FACILITATION TOOLKIT:

supporting community groups to build capacity and create video proposals

REC

MAKE IT GROW

Make it Grow!

What is Make it Grow?

Make it Grow was a Knowledge Exchange project (2020-22) at the Institute for Sustainable Food, University of Sheffield, supported by the UKRI's Economic and Social Research Council. The aim of the project was to support community-based, sustainable food initiatives to build capacity to create video proposals, in order to attract start-up (including crowd-sourced) funds, small grants and wider network-based support. We collaborated with nearly 40 different non-governmental organisations (NGOs) and community-based organisations (CBOs) in Zimbabwe to organise 5 online courses. Each workshop series improved on the next, as we developed more effective digital learning methods and tools to support learning, participation, engagement and inclusion. More than 60 individuals took part over the months and 16 video proposals were completed by November 2021. We focussed on smartphone video-making, so that the process can be possible for any community group that has access to a smartphone and the internet.

What is a Participatory Video Proposal?

A video proposal conveys a project idea in audio-visual format, communicating details such as the project context, vision, objectives, action plan and outcomes, so that potential supporters can make a decision about whether or not to sponsor or fund it. As with written proposals, a video proposal should put forward a very clear project idea, to convince an audience of the potential of the project to generate positive outcomes for a community. The participatory element means that community groups actively co-design their projects and co-create their own videos, which consequently focus on locally-defined issues and ideas. For further information, please see our article on Participatory Video Proposals.

Why are Participatory Video Proposals important?

In the face of today's global challenges, community-based local food initiatives are increasingly important. Whilst great ideas for low-cost, dynamic solutions to food insecurity (and other issues) can be found at the grassroots level, CBOs have the least access to start-up funding and the least capacity to develop written proposals. Meanwhile, with the rise of smartphones, community groups often hold - in their own pockets - the means for creating and sharing videos. It is therefore important that donor organisations adapt grant-giving processes so that digital video can be mobilised in ways that enhance the accessibility of funding and give greater space to local initiatives and community voice. At the same time, CBOs need to build their own capacity to harness the power of video and related ICTs, to communicate their ideas and thus, become more capable of attracting start-up funds.

What can you do with a Participatory Video Proposal?

In making a video proposal, the process of co-creation is as important as the video itself. When completed, a video proposal can be used for applying for small grants, setting up crowdfunding campaigns, communicating with donors and promoting your ideas and your organisation more widely. With consent from all contributors, a video can be shared on social media, sent directly to targeted recipients, or screened at public events. This Helpsheet can help you communicate to groups about the purposes of a video proposal.

Who is this Handbook for?

This Handbook and Toolkit has been created through the experience of supporting our participants to co-create video proposals, via remote, online communication platforms. The purpose is to provide resources **for facilitators who would like to organise community workshops to support CBOs**, to build video-making capacity and to co-create video proposals.

Facilitation: our process

During the Make it Grow project, we designed a series of steps to support practical, collaborative learning for video-making. Our facilitation approach focused on building supportive learning groups, celebrating creativity, seeking inclusivity, fostering self-awareness and reflexivity; our approach prioritised the process of co-learning and co-creation, over the final video product. We adapted a Participatory Video approach to the remote, online learning environment.
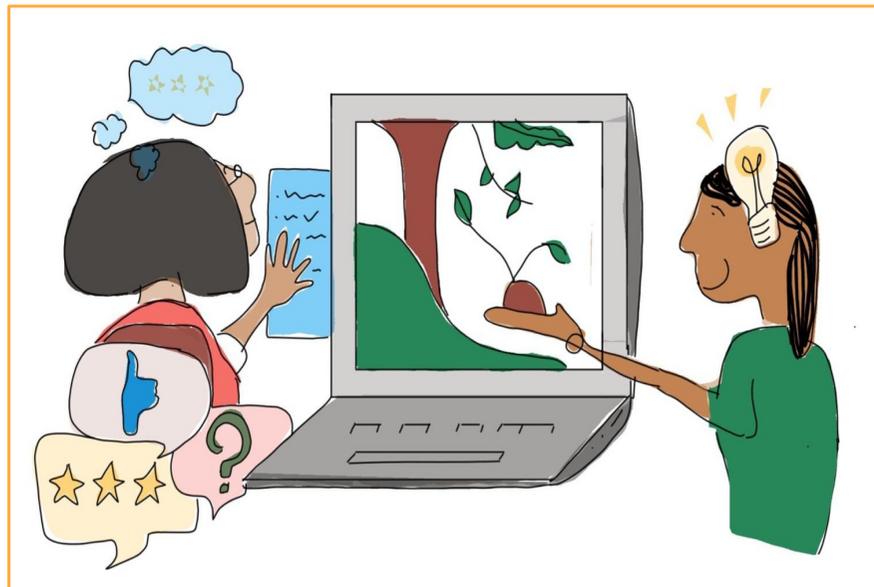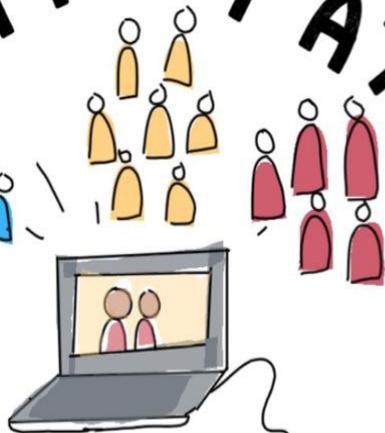
What is a Participatory Video approach?
Participatory Video (PV) involves supporting a group to learn how to create their own videos and is a well-tested community development and advocacy tool. PV can empower local stakeholders to articulate their own voices and be heard by socially and/or spatially distant others. Through hands-on experiential learning, participants learn by doing and are enabled to create short videos that can be shared with peers, with other communities and stakeholders, with policy-makers, or, in the case of video proposals, with distant donors.

