

INSTRUCTIONS

#CorpsImpact Video Challenge



The
CorpsNetwork

WHAT? The Corps Network is hosting a Corps and Corpsmember-led video challenge campaign this August to raise awareness about Corps and show the impact of your programs. [Learn more here.](#)

PRIZES

1st Place = \$1,000
2nd Place = \$500
3rd Place = \$250

Prizes will be sent to the *organizations* that post the winning videos, not to individuals.

DATES

August 1 - 8, 2023

WHY? The focus is to show the impact of Corps on people, communities, and the environment. We hope this campaign generates fun, easily-shareable content that demonstrates why Corps matter and what makes each Corps special. We also hope this effort will help current Corpsmembers learn about the broader Corps movement and gain exposure to other programs.

CRITERIA TO WIN

Meet Basic Requirements:

- 1 minute or less
- Post on TikTok and/or post on Instagram. On Instagram, invite [@thecorpsnetwork](#) to be a post collaborator.
- Tag [@thecorpsnetwork](#) and mention [#CorpsImpact](#) in the caption

Interest: Would this video inspire someone to learn more about Corps and the opportunity to serve in a Corps?

Creativity: Is your video unique? Does it use humor, interesting camera angles, original choreography, a fun “plot line” or concept?

Quality: We'll take note of extra effort the creators put into getting quality footage, editing clips, and making a visually appealing, well-packaged video.

HOW? Steps to participate:

1. Invite your Corpsmembers and individual placements to create videos! Each video should encapsulate “[what makes your Corps unique](#)” in less than 1 minute.
2. During the week of August 1 – 8, Corps should share the content directly on your organization’s [Instagram](#) or [TikTok](#).

Instructions if Uploading on Instagram

- a. Invite [@thecorpsnetwork](#) to be a post collaborator. On the screen where you add a caption, choose Tag People >> Invite Collaborator.
 - a. Write your caption. The caption should use [#CorpsImpact](#) and tag [@thecorpsnetwork](#). Also mention any important descriptive info (who’s in the video, where they are, who made the video, etc.). See below for a sample caption.
 - b. We will accept all the Collab requests as we receive them! The videos will simultaneously post to our Instagram page and your Instagram page. We will also repost any TikTok entries.
3. Corps should also share videos directly to this [Google folder](#). Label videos so we know which organization they’re from. If you’re having trouble with Google Drive, other file sharing methods work, too – like iCloud, WeTransfer, Dropbox, etc. Just let us know.
 4. Winners to be announced week of August 14.

Example Caption:

Crew ABC with XYZ Corps is here to show how [#CorpsImpact](#) their community! This year, [@americorps](#) members Aaron, Darren, Karen, and Sharon were serving with [@partnersite](#) at [#location](#) by removing [#invasivespecies](#) and unwanted debris. We're proud to join other [@thecorpsnetwork](#) organizations in showing what makes our Corps unique and impactful. [#CivilianClimateCorps](#) [#CorpsWork](#) [#NationalService](#) [#TheCorpsNetwork](#) [#ConservationCorps](#) [#ServiceCorps](#) [#ServeOutdoors](#) [#AmeriCorps](#)

HOW WILL MY VIDEO BE USED?

Following the initial campaign, we will do a secondary campaign to repost the submitted videos across The Corps Network’s social media channels (we will share your caption and add tags/mentions to give credit). We will also create short highlight reels of our favorite clips.