



## Video Shot List

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- » Establishing shots of event location (include Lions signage)
- » Active service taking place at the event
- » Lions interacting with participants, recipients, community members, etc.
- » Short quote from Lion briefly explaining what is happening at the event
- » Lion talking about what this means to them and how it makes them feel
- » Recipient talking about what this means to them and how it makes them feel
- » Camaraderie among the Lions (high-fives, fist bumps, etc.)
- » End slate with LCI logo (add your local Lions website URL)

### Key Messages/Themes

- » Lions meet the needs in their communities. (We serve where we live.)
- » Being a member of a Lions club is a way to make a difference while making friends.
- » Lions have fun while helping others.

### Purpose

- » Your video is a dynamic way to share your story. It should feature your event/service while sharing why you have undertaken this specific cause and project.