STEADY PAGE LITERACY · JANUARY DONOR THANK-YOU

Thank you, out loud.

A 45-second video to send donors instead of the January letter: the script, an eight-shot cut plan from the fall classroom clips, the on-screen text and the captions.

45 sec	8 shots	0 faces
Upright 9:16, made for phones	6 from your clips, 2 to film fresh	No child's face on screen: hands, books, backs of heads

With this plan: captions.srt (exact words and times), cut-plan.csv (for the volunteer editor), january-email.html (paste-ready donor email).

THE SCRIPT

Reads in 45 seconds at an easy pace

0:00 *[child sounding out]* "B... big. Big dog."

0:04 Hi, it's [Your name] from Steady Page. This fall, you gave 140 kids a reading buddy.

0:10 Twice a week, thirty minutes, one book at a time.

0:16 Our 62 volunteer tutors have logged over 3,000 sessions since September.

0:22 And every child picked a book to keep at home.

0:28 *[child reading]* "The big dog ran up the hill." That's what your gift sounds like.

0:35 From our tutors, our teachers, and every reader at that table: thank you.

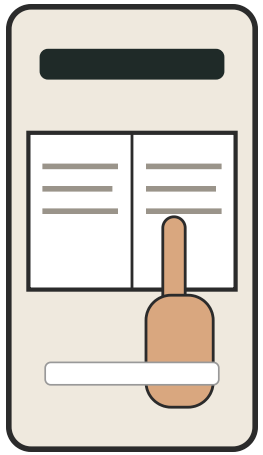
0:41 See you in the spring.

Recording your voiceover

1. Use the phone's voice memo app in a parked car or a closet full of coats.
2. Phone a hand's width from your mouth, a little off to the side.
3. Read it three times. The third is usually the keeper.
4. Pause a full breath between lines so the editor can slide them.
5. Smile on "thank you." It shows.

> Line 2 is filmed as a selfie (frame 2), so that one line comes from the clip, not the memo.

Open on a kid, not a mission statement



1 · 0:00-0:04

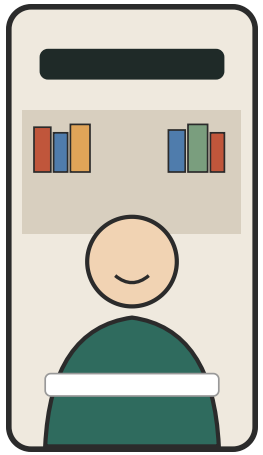
SOUND

Child sounding out: "B... big. Big dog."

ON SCREEN

This fall, because of you

Clip 07. Close on the finger under the words. Start on the first sound.



2 · 0:04-0:10

SAID (ON CAMERA)

"Hi, it's [Your name] from Steady Page. This fall, you gave 140 kids a reading buddy."

ON SCREEN

140 kids. 4 schools.

Film new: you, selfie, in front of the book bins. Use this clip's sound.

Show the work, then the number



3 · 0:10-0:16

VOICEOVER

"Twice a week, thirty minutes, one book at a time."

ON SCREEN

2x a week. 30 minutes.

Clip 02. Tutor and child from behind. Skip the first 2 seconds (camera settling).



4 · 0:16-0:22

VOICEOVER

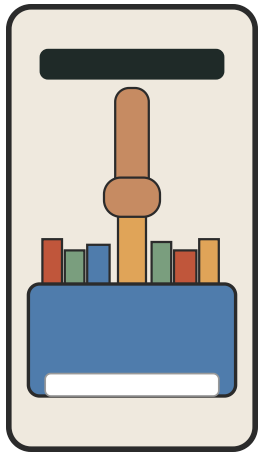
"Our 62 volunteer tutors have logged over 3,000 sessions since September."

ON SCREEN

3,000+ sessions

Film new: the session log binder, open, phone moving slowly toward it.