Remote facilitation of Participatory Video-making workshops in the Make it Grow workshop series
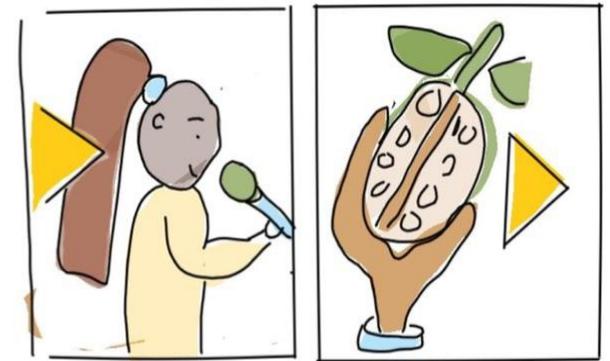
Supporting community groups to develop their video-making skills

Our Make it Grow [workshops](#) and [open access Help Sheets](#) support community video-makers to think about lighting, sound and basic video editing, before they get started with project planning and making a video proposal.

We developed a 12-session format, which should take place over 6 to 12 weeks, depending on the group's availability and the logistics. The process could be condensed into an intensive (6-day) workshop, but we recommend slowing down and taking time between each session, so that participants have time to practice and experiment with their video-making, as well as to allow their project ideas to be clearly thought out and agreed upon.

As part of the workshop process, a short video-making task was set for each session. We then reviewed the shared videos together and in the process, participants built up their knowledge about video-making. We created visual notes (i.e. graphic recording) of each session and shared these with participants, to support and document the learning process.

The following pages show examples of the visual notes from some activities that took place during the 12 sessions. The titles of these 12 Sessions provide a guide to the workshop process, but the accompanying visuals should not be used to determine your own content/facilitation. Rather, we share some visual notes that were created during conversations in our own sessions, which may differ from the details that will emerge in your own workshops. The visuals can serve to inspire ideas for topics to cover.

Session 1 - Getting to know each other; setting intentions for the course; basic camera handling and communication skills.

