LAMPLIGHT ADULT LITERACY · EXPLAINER STORYBOARD

What we do, in 60 seconds.

One minute for the homepage and for grant reviewers. Busy people, not sad ones. No learner faces: every person is a drawn figure.

Runtime

1:00, eight frames
136 spoken words
about 143 words a minute

The four facts

Free, one-on-one.
The learner picks the goal.
It works around work.
People are waiting.

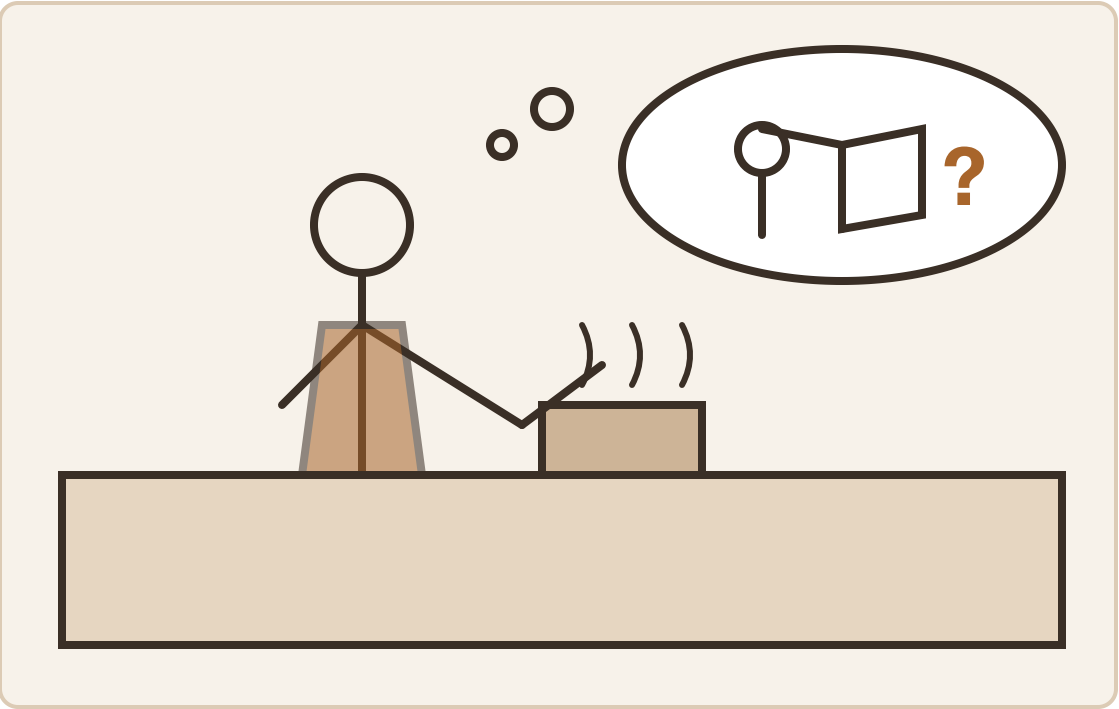
In this kit

Storyboard (this file)
Script + voiceover notes
Captions file (.srt)

Numbers to confirm before recording: 140 learners, 62 tutors (last program year), 38 on the waitlist (now).

Frame 1 · The person

0:00 – 0:06



VOICEOVER

"Imagine running a kitchen crew all day, and never once reading your kid a bedtime story."

