



Friends For The
Dearborn Animal Shelter

A pledge-driven dog walk and community-wide animal celebration

How to Create a Slide Show

A Picture's Worth a Thousand Words... and Could Be Worth Thousands of Dollars for Homeless Animals!

Looking for a new and exciting way to increase your fundraising? Want to give your letter-writing campaign a boost? Try a new and exciting fundraising idea. All you need is a computer, photos, and an easy to follow script and you'll be on your way to creating your own Fundraising Slide Show.

Getting Started...

Step 1: Compose your script. We have provided a sample for your reference.

Step 2: Gather the photos to illustrate your script. Horizontal photos work the best. You may need to scan the photos onto your computer and save them in a folder that will be easy to access when you are editing. (TIP: If you do not have a scanner, you can go to Wal-Mart, Walgreen's, etc. and they can scan them for a small fee.)

If your computer has a Video Editing Program...

Step 3: If your computer has a video editing program you may open the program and begin editing your video according to how the program asks you to. There are several programs that you can use. Examples are iMovie (Mac), FinalCut Pro (Mac), Adobe Premiere (PC), Avid (PC) and Windows Movie Maker (PC). Once you are finished editing your program, please make sure the movie is saved in one of the following formats: .WMV, .AVI, .MOV, or .MPG files. **Once you save your slide show, proceed to GREEN step 10.**

If your computer does not have a Video Editing Program...

Step 3: There are a number of free, free-preview, and for-purchase programs available online. See instructions, below, for working with a free program found through You Tube, called *Memories on Web*. It can be downloaded at no charge at <http://www.codejam.com/slideshow/mow.htm>. System requirements are included on the download page.

Step 4: Once the program is installed, you can place your pictures into the large blank screen. Following your script, and working from your pre-selected pictures, drag-and-drop them into the album track.

Step 5: You may wish to resize your photo to fit the page. To resize your photo, click the Transform tab, and then "Configure Slide>Crop>Constrain to TV aspect ratio>OK" (TIP: If the photo is vertical, you can center it leaving black to either side of the photo. Horizontal photos work the best.)

Step 6: After all of your photos are in place, add the text from your script. To do this for each photo: Double click on the photo, choose the Text tab, click the + sign to add text, double click the dark text bar that comes up to enter text, select font, etc.



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If your computer does not have a Video Editing Program (Continued)...

- Step 7:** Once you have added the text to each slide, you are ready to add music! **If you have music files already on your computer** in your own playlists, you can click Music, + , to add track, and then browse to the location of your music files. The supported file types for music tracks are: .mp3, .wav, .mpa, .mp2, and .m2a. **If you do not have these types of files** on your computer, there are free mp3 downloads available online as well! You will find a large selection of free titles at <http://music.download.com/>. Sample them, save them in your documents, and then click to add.
- Step 8:** Once you have selected the song of your choice, click “Loop” in the lower right-hand corner. The song will play continuously, even if it is shorter than the slide show.
- Step 9:** Preview the video! If you are adventurous, there are many choices to be made in the backgrounds, and in the transitions from slide to slide, but a simple fade can be very effective and will not detract from the impact of the words and pictures.

Upload your Memories On Web slide show to YouTube ...

- Step 10:** Once you are happy with your finished product, you are ready to show the world! Save it in your documents, then click “Publish”, “Upload Existing Video to YouTube”. If you do not have an existing YouTube account, stop to create one here. If you have never before uploaded a video to YouTube, you will need to follow the steps to confirm your e-mail address before proceeding. It will only take a couple of minutes. The slide show will automatically load to YouTube after the e-mail confirmation is received.
- Step 11:** Your slide show will be uploaded and saved as “Memories on Web Slideshow”. Click Edit to rename it. Be sure to create a title such as “John’s ‘Mutt Strut’ Team”. Then provide a description for the slide show such as ‘Why We Strut’. Next, in the box tags be sure to include any words that are related to the slide show. (Examples are dog, shelter, walk, walkathon, mutt strut, ffdas, pet, TEAM NAME, etc.). These are the words used when someone searches for a topic of a video. Under ‘video category’ select ‘people and blogs’. Lastly, click “Update Video Info” on the bottom.

Upload your Existing Program’s video to YouTube ...

- Step 10:** Once you are happy with your finished product, you are ready to show the world! Save it in your documents. Log into YouTube. If you do not have an existing YouTube account, stop to create one here. If you have never before uploaded a video to YouTube, you will need to follow the steps to confirm your e-mail address before proceeding. It will only take a couple of minutes. Then simply click “Upload Video”.
- Step 11:** Be sure to create a title such as “John’s ‘Mutt Strut’ Team”. Then provide a description for the slide show such as ‘Why We Strut’. Next, in the box tags be sure to include any words that are related to the slide show. (Examples are dog, shelter, walk, walkathon, mutt strut, ffdas, pet, TEAM NAME, etc.) .These are the words used when someone searches for a topic of a video. Under ‘video category’ select ‘people and blogs’. Lastly, click “Update Video Info” on the bottom, browse to where your video is stored in your documents, and open.



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Sharing Your Slide Show...

- Step 12:** Now that your slide show has been uploaded you can view it by clicking on ‘myaccount’ at the top of the main YouTube page and then click ‘my videos’ under the ‘videos’ section on the right side of the page. When you click on your slide show, you will be able to view the URL. The URL is the Web address that you can provide people so they can go directly to the page where your slide show is displayed. (TIP: Instead of having people search for your slide show, provide this URL in your letter for people to visit. If you are sending your letter electronically you can copy this link into your e-mail and when people click on it, they will be directed to your slide show without having to type anything!)
- Step 13:** Send out your slide show link to anyone and everyone you know! And ask them to pass it along to everyone THEY know!

Sample Slide Show Script...

Slide	Photo Description	Verbiage to Insert Over the Photo
1	Single photo of me with my pet	Hi, I’m Jane Smith and this is Max.
2	Single photo of my pet	Max was my first adoption from the Dearborn Animal Shelter. He was 10 years old when he came home with me.
3	Single photo of my pet	Because of the commitment of the Friends For the Dearborn Animal Shelter to finding forever homes for those in their charge Max was able to adopt me and change my life forever.
4	Single photo of me with my pet	For this reason I am supporting the Friends and am walking in honor of Max.
5	Single photo of my pet	And although Max is no longer with me his spirit reminds me of how important it is to give hope for all the homeless animals. That they may one day adopt a family too!
6	Single photo of me with my pet	Thank you for helping me help homeless animals in Max’s memory. Please visit my Mutt Strut Fundraising Page at: (insert the URL for my page).

Tip: Limit the amount of text per photo so as not to block out the view of the photo. You can always add more slides and even reuse photos if necessary.