

What makes a good video description?

In this quiz you will learn what information you will need to write a good video description. Each description can follow the same simple outline.

1. Introduce the person
2. What is the problem and what is the solution
3. Context on life in Katete, Zambia
4. How will their life be better once the solution has been implemented
5. Personal details to include what their role is at Tiko
6. Conclude with a thank you

Answer the questions below to better understand what goes into each of these sections.

>>>> Introduction <<<<

You will start the video description with a short introduction to the person. 2-3 sentences giving their name, where they live, and who they live with is fine.

1. What does it mean to "introduce" someone?

Mark only one oval.

- ☐ put out of one's mind; cease to think of or consider
- ☐ bring about or give rise to
- ☐ make someone known by name to another in person, especially formally
- ☐ a soft frozen food made with sweetened and flavored milk fat

2. Which of the following is NOT an introduction paragraph?

Since this is the first time the reader is meeting the Tiko crew member, give them a little bit of information about who they are.

Mark only one oval.

- ☐ We are asking for \$100 for plaster for George's house.
- ☐ This is Sally. She lives in Katete, Zambia with her two children Warren and Quinn.
- ☐ This is John. He has four children – Aaron, Belle, Catherine, and Derek – who need help with essential school supplies.
- ☐ Erik completed a Bricklaying and Plastering course at the Chipata Trades Training Institute in Zambia in December 2019 thanks to a grant from Otto per Mille.

3. Select the sentences below that you might use as the first sentence of a video description.

Check all that apply.

- ☐ This is Jane.
- ☐ A grille door costs about \$50.
- ☐ We are grateful for anything you can do to help Jane.
- ☐ In Katete, houses are made of bricks.
- ☐ Jane and her 8-month old baby Joe live in a 4-room house with 6 other family members.
- ☐ It did not rain enough this year.
- ☐ Jane is currently living in a small rental house with her family while they finish building their new house.

>>>> Problem and Solution <<<<

The second paragraph is a statement of the problem and its solution.

It is not enough to just ask for their money and tell them how you will spend that money. You want donors to understand why this one thing is the most important

When describing the problem in your video description, be sure to explain both the cause and the problem. Without explaining the problem and only giving its cause, potential donors may not understand how important their donation is. A situation that leads to a problem for you might not lead to a problem for someone living somewhere else.

For example, not owning a large enough field ("cause") in Katete means that you might not have enough food for your family ("problem"). However, in some parts of the world this does not matter because families will buy their food at a store. Therefore, these people might hear "the field is very small" and think "so what" and not be motivated to donate. This is because "the field is very small" is a "cause" not a "problem". Instead, be sure to state the problem in addition to the cause, for example, "the field is very small and they do not have enough food to eat."

4. Which of the following are considered "problems"?

Check all that apply.

- ☐ Plastering Zack's house will prevent the bricks from melting when it rains.
- ☐ Zack is cold at night when he sleeps.
- ☐ When it rains, water drips into Zack's house.
- ☐ Zack wishes to be a nurse. He finished secondary school in 2015 and hopes to go to nursing school next year.
- ☐ When a pit toilet is made, a hole is first dug and then it is lined with cement and bricks.

5. What is the difference between a problem and its cause?

Mark only one oval.

- ☐ A problem is a difficulty that a person has. A cause is what will fix it.
- ☐ A cause is a difficulty that a person has. A problem is what will fix it.
- ☐ A problem is a difficulty that a person has. A cause is the reason they have this difficulty.
- ☐ A cause is a difficulty that a person has. A problem is the reason they have this difficulty.
- ☐ A problem is something you do not understand. A cause is the explanation of what it is.
- ☐ A cause is something you do not understand. A problem is the explanation of what it is.

6. The problem is Oliver is cold at night. Which of the following can cause him to be cold?

Check all that apply.

- ☐ Oliver sleeps on the floor
- ☐ Oliver does not own a blanket
- ☐ Oliver did not finish primary school
- ☐ When it rains, Oliver's bed gets wet
- ☐ Oliver cannot afford to buy coal for his brazier
- ☐ Oliver's bicycle has a flat tire

7. All of the following are "causes". In America, all of these causes can lead to a "problem". Which can lead to problems for you here in Katete?

Check all that apply.

- ☐ I do not own a car
- ☐ I do not have a water faucet in my home
- ☐ I do not have electricity in my kitchen
- ☐ I do not have a refrigerator
- ☐ I do not have enough money to buy lunch
- ☐ I do not have access to the internet in my home
- ☐ I do not have health insurance
- ☐ I have a hole in one of my teeth
- ☐ I own only one pair of pants
- ☐ I sleep on the couch in the sitting room every night

8. Let's say your house has dirt floors ("cause"), what "problems" can this lead to?

9. Which of the following are considered "solutions"?

Check all that apply.

- ☐ Karen wants a new phone.
- ☐ Plastering Karen's house will prevent the bricks from melting when it rains.
- ☐ Houses in Katete have metal roofs.
- ☐ Finishing her secondary school certificate will allow Karen to apply to nursing school.
- ☐ A bicycle with gears will mean Karen can get to work faster.
- ☐ A set of 5 solar lights will allow the children to study at night.