Example of visual notes harvested "Hope and Intentions" activity.
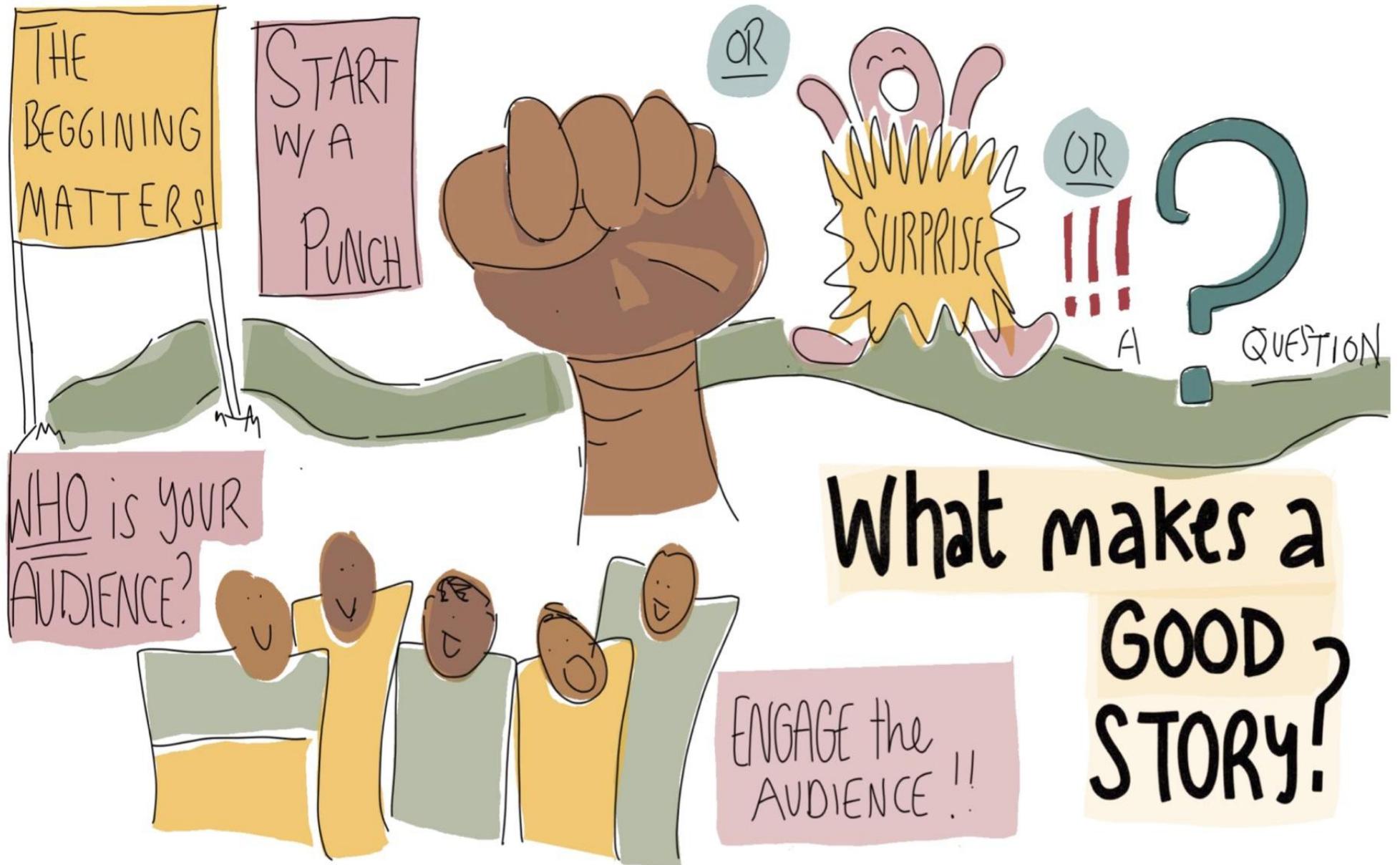
Session 2 – Shot types; co-created learning group guidelines.

Example of visual notes harvested from "Co-created Guidelines" activity.

Session 3 - Storytelling workshop.

Example of visual notes: conversation on what makes a good story.

Session 4 - Group feedback on participant audio stories; storyboarding.

Example of visual notes: group feedback on each others' audio stories.

LISTENING TO AUDIO STORIES · 1 MIN · FEEDBACK

★★★★★ INTRIGUING INSPIRING · AVOID BACKGROUND NOISES

AUDIO STORY 1 Tamanda
- STORY WAS TOLD IN 60 SECONDS ✓
- SOME PARTS NOT CLEAR, NEED MORE CONTEXT
- WHEN? WHERE? WHAT HAPPENED?
- CLEAR STORY ARC ✓
- THINK ABOUT WHO YOUR AUDIENCE IS → DON'T ASSUME YOUR AUDIENCE KNOWS ABOUT YOUR CONTEXT
- USE 5 SENSES INFO
- ! A FEW PAUSES FOR EMPHASIS & TO BUILD TENSION

AUDIO STORY 2 Nester
- SOUND: NICE AND CLEAR ✓
- SPOKE IN A CLEAR, EASY PACE ✓
- FACTS + FIGURES
- TOLD US WHY IT WAS IMPORTANT TO HER ★★★★★
- PHRASES LIKE "BROTHER AGAINST BROTHER"
- STORY NEEDS A HOOK (MAYBE START WITH A QUESTION)
- NEEDED MORE CONTEXT → WHERE?
- USE CHARACTERS FOR AUDIENCE TO CONNECT WITH
- BRING IN ELEMENT OF SURPRISE