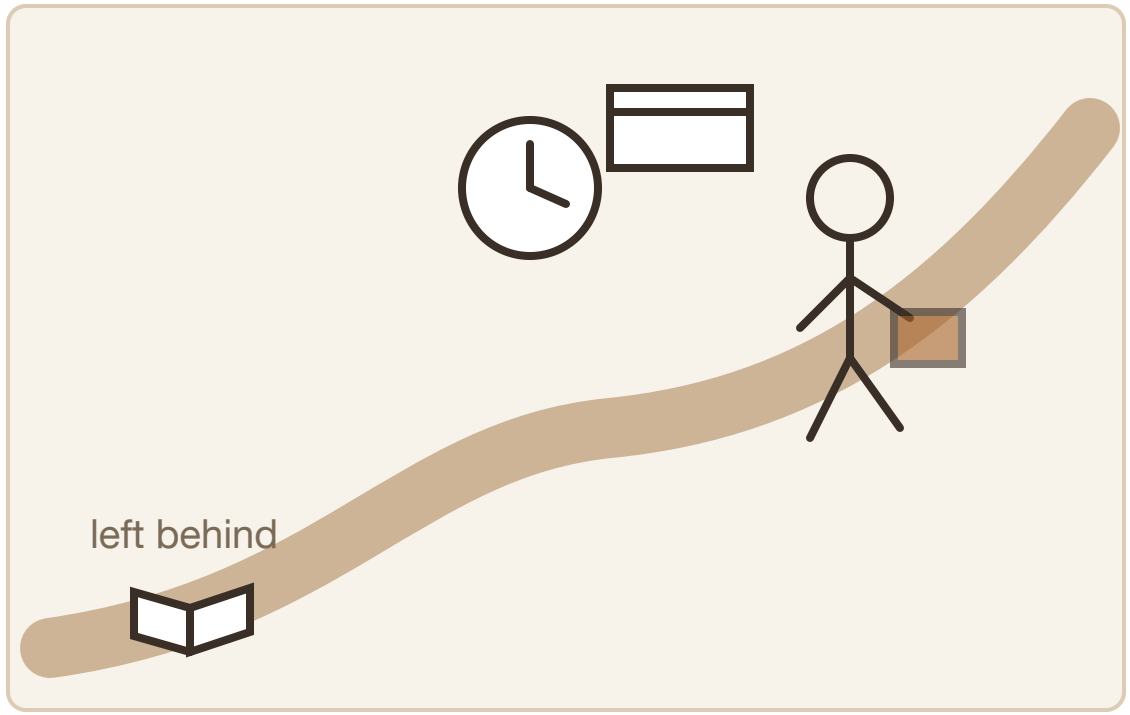
ON SCREEN

Some adults never got the chance.

Shot: cook at the stove, confident, busy. Thought bubble pops in on "bedtime story." She is good at her job; that is the point.

Frame 2 · Why

0:06 – 0:14



VOICEOVER

"For many adults, reading stopped somewhere along the way. Not for lack of smarts. Life just got in the way."