10. Buying a new bicycle is a "solution" for which of these "problems"?

Check all that apply.

- ☐ Carol is late for school every day
- ☐ Carol has to wake up at 3:30
- ☐ Carol gets very cold at night
- ☐ Carol's toilet is full
- ☐ Carol does not have enough time to do her homework

11. Write a paragraph describing the problem and solution for a project that needs 4 glass windows. Be sure to state the problem and not just the cause.

>>>> Context <<<<

Most donors have not visited Katete. Therefore, they may not understand what your life is like. Giving context will give them the information they need.

Generally this will mean explaining what is "normal" or what "most people do". Specifically this can mean describing how a house is built, how the school system works, what the weather is like, or how people use bicycles rather than cars for transport.

When in doubt, GIVE MORE CONTEXT!

12. Which of the following is NOT useful context for buying land for a new house?

Check all that apply.

- ☐ You must ask the chief for land
- ☐ Most people own their homes rather than renting
- ☐ Summer is the rainy season
- ☐ The new land will be used for a house and a garden
- ☐ Your mother lives in Boma

13. David is asking for a glass window. Which of the following options represents "enough" context?

There is giving not enough context, there is also giving too much context. To determine if a bit of context is needed, ask yourself "will donors still understand the problem and solution if I remove this context?"

Mark only one oval.

- ☐ In Katete, houses are made of brick with metal roofs. They do not all have windows. When there is enough money, glass windows are bought.
- ☐ In Katete, houses are made of brick with metal roofs. When the house is built, if there is not enough money, the windows are filled with bricks. When there is enough money, the bricks are replaced with glass.
- ☐ In Katete, houses are made of brick with metal roofs. Sometimes they have dirt floors. The kitchen is outside, so a house needs a sitting room and some bedrooms. Many children will sleep in the same bed which is often placed next to the window. When the house is built if there is not enough money, the windows are filled with bricks and sand and there is a little gap at the top. When there is enough money, the bricks are removed and a glass window is put in its place. The bricks can then be used for something else.

14. Erin wants cement floors in her house. A donor wants to know that she currently has dirt floors.

Mark only one oval.

- ☐ True
- ☐ False

15. Frank wants a clay stove. A donor wants to know that nshima is the staple food in Zambia.

Mark only one oval.

- ☐ True
- ☐ False

16. Gloria wants a new mattress. A donor wants to know that her current mattress is 10 years old.

Mark only one oval.

- ☐ True
- ☐ False

17. Harry wants a new toilet. A donor wants to know that the pit is lined with bricks.

Mark only one oval.

- ☐ True
- ☐ False

18. Isaac wants a chicken house. A donor wants to know that the chickens currently live in a bedroom inside his house.

Mark only one oval.

- ☐ True
- ☐ False

>>>> How their life will be better <<<<

In this section, you will describe how their life will change if the donor gives money. At this point they will understand what the person's life is like. Explain what their life will be like after they get the money.

This section can easily be confused with the "solution" statement. The solution states the thing they want. Think of this section as the opposite of the "problem". For example, if the problem is "she is cold at night", this section would explain that "she will no longer be cold".

This may seem like we are repeating ourself over and over. This section is important because it shows donors exactly what they can do to help. It can be as short as one sentence.

19. If the problem is "the window bricks fall on the children's heads", how will this problem change if they got glass windows?

Mark only one oval.

- ☐ The bed will not get wet
- ☐ The children will be safe from bricks falling on them in their sleep
- ☐ There will be more light in the room
- ☐ No one can break into the house

20. If the problem is "she wants to go to nursing school", how will this problem change if she improves her secondary exam score in maths?

Mark only one oval.

- ☐ She will have a full secondary school certificate
- ☐ She can help her younger brother with his homework
- ☐ She will be meet the requirements to get into nursing school
- ☐ She can get a better job

21. If the problem is "the children cannot study at night because it is too dark", how will this problem change if they got 5 solar lights?

>>>> Personal details <<<<

Help the donor see this person as human rather than just another place to give money. This is building empathy.

Share some of the good things the person has done. This can show the donor that their money is going to someone who works hard and does good things.

Start by sharing what the person does at Tiko and how long they have worked there. What has their work at Tiko accomplished?

22. Select the sentences that would be considered "accomplishments".

An accomplishment does not need to be huge. If you do not know if something is an accomplishment, ask your self "could a baby have done that?" If the answer is no, it is an accomplishment.

Check all that apply.

- ☐ He finished secondary school
- ☐ She loves to eat nshima
- ☐ He has helped Tiko dig four boreholes
- ☐ She is the head teacher
- ☐ He learned how to make chicken feed
- ☐ She trains the teachers

23. Write the personal details paragraph about yourself.

Include how long you have worked at Tiko and what your role is. Share an accomplishment. Example: "Aggie has been working at the Tikondane Community Centre for eight years. In that time, she's worn many hats and learned many valuable skills. Right now she is in charge of stores. This job requires her to keep track of when supplies are low, determine what needs to be bought, and ensure it is acquired at the best price and quality."

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