AUDIO STORY 3 Ellaine
- GOOD INTRO - GAVE CONTEXT ✓
- SOUND WAS LOW GET CLOSER TO MIC
- AVOID BACKGROUND NOISES ! SPEAK MORE SLOWLY
- TELL US HOW THINGS USED TO BE IN THE PAST.
- TELL US ABOUT A SPECIFIC EVENT THAT SHOWS WHAT THE CHANGE WAS
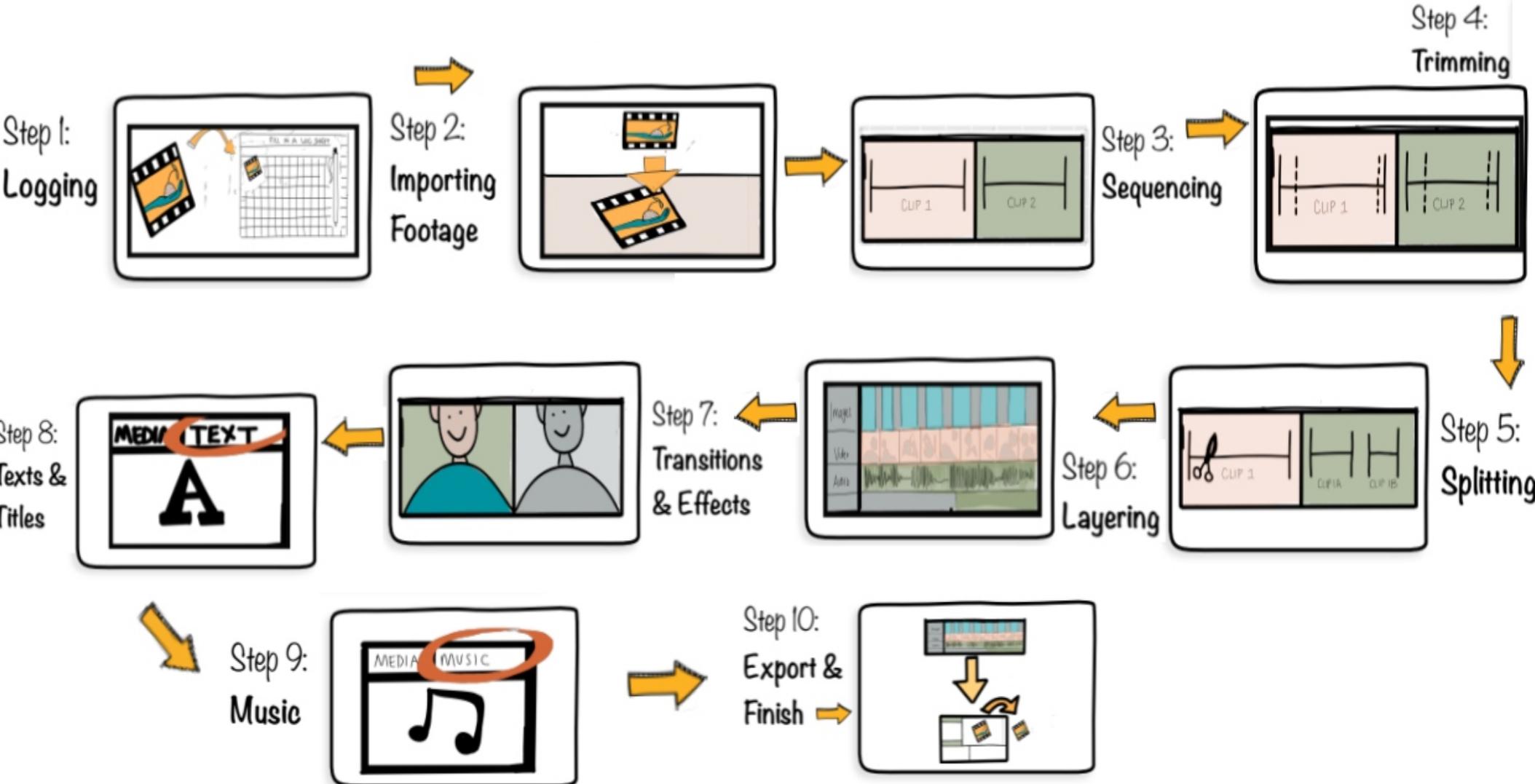
AUDIO STORY 4 Jesca
- A LOT OF INFORMATION ✓
- GOOD, CLEAR SOUND ✓
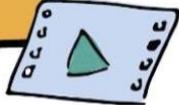- DEVELOP STORY ARC BETTER
- SPEAK SLOWER, PAUSES !

