

Saturday 12 August 2023

Video Description Introductions

- 1 Sections of the video description.
 - 1 Introduction
 - 2 Problems and their Causes
 - 3 Their role at Tiko
 - 4 10% for Tiko statement
 - 5 Closing
- 2 What is our goal? What do we want to accomplish with the introduction?
 - 1 Let's look at the email our followers receive. What do you notice? What do you see first?
 - 2 Let's look at the DonorSee project page. What do you notice? What do you see first?
 - 3 Introduction is the most important section that all donors will see
- 3 Parts of the introduction
 - 1 "This is ____."
 - 2 Who are they?
 - 3 What is their problem?
- 4 Examples: For each, underline "Who are they?", circle "What is their problem?"
 - 1 Meet James, a dedicated voluntary worker at the Tikondane Community Centre in Katete, Zambia. He wishes to host friends and family, but unfortunately, his living room is not equipped with proper furniture. When visitors come over, they have no choice but to sit on the floor on a reed mat, which makes James feel embarrassed and uncomfortable. This often discourages him from inviting people over.
 - 2 This is Hildah, a dedicated community leader residing in Katete, Eastern Province, Zambia. She built her small four-room house in 2007, but over time, the roof has developed numerous holes. Each rainy season, Hildah is forced to place buckets around the house to collect the water that leaks through.
 - 3 Madalena lives with her mother, six grandchildren, and one great-grandchild in a small 6-room house. During the rainy season, the house is always damp and musty because the bedrooms currently have dirt floors.
 - 4 This is Kingstone. He is 58 years old and lives in a small house with his wife and nine children. Unfortunately, the house is crumbling and is very unsafe.
 - 5 This is Madaliso. While he has no children of his own, he is the primary caretaker for 10 of his nieces and nephews. Madaliso – like most residents in Katete, Eastern Province, Zambia – is a subsistence farmer meaning the food he grows is the only food he has to eat. Issues with climate change lead to Madaliso's family yielding a smaller harvest last year. In order to diversify his family's diet and make a little income on the side, Madaliso dreams of growing his own orchard.
- 5 Write the introduction for the person sitting on your left.
- 6 Post a video together (if time)