



ANNUAL CATHOLIC APPEAL HIGH SCHOOL VIDEO CONTEST REQUIREMENTS

The Annual Catholic Appeal video contest is open to students at archdiocesan, parochial, and private Catholic high schools. Create a 3-5 minute video incorporating this year's ACA theme or find your own way to promote the mission of the ACA. Participating schools can enter up to two videos made by two different student teams and are eligible to win a grant of up to \$5,000 for their school.

To enter the contest, please send your **MP4** or **MOV** formatted video on a **flash drive** or DVD, along with a brief, one paragraph summary of how the video will be promoted through your school to:

Office of Stewardship and the Annual Catholic Appeal
20 Archbishop May Drive
Saint Louis, MO 63119

Submissions must be received no later than **Friday, February 9, 2024**. Completed videos may also be submitted via an online file transfer. Please contact the ACA Office at acaoffice@archstl.org for specific instructions.

Members of the ACA Council will judge submitted videos and select three finalists focusing on how each video fulfills the following criteria:

- **Originality/Creativity** – How unique and creative is the video, and was it produced by students? Please include the names of the students involved in the production of the video as part of the video credits.
- **Impact** – Does the video impact those who watch it, leading them to greater support for the Annual Catholic Appeal? The impact can be spiritual, emotional, or just fun to watch.
- **Promotional Quality** – Did the video effectively promote the ACA, and would someone who watched it understand the overall mission of the ACA or the impact of the ACA in your school?

Tip #1 – When planning your video, consider how well your video promotes the ACA. In the past, there have been well-done videos that did not promote the Appeal effectively. Write your script in a way that encourages people to make a gift to the Appeal and thanks them for their previous gifts.

- **Production Quality** – How professional is the video? Is the sound quality good? Are the images compelling? Is the editing done well?

Tip #2 – Poor sound quality has often created problems for otherwise well-done videos. For the video to be competitive, it must be clearly audible in a large room with many people, not just in the studio. Any narration or speaking roles should be clear, and the sound from different parts of the video should be well-balanced. The sound is just as important as the images.

NOTE: The 2024 Annual Catholic Appeal theme is "For the Life of the World".



The three finalist videos will be shown to the guests of the 2024 ACA Kickoff Dinner and the winner will be chosen by popular vote. The dinner will be held on Sunday, April 14, 2024, at the Sheraton Westport Chalet Hotel, and the three finalist schools will be invited to send up to 10 people to represent their school at the event.

If you have any questions, please contact us at acaoffice@archstl.org or 314.792.7680.

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