Session 5 - Feedback on storyboards; introduction to video editing.

Step 1: Logging

Step 2: Importing Footage

Step 3: Sequencing

Step 4: Trimming

Step 5: Splitting

Step 6: Layering

Step 7: Transitions & Effects

Step 8: Texts & Titles

Step 9: Music

Step 10: Export & Finish

Session 6 - Group review of video stories; ethics of video-making.
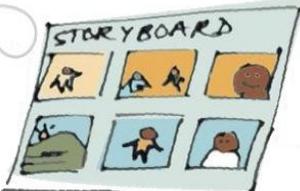Example of visual notes harvested from group video review, Session 6.

WATCHING OUR VIDEO STORIES

WHAT DO YOU LIKE MOST ABOUT EACH VIDEO?

HOW DO YOU THINK THE VIDEO COULD BE IMPROVED?

TOP TIPS

1 Juliet
- ✔ SHOWS STORY CLEARLY & TO THE POINT
- ✔ SPEAKING CLEARLY
- ! HAVE OTHER COMMUNITY MEMBERS SPEAKING
- ! GIVE VIDEO APPROPRIATE TITLE
- ⚠ TRY TO USE MORE VIDEOS/ MOVING IMAGES

2 Charity
- ✔ WIDE RANGE OF SHOT TYPES
- ✔ CLEAR IMAGES
- ! VOICE SHOULD BE CLEARER THAN MUSIC
- ⚠ TELL US WHERE YOU ARE LOCATED

3 Shirleen
- ✔ IMAGES MATCHING THE VOICE-OVER
- ✔ CLEAR STORY ARC

4 Mercy
- ✔ CREATIVITY (CARTOONS)
- ✔ GOOD VOICE PROJECTION
- ✔ GOOD TRANSITIONS
- ✔ A STRONG ENDING
- ! USE ORIGINAL IMAGES/ VIDEOS
- ⚠ ACKNOWLEDGE SOURCE OF IMAGES

5 Briggita
- ✔ GOOD CLEAR AUDIO
- ✔ AUTHENTIC
- ! USE BOTH VIDEO & STILLS
- ! VIDEO MOVEMENTS NEED TO BE SLOWER & CLEARER
- ⚠ USE EFFECTS & FILTERS BETTER

6 Tanyaradzwa
- ✔ GOOD CHOICE OF IMAGES
- ! KEEP MUSIC VOLUME LOW
- ⚠ REMEMBER TO LINK YOUR VIDEO BACK TO YOUR STORYBOARD

7 Rachel
- ✔ GREAT VOICEOVER
- ✔ POWERFUL IMAGES
- ✔ GOOD STORYTELLING
- ⚠ TEXT SHOULD BE CLEAR & NOT DISTRACTING

8 Neddy
- ✔ GOOD TO SEE YOU EXPERIMENTING WITH THE APP (EDITING SOFTWARE)
- ! USE SOME ORIGINAL PHOTOS AND VIDEOS OF YOUR COMMUNITY
- ⚠ TELL THE STORY FROM YOUR STORYBOARD

STORYBOARD

Session 7 - Celebrating final video stories; discussing next steps.

Example of visual notes harvested from Celebration, Session 7.

NEXT STEPS

CONGRATULATIONS!

CELEBRATING OUR ACHIEVEMENTS

AMAZING PROGRESS!!

CONTINUE SHARING YOUR WORK IN THE SMALL CIRCLES

WHAT DO YOU WANT TO DO WITH YOUR VIDEO STORIES?

I WOULD LIKE TO SHARE MORE STORIES WITHIN THE COMMUNITY

GET FEEDBACK

I WOULD LIKE TO MAKE MORE VIDEOS

GET HELP!

WHAT WOULD YOU LIKE TO HAPPEN NEXT WITH YOUR VIDEO-MAKING JOURNEY?

A WOMEN'S MOVIE MADE BY US

TO SHOW OFF WHAT SKILLS WE HAVE LEARNT AS WOMEN

COMPLETE YOUR VIDEO (OR AUDIO) BY END OF NOVEMBER

Session 8 - Crystallising a Community Project Idea.

Once participants have mastered basic video-making, the workshops then begin to focus on envisioning and planning community projects.

In Session 8, we begin the process of supporting group conversations around what kind of future they would like to create. Participants are asked to imagine feasible local projects that could help them move forward with their collective goals.