The book home, then the payoff



5 · 0:22-0:28

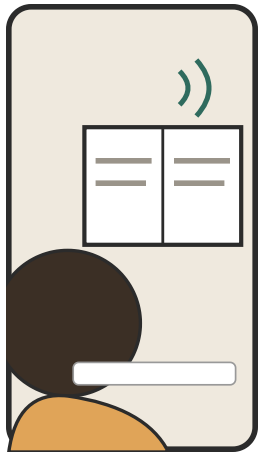
VOICEOVER

"And every child picked a book to keep at home."

ON SCREEN

140 books went home

Clip 11. A hand choosing from the book bin. Use the moment the book lifts out.



6 · 0:28-0:35

SOUND, THEN VOICEOVER

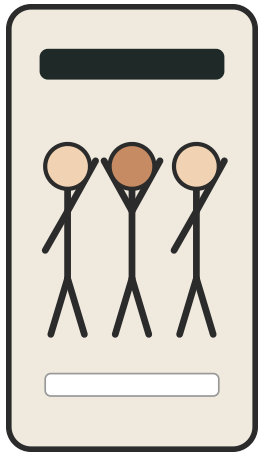
Child reads: "The big dog ran up the hill." Then: "That's what your gift sounds like."

ON SCREEN

Nothing. Captions only. Let it breathe.

Clip 09. Over the shoulder. Voiceover starts after the child's last word.

Thank them, then stop



7 · 0:35-0:41

VOICEOVER

"From our tutors, our teachers, and every reader at that table: thank you."

ON SCREEN

Thank you.

Clip 13. Tutors waving at pickup. Crop in so only adults are in frame.



8 · 0:41-0:45

VOICEOVER

"See you in the spring."

ON SCREEN

Steady Page Literacy

End card made in the app: brand color, name, "Thank you for reading with us." and [your-site.org]. Hold 4 seconds.

FOR THE EDITOR

Which clip goes where

1 · clip 07 · finger under the words

2 · film new · director selfie, book bins behind

3 · clip 02 · reading table from behind

4 · film new · session log binder

5 · clip 11 · hand picking from the book bin

6 · clip 09 · over the shoulder, reading aloud

7 · clip 13 · tutors waving (crop out kids)

8 · made in the app · end card

Filming the two new shots

1. Phone upright. Film 10 seconds, hold still.
2. Face the window; light in front, not behind.
3. Quiet room, no bells or hallway noise.
4. Sideways clips 01, 04 and 12 are backups only.

> No child's face is in any frame. Clips 07 and 09 carry a child's voice: confirm those two releases before sending.

FOR THE EDITOR · CAPCUT OR IMOVIE, BOTH FREE

Editing it on a phone, in seven steps

1. New project, 9:16. Drop the clips in frame order 1 to 8.
2. Trim each one to its seconds (cut-plan.csv has every start and end).
3. Add the voiceover memo under frames 3-8. Clip sound on only for frames 1, 2 and 6.
4. On-screen text: top band, bold white on a dark box, on for the whole shot.
5. Captions: turn on auto captions, then fix every word against captions.srt. Keep them mid-low, off the bottom edge.
6. Music is optional: quiet, warm, from the app library, at about 10-15%, near silent under frames 1 and 6.
7. Export 1080 x 1920, 30 fps. Watch once on mute, once with sound.

SECOND WEEK OF JANUARY

Getting it to 210 donors

How it reaches them

1. Don't attach the video. Upload it to YouTube or Vimeo as unlisted.
2. Add captions.srt there as the caption file.
3. Paste the link into january-email.html (two spots marked [link]).
4. Send Tuesday or Wednesday morning.

Before you hit send

- [ ] Releases for clips 07 and 09 confirmed
- [ ] 140 / 4 / 62 / 3,000+ checked against the log
- [ ] [Your name] replaced in script and captions
- [ ] Watched start to finish on mute
- [ ] Link opens on a phone that isn't logged in
- [ ] Replies go to an inbox someone reads