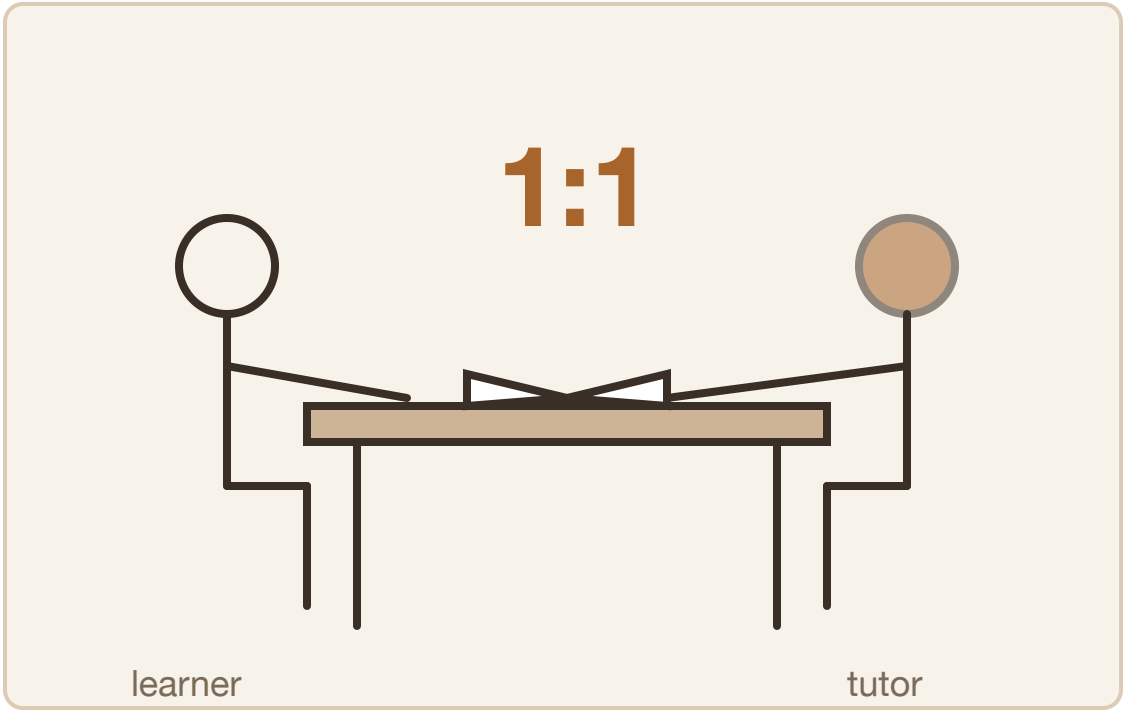
ON SCREEN

Reading stopped. Life didn't.

Shot: a book left on the road behind; the figure up ahead carries a lunch box, with a clock and a calendar overhead. No blame, just life.

Frame 3 · What we do

0:14 – 0:22



VOICEOVER

"Lamplight Adult Literacy pairs each adult learner with a trained volunteer tutor. One on one. Free. Two hours a week."

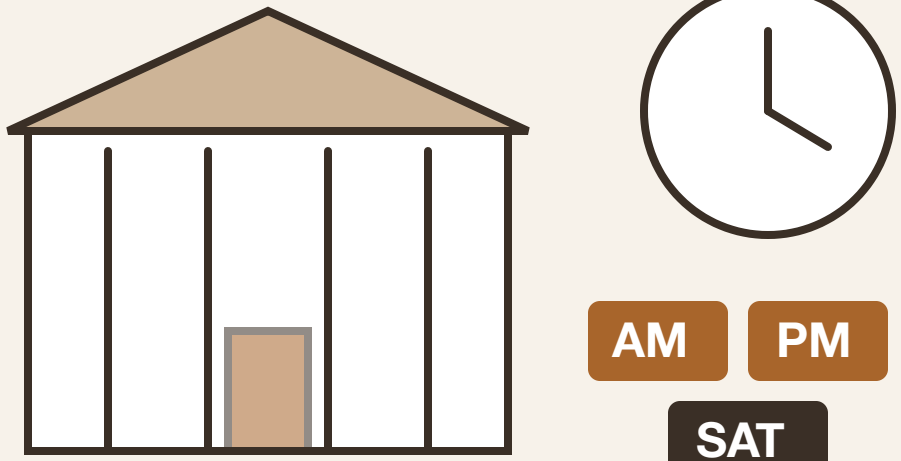
ON SCREEN

1 learner + 1 tutor
Free · 2 hours a week

Shot: the two at a table, one book between them. Tutor in the brand color. Text builds line by line on "One on one. Free. Two hours."

Frame 4 · Where and when

0:22 – 0:29



VOICEOVER

"We meet in library branches and community rooms, mornings, evenings, weekends. Whenever work allows."