It is important to involve all the members of the project group in the process.

Using our Make it Grow Help Sheets and our animated explainer video, a group can work through a variety of different ideas together before deciding on the project idea they would like to pitch in their video.

Session 9 - [Road Journey Action Plan](): choosing an idea and thinking through the steps needed to implement it.
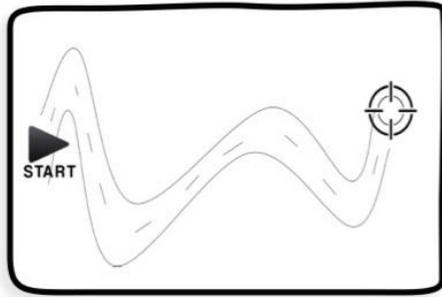
Step 1:
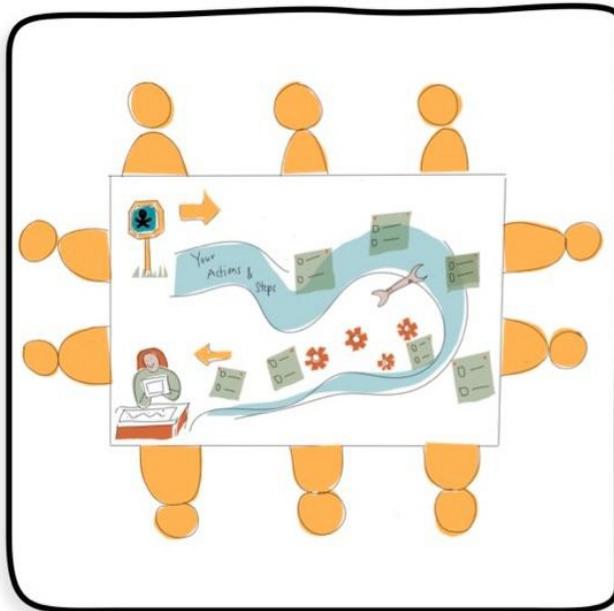The starting point represents where your project is now.
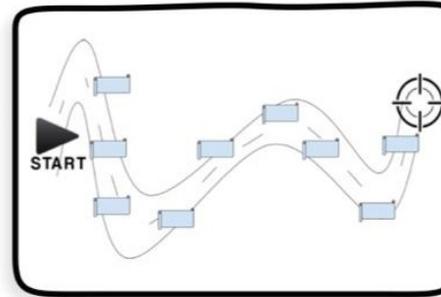
Step 2:
Identify the actions or steps you will take along your journey, to implement your project idea.
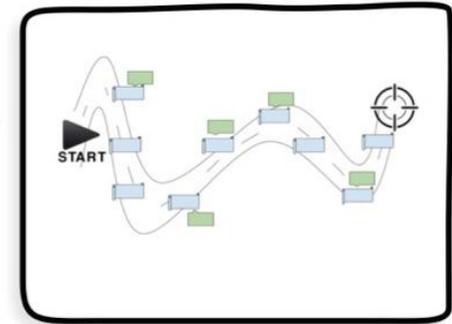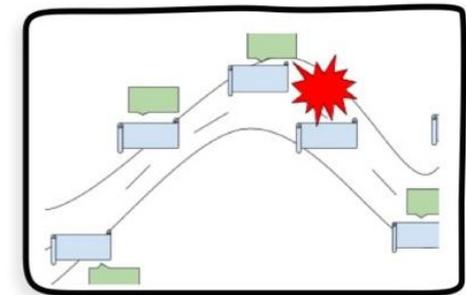
Step 3:
Identify partners & the support you need for each step.

Step 4:
Identify the biggest challenges along the way.
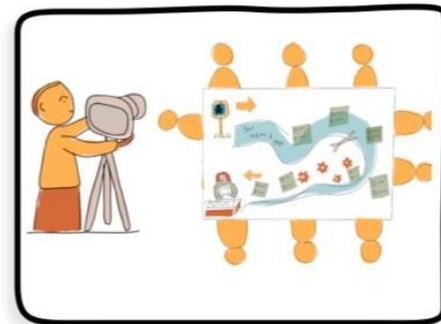
Step 5:
Take a photo of your completed road. Review and share to invite feedback from others.

Session 10 – How to make a Video Proposal: pairing up with another group to talk through the 6 sections.

Example visual notes from discussion about video proposal plans, Session 10

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Example visual notes from check-out of Session 10

Co-creating a Participatory Video Proposal

Once the group has arrived at their project idea and agreed on what they would like to communicate in their video proposal (supported in Session 10), participants create a storyboard and possibly a script before filming, to think through and plan what to both show and tell the audience about their community, their situation and their project idea.

