

Create a video Toolkit

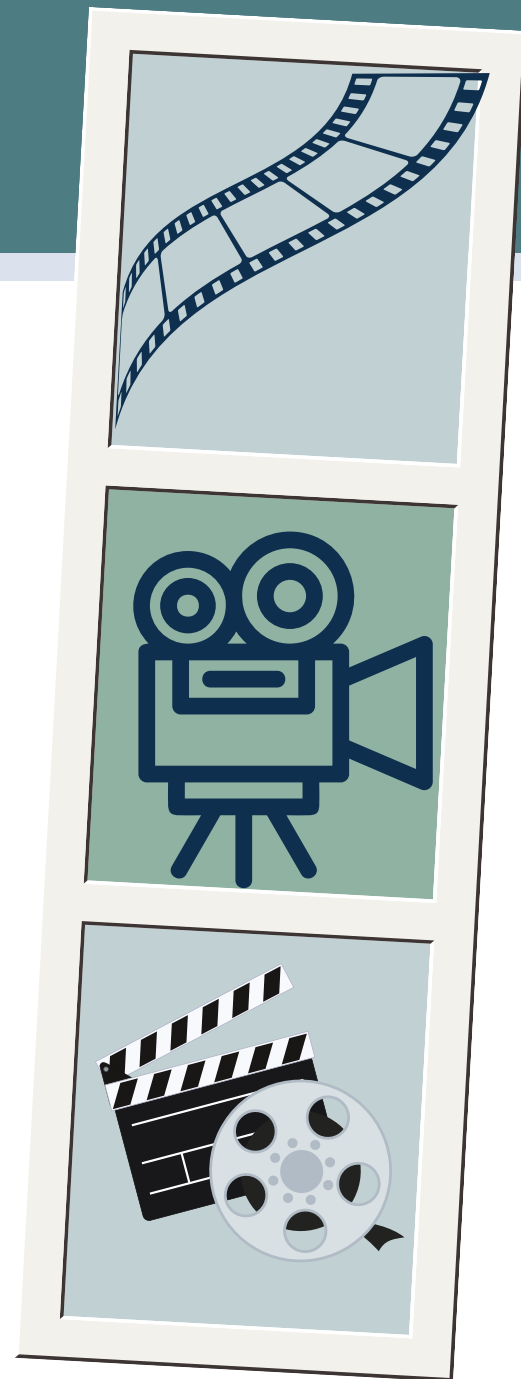
As part of Community Energy Fortnight 2025, we're inviting members and supporters to create and share short, powerful videos for our campaign: #InvestInCommunityEnergy.

This year is all about one thing: mobilising investment to help community energy projects launch, grow, and thrive. Your video can inspire others to take action — whether that's through investing, supporting, or spreading the word.

Why make a video?

Video brings your project to life. It's one of the most compelling ways to:

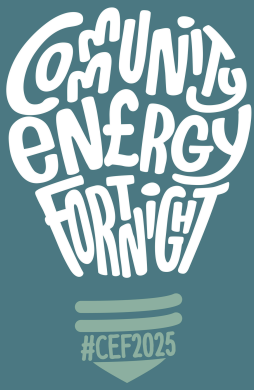
- **Tell your story** — who you are, what you do, and why it matters.
- **Show the impact** — how past investment has helped your community.
- **Make the ask** — let people know exactly how they can invest or support your project financially.
- **Inspire confidence** — potential investors want to see the people and purpose behind the project.



Top Tip: You don't need a film crew to make a great video — just a smartphone and a clear message. Most phones record in high definition, and with a few free tools, you can edit and share your video easily. We recommend Canva for simple video creation — and we've included a step-by-step guide to walk you through it.

#investincommunityenergy

1-14 JULY 2025



What should your video include?

What to talk about?

If you're unsure where to start, answer one of these prompts:

What is your organisation's focus right now?