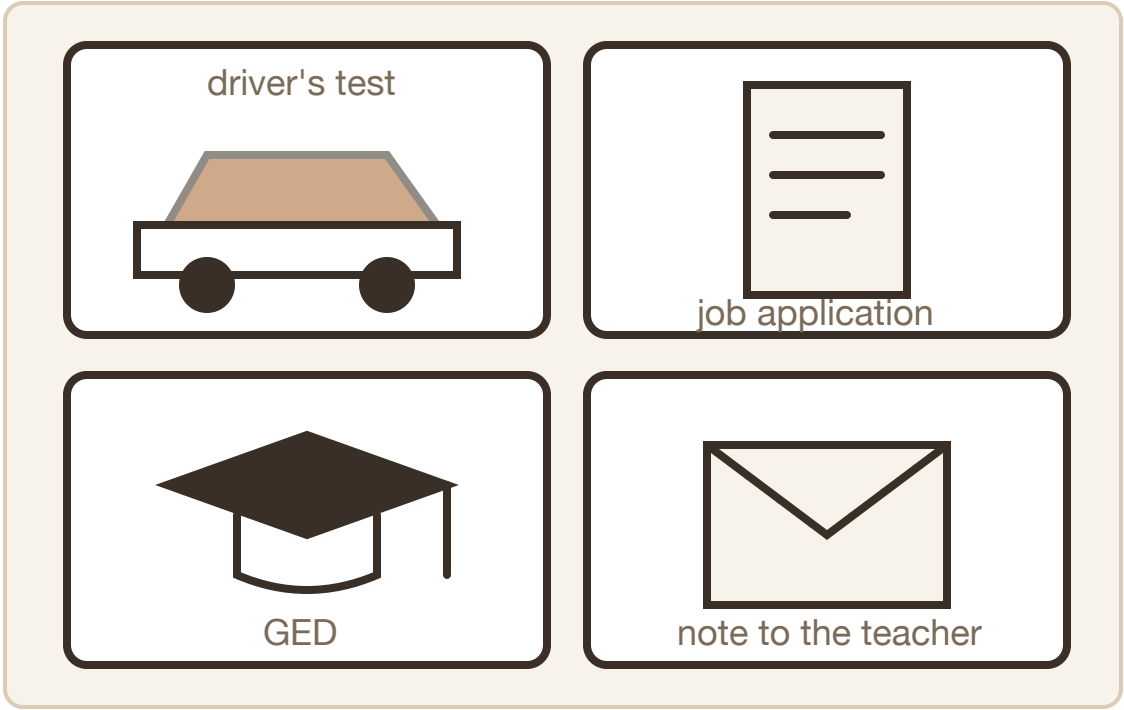
ON SCREEN

Libraries & community rooms
Mornings · evenings · weekends

Shot: library facade, clock hands spin, the three time tags drop in on each word.

Frame 5 · Their goal

0:29 – 0:37



VOICEOVER

"Learners pick the goal. A driver's test. A job application. A GED. A note to their kid's teacher."

ON SCREEN

Their goal. Not ours.

Shot: four tiles flip in, one per goal, on the beat of each phrase. Hold the last tile a half-second longer.

Frame 6 · Proof

0:37 – 0:45

62

volunteer tutors



140

adult learners



last program year

VOICEOVER

"Last year, 62 volunteer tutors worked with 140 adult learners. Every tutor trained before their first session."