We devised a simple, 6-part format for Video Proposals. To keep the videos short and engaging, each section should be no more than 20-30 seconds in length.

In Session 11, we review all the drafts together as a learning group, offering feedback and suggestions.

Session 11 - Reviewing draft video proposals.

Watch the drafts and review them together, offering constructive feedback.
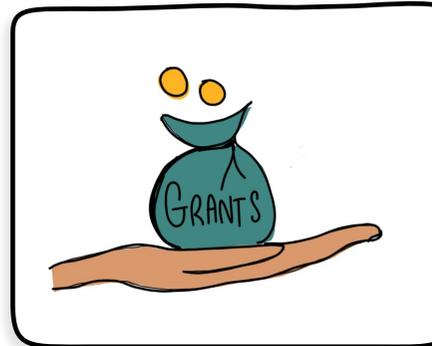
Example visual notes for Session 11.

Session 12 - Reflection; Celebration of final video proposals and guidance on next steps. Example of helpsheet from Session 12.
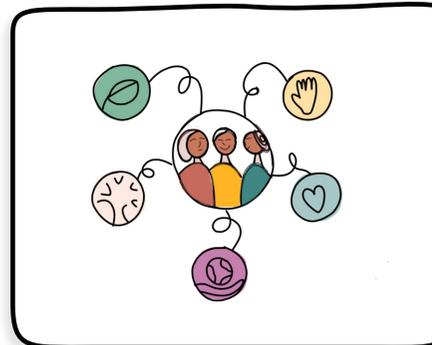

What can you do with a video proposal?
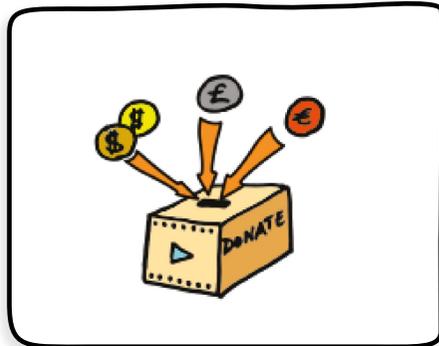
Fundraising events: screening to audiences

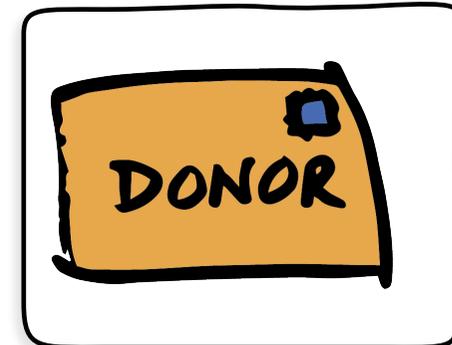Applying for small grants
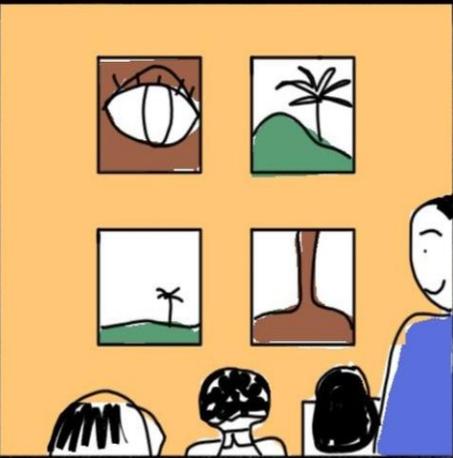
Sharing widely on social media for Crowdfunding

Communicating with other organisations

Sending to potential donors

Make it Grow: supporting community-based food initiatives to access grants through participatory video proposals.
Contact: makeitgrow.pv@gmail.com

The University Of Sheffield. Institute for Sustainable Food.