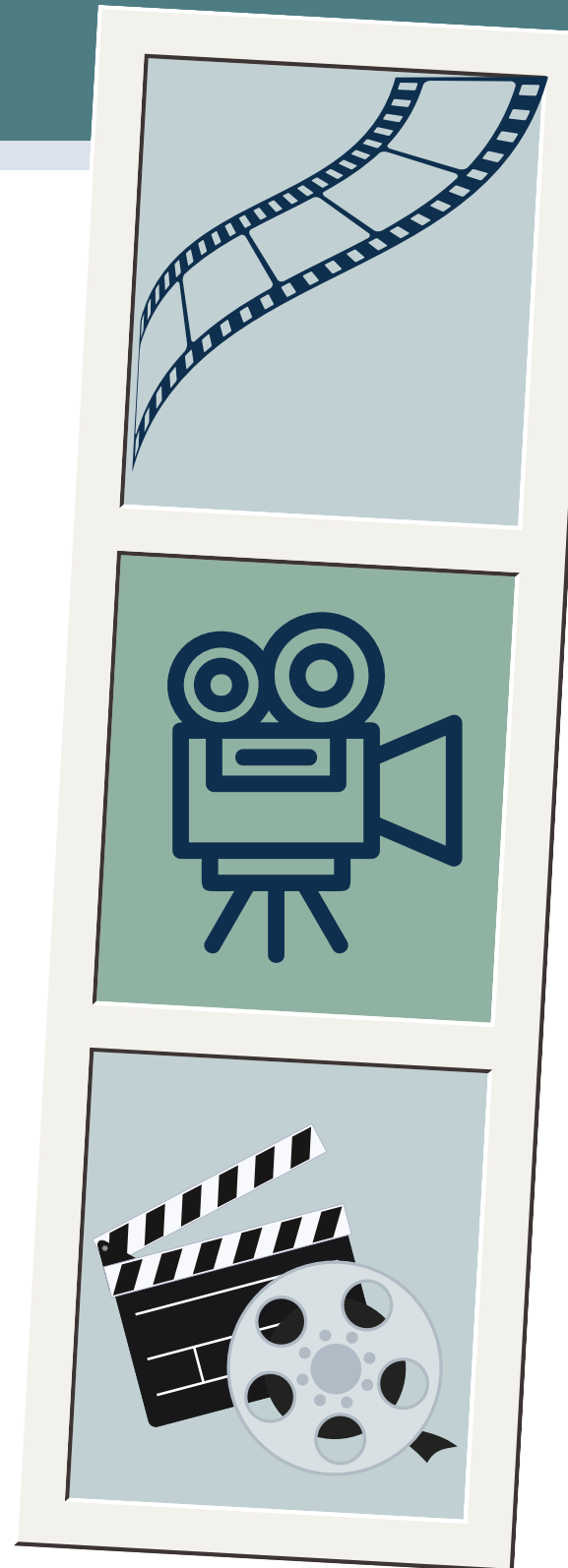
- What projects are you working on?
- How are you achieving your goals?
- What impact are you making?

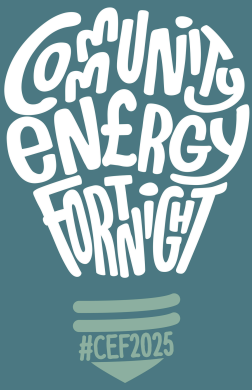
OR:

With investment, what could your organisation deliver for your local community?

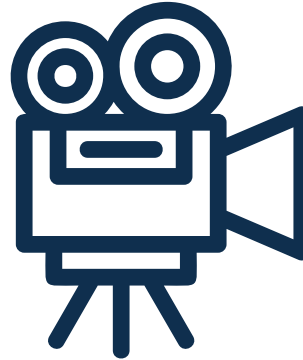
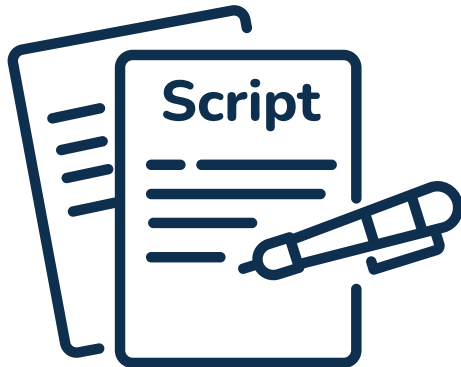
- How is your work helping local people?
- What data shows your impact?
- What more could be achieved with the right support?

Top Tip: Aim for a video length of no more than 1 minute.





Example scripts



What is your organisation's focus right now?

Example caption script:

"Our organisation is focused on driving positive change in our local community through <INSERT PROJECTS>. We're working on initiatives like <renewable energy adoption, energy efficiency, and community engagement>. Through our efforts, we've been able to <reduce carbon emissions, lower energy costs, and create green jobs>."

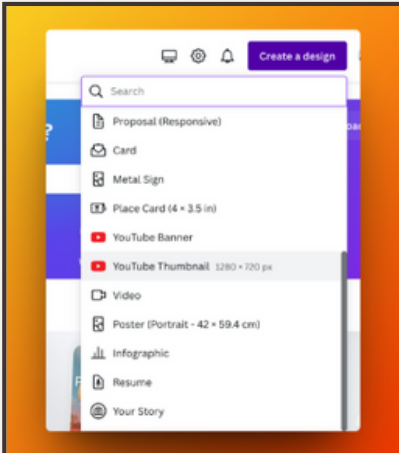
With investment, what could your organisation deliver for your local community?

Example caption script:

"Our community energy organisation is making a real difference through <energy efficiency>. Over the past year, we've helped reduce carbon emissions by [X]% and saved local residents and businesses an average of [X]% on energy bills. With the right support, we could do even more—lower energy costs further, create more green jobs, and improve our community's resilience."



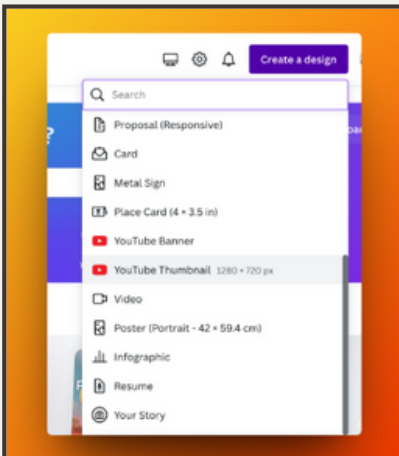
Guide for creating a caption video in Canva



Step 1: Launch Canva website or app and set your canvas.

