

requesting a Thankview campaign from central donor relations

How much time does CDR need in order to produce a ThankView?

Turnaround time really depends on what type of ThankView you are trying to produce. If you provide a pre-produced video by a videographer (like what was used for the Week of Gratitude video in April 2020), the timeline would be shorter (on the ThankView-end of things). If you are requesting a video to be made by one or multiple individuals that would be used in your message, the timeline is extended because you are giving those individuals some lead-time to record their videos. I would typically give someone 2 weeks for turnaround on that, but that is generous, and can be done much more quickly depending on the responsiveness of the individual recording the message. Then, once we have everything that we need to create the ThankView campaign, we can turn it around in 3-5 days depending on workload. Those days would also include you receiving a test message to make sure everything looks exactly the way you want it to before sending the “real” message out to your recipients.

What are the “things to know” as I plan for my ThankView?

- The **maximum video** length is 5 minutes
- **Video format** should be .mov, .avi, or an mp4 file
- Messaging that appears underneath the “envelope” has a **2500-character limit**...plan for less.
- Time Consideration for **Closed-Captioning** – If your ThankView campaign is being sent to 50 or more recipients, we will need to add closed captioning to the video through ThankView. This requires planning for at least a 24-hour turnaround. Please factor that into your target date for sending!
- Email blasts going to 50 or more individuals should be coordinated and approved through the Alumni Association using the email request form found at this link <https://alumni.clemson.edu/internal-email-request-form/>. ThankView messages should be included on the **Alumni Association Communications Calendar** <https://app.smartsheet.com/sheets/F3pqGwGxQWV43g65F8VX9wmpchXpQh9C23m7CRm1?view=grid>. This will help ensure proper management of large email communications and minimize multiple emails in a single day.

What general information/materials do I need to provide to CDR?

- **Target Send Date** – Please provide us with the date you want your ThankView campaign to be sent after you get approval from Alumni Association Communications Calendar.
- **Excel Spreadsheet**- An Excel Spreadsheet needs to be provided with First Name, Last Name, Look Up ID, and Email Address for all the recipients who you want to receive it. Please make sure solicitation codes are considered in your lists.
- **Message** - There is an area where a message can be included underneath the “envelope”. We would need this finalized text from you.
- **Pictures/Graphics/Logos** - If you want any individualization with college/unit branding or specific pictures, we would need all of that provided. This is an Intro. option that ThankView provides that would appear before your video starts.

What detailed information do I need to provide for my ThankView campaign to be created?

- **Email Subject Line:** What is the subject line of your email message? (Ex: A Week of Gratitude Video from Clemson University)
- **Email Message (This is a short text):** (Ex: Here's a special video just for you from Clemson University!)
- **Sender Name and Sender Email Address** - From whom do you want the ThankView email message to appear to be sent?
- **Email Responses** – If a recipient replies to the ThankView email message, where do you want those replies to go? The default is our donor relations email account (donorrelations@clemson.edu).

What instructions should I provide to the individuals recording videos via the ThankView platform?

- When a video reply request is sent to someone to record a video, ThankView will walk him/her through the process. There are tips for recording provided by ThankView listed under "How Do I Record A Video?"
- You may want to make suggestions for what the subject of your video wears when recording. (Clemson apparel, etc...)
- Hats would not be a good choice, as they will create a shadow on the face.
- Record video indoors. Some tips:
 - o Place a light source in front of you so that your face is clearly seen. This could be natural light by sitting in front of a window (FACING the window, not with the window in your background), good overhead lighting in a room, or you can move a lamp (either a floor lamp or table lamp) in front of you (behind the camera/computer/phone). If you need to remove the lampshade to enhance the brightness, that's fine (the lamp won't be on camera). The goal here is for your face to be well lit.
 - o Try to use warm and natural light rather than harsh white light.
 - o For backgrounds, avoid sitting/standing in front of a window with direct sunlight or another bright light source. Remember, you want to be FACING the window.
- If you do Record Outdoors...try to be in complete shade...not dappled light from the sun.
- Find a QUIET location. The quieter the better! No music or distracting sounds in the background.
- The video should be shot in "landscape mode." In other words, turn your phone or device horizontal for a wide 16x9 look, NOT vertical.
- The further you are from the camera, the harder it will be to hear your words.
- Try to focus yourself in the frame so that you are waist up with your head fully in the frame. Try not to position your laptop/device so that it is recording upward towards your face and your ceiling is taking up a large portion of the frame. We want to focus on YOU, not the ceiling fan in the room.
- The background should be fairly plain and bright colors usually work best.