

Film Your Fundraising Journey

Help Us Share Your Story!

We'd love to capture your fundraising journey and share the amazing things you're doing to support Encephalitis International.

You don't need to create or edit a finished video. Simply use your phone to capture short, natural clips throughout your fundraising journey and send them to us. We can then use your clips to help tell your story on Encephalitis International's social media channels.

With your permission, we may share the footage you send us to help raise awareness of encephalitis and celebrate the incredible things our fundraisers are doing.

Don't worry about making your clips perfect - real, natural moments are exactly what we're looking for!

How to Film Your Video

- Film vertically (portrait) on your phone where possible.
- Keep clips short: around 20–40 seconds is great, but there's no strict limit.
- Speak naturally: there's no need to memorise anything or prepare a script.
- Use good lighting: natural light is best where possible.
- Keep your phone steady: ask someone to film you or prop your phone up securely.
- Don't worry about editing: just send us the clips as you record them.
- Send us as much or as little as you like: a few clips throughout your journey can tell a great story.

What Could You Film?

Not sure what to say? You could talk about:

- Why you're fundraising for Encephalitis International
- What the cause means to you
- Whether encephalitis has affected you or someone you know
- Who you're doing your challenge for
- What inspired you to take part
- How your training or preparation is going
- What you're finding challenging
- What you're looking forward to
- How much you're hoping to raise
- How you're feeling at different points in your journey
- Any advice for others thinking about fundraising

You don't need to cover everything. Just pick whatever feels natural at the time.

Encephalitis International

32 Castlegate • Malton • North Yorkshire • YO17 7DT • United Kingdom • www.encephalitis.info

Support Team: T: +44(0)1653 699599 | e: support@encephalitis.info • **Admin:** T: +44(0)1653 692583 | e: admin@encephalitis.info

Encephalitis International is a registered Charity and Company Limited by Guarantee.

Registered in England and Wales No. 04189027. Registered Office as above.

Registered Charity No. 1087843. Registered Charity in Scotland: SC048210.

Encephalitis International is a Named Fund member of the Chapel & York US Foundation, Inc.
The Chapel & York US Foundation, Inc. is a 501(c)(3) tax-exempt organisation.



 For example

“I’m getting ready for my marathon and I’m feeling a bit nervous! I’m fundraising because encephalitis changed my sister’s life, and I’m hoping to raise £1,000 to support others affected by the condition.”

Or simply capture a quick clip of your training, your fundraising event or the moment you reach a milestone.

There’s no need to make it polished - we want to see your journey as it really happens.

 Capture Your Journey

Try to send us clips at different stages of your fundraising.

Before your event:

Tell us why you’re taking part, introduce your challenge, share your fundraising goal or show us your training and preparation.

During your fundraising:

Capture training sessions, fundraising events, milestones, behind-the-scenes moments or anything memorable along the way.

On event day:

Film yourself getting ready, share how you’re feeling before you start and capture a few moments from the day where it’s safe to do so.

After your event:

Tell us how it went, how you’re feeling, what you’ve achieved and how you’d like to thank the people who supported you.

You don’t need to film everything. Even a few short clips from different points in your journey can help us tell your story.

 How to Send Your Videos

Whenever you have some clips to share, simply send them to:

fundraising@encephalitis.info

You can send clips throughout your fundraising journey - you don’t need to wait until your event is finished.

When you send your clips, please include your name and let us know that you’re happy for Encephalitis International to use the footage on its social media channels.

If other people are clearly identifiable in your clips, please make sure you have their permission before sending the footage to us.

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♥ **Your Story Matters**

Your fundraising is helping us raise awareness and vital funds to support people affected by encephalitis.

By sharing your journey with us, you can help others understand more about encephalitis and show the incredible things our fundraising community is achieving.

So grab your phone, press record and capture the moment - we'll take care of the rest!

We can't wait to see your journey!

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