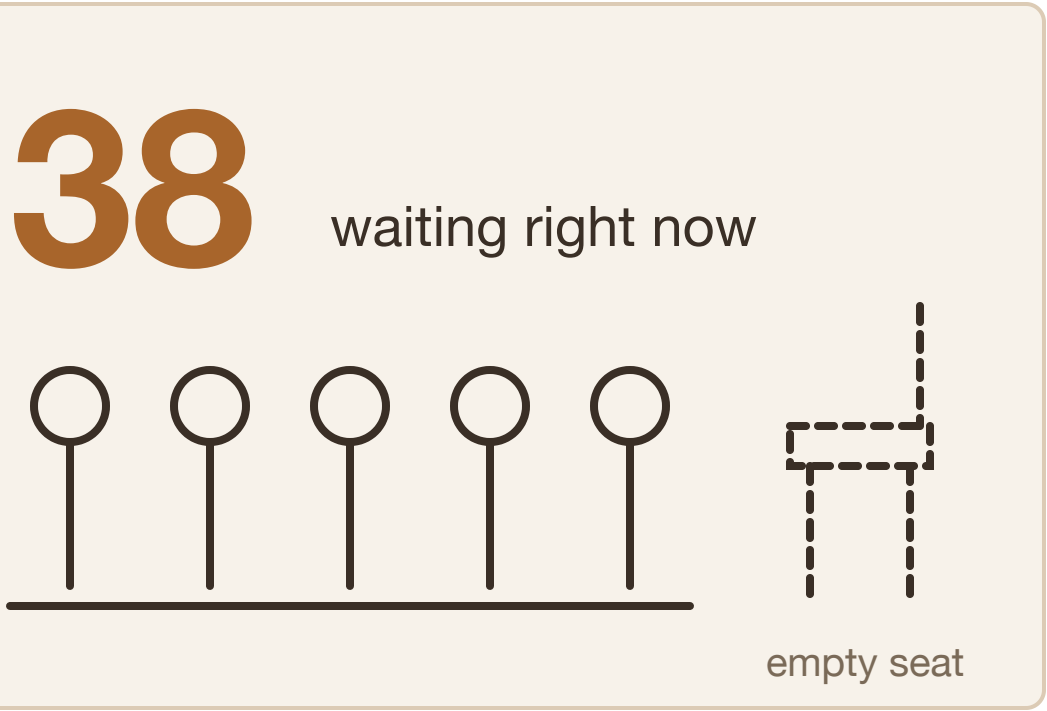
ON SCREEN

62 tutors · 140 learners (last program year)

Shot: numbers count up from zero. Keep "last program year" on screen; reviewers check what a number covers.

Frame 7 · The need

0:45 – 0:52



VOICEOVER

"But 38 adults are on our waitlist right now, waiting for a tutor."

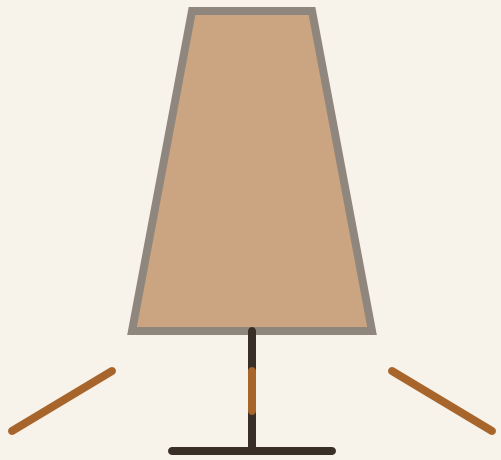
ON SCREEN

38 adults waiting

Shot: a line of people on a bench, one dashed empty tutor's chair. Slowest frame in the video: let it sit.

Frame 8 · The ask

0:52 – 1:00



Tutor

Refer

Fund

[your-site.org]

VOICEOVER

"Become a tutor. Refer someone you know. Or fund a match. Lamplight Adult Literacy. Reading, at any age."

ON SCREEN

Tutor · Refer · Fund
[your-site.org]

Shot: the lamp logo glows on. Hold the end card 2 full seconds after the last word so the address can be read.

VOICEOVER IN ONE SITTING

- Reader: the director or a tutor. Warm, unhurried, like telling a neighbor.
- Phone, in a closet or a car: clothes soak up echo.
- Phone 8 inches away, slightly to the side.
- Three full takes; keep the one that sounds most like you.
- Lean on: "never once", "Free", "Their goal", "right now".
- Pause one beat before "But 38 adults".

BEFORE YOU PUBLISH

- Confirm 140, 62 and 38 against your records.
- Swap [your-site.org] for the real address.
- Upload captions.srt with the video (homepage player and video host).
- On-screen text sits top third; captions bottom. They never overlap.
- Music under the voice, quiet; none in Frame 7.
- Grant forms: paste the link; title it "What we do in 60 seconds".