=sharing>
- Do not hesitate to ask younger people for help, as they are often very comfortable in this area. You can also contact the AIC Secretariat if you have any questions.

Please send us your video files by June 30th, 2024, by WeTransfer or Google Drive to the address info@aic-international.org or by WhatsApp to +32/479.80.63.28.

AIC will then edit and share the new video in English, Spanish and French.

Many thanks in advance for your active participation.

With our very best wishes,

Gloria Amparo Benítez, AIC Projects Coordinator
Bénédicte de Bellefroid, Communications Coordinator
Noora Puolamaa, Communications Assistant