Summary of Steps:
Facilitating a Make it Grow Workshop Series

1. GETTING TO KNOW EACH OTHER; INTENTIONS

2. KEY CAMERA HANDLING TOOLS; SHOT TYPES

3. STORY-TELLING SESSION; HOW TO TELL ENGAGING STORIES

4. KEY VIDEO PLANNING TOOLS; STORY BOARDING
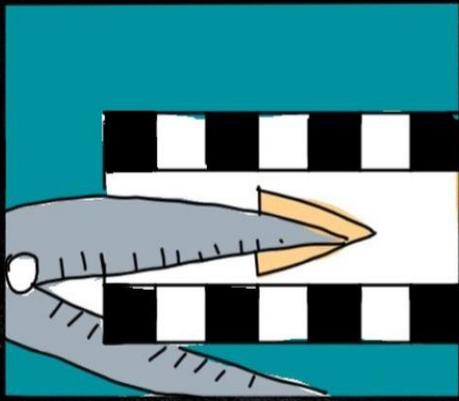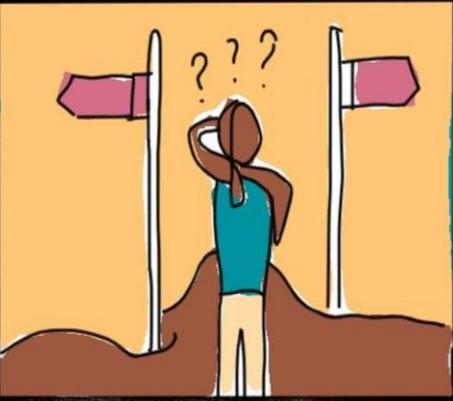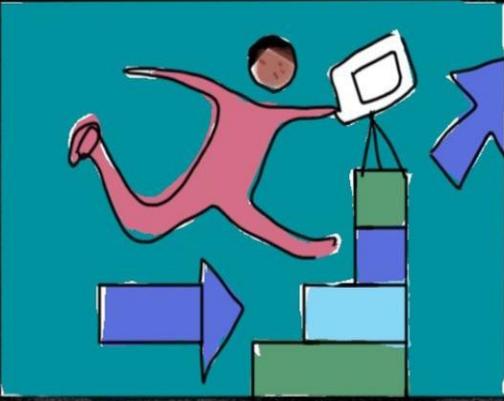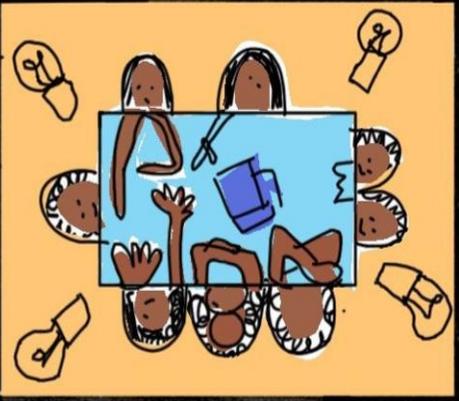
5. INTRODUCING VIDEO EDITING

6. THE ETHICS OF VIDEO-MAKING

7. FEEDBACK, NEXT STEPS. INTRO TO VIDEO PROPOSALS.

8-10 CRYSTALLISING & ACTION PLANNING A VIDEO PROPOSAL

Tips for Facilitating a Video Proposal Workshop Series
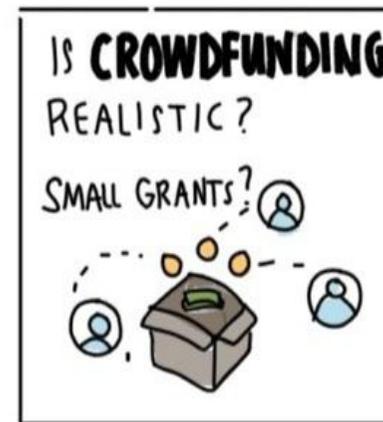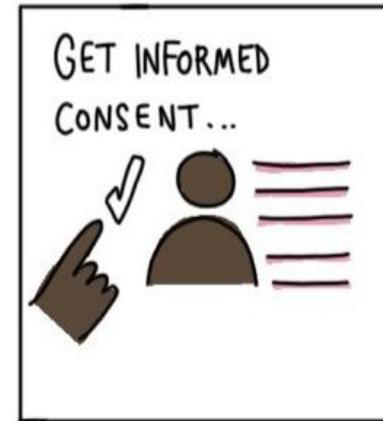
Further Information

Tools and resources

Please see the following webpage to download our open access resources:
[Tools and resources | Geography | The University of Sheffield](#)

For further information or to enquire

about procuring a bespoke workshop series for your organisation, please [contact us](#) at [p.ngwenya@sheffield.ac.uk](#) or [p.a.jackson@sheffield.ac.uk](#)

Please see our [website](#) for further information.

Follow us on:

The Make It Grow Team

The Make it Grow project and the production of this digital toolkit was led by Dr. Pamela Richardson-Ngwenya, in collaboration with the Make it Grow team.

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This project was reviewed and received Ethical Approval under the University of Sheffield's research ethics policy