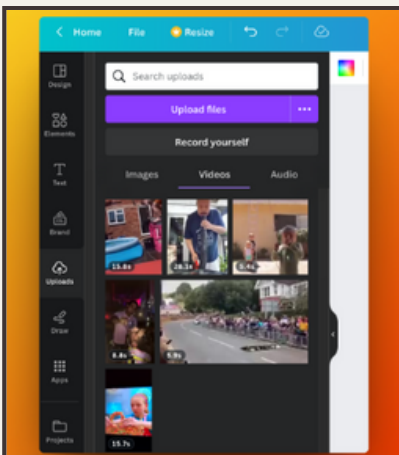
Open Canva and click on the “Video” icon at the top

Choose any of the video options based on your video's size (height and breadth).



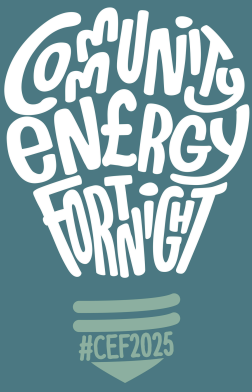
Step 2: Upload your video/ image

Click the “Element” icon at the left side of the page (on PC) or beneath (for phone users) and select “Upload files.” Select or drag and drop the video

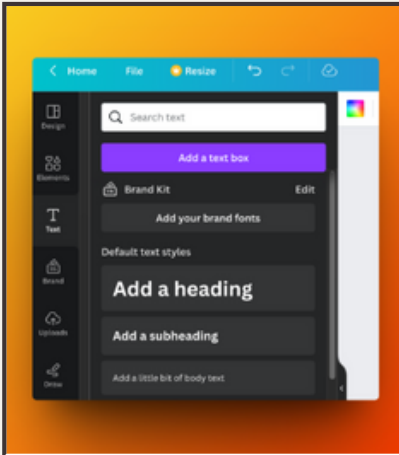


Step 3: Edit the video and add your text

Next, drag the corners of the video to fit in the frame you chose. Head to the left panel of your PC or the panel located down the side of your phone, select “Text,” and then “Add a Heading.” Type in your caption

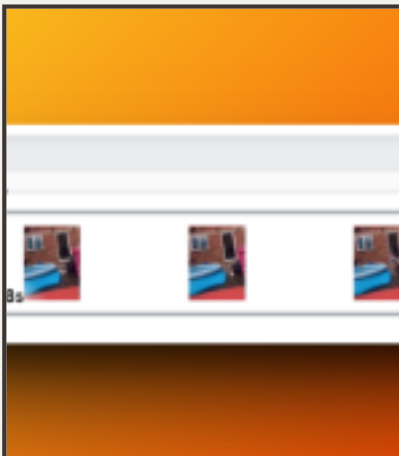


Guide for creating a caption video in Canva



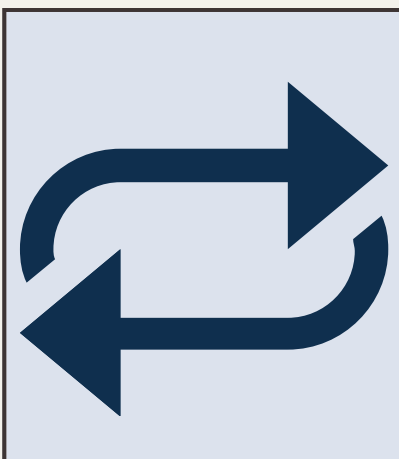
Step 4: Edit the text

On Canva, there are options for you to change the text font, size, colour, and animate it. Just click on the text and access all these options at the top of your PC. If you are using a phone, you will likely see these options at the bottom.

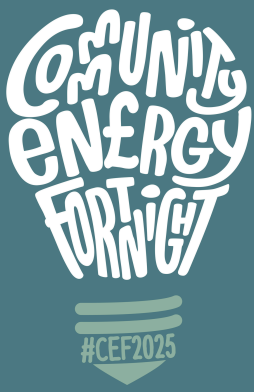


Step 5: Split the video into clips

Splitting the video prevents it from having just one caption throughout the entire video and ensures you can add other captions for the remaining clips. To do this, click the video and pull the player head beneath the video to the start. Play the video and hit pause immediately after the first sentence. Right-click your mouse to see an option to "Split" the video. The clip will automatically be selected from the entire video and will contain only the video's first caption (sentence).



Step 6: If you are using more than one piece of footage – repeat the process.



Tips for creating a video

- **Use existing footage or images** from your team, local projects, and events to tell your organisation's story.
- **Keep it short and snappy**—aim for under 1 minute, with 44 seconds being ideal for social media. For YouTube, 2 minutes is the best length.
- **Add captions or text** to make your video accessible to all viewers.
- **Enhance your video with music** that complements the message and tone.
- **Use the hashtags #CEF2025 and #InvestCommunityEnergy**, and tag CEE so we can help promote your video!

