

Sierra Club Voices: Guide for Ready For 100

Step 1: Download the app (DO NOT USE THE WEB VERSION IF ON PC) by using this link with your Android or iOS mobile device: <https://s7fjx.app.goo.gl/3w5T>

Step 2: Accept the challenge

- If asked for a code, use SC1080
- **If the challenge doesn't appear** in the app by default (or you're in the wrong project), you'll need to follow these steps:
 - From the main menu, hit the gear icon in the top-right corner. That's the settings menu.
 - Then, under "Profile," click "My Settings."
 - In the next prompt, click "Update Profile."
 - In the last dropdown ("Select A Group"), select "Ready For 100"
 - Click "Update."

Step 3: Setting up your shot

Framing, Lighting, & Audio

- Proper framing
 - Keep your camera **horizontal**, and keep your subject **centered**, and keep your frame **still** as shown in the example photo.
- Well-lit subject
 - Ensure that your **subject is brighter than the background**. If your background is in the sun, that likely means you need to be, too. Seek shaded backgrounds for more flexibility in shot location. Avoid harsh shadows (check under nose and brows) by seeking shade, or waiting for an overcast moment.
- No distracting noises
 - Avoid keyboards clicking, cars moving, and noisy air conditioners by finding an isolated space. **Listen** to your clip after recording to ensure it's clean.



Delivery

- Hold stare with camera for 3 seconds before and after each take, as it helps with editing.
- Ensure you're **looking into the lens**, and not into your image on the screen.
- Don't hesitate to do multiple takes to get the perfect one.

Step 4: Recording your message

- After accepting the challenge, follow the on-screen prompts to record your message. **We suggest reviewing the 1-minute tutorial within the app.**
- You'll be given the opportunity to retake, review, or upload your video. When you're ready to upload, select **"Upload."**
 - After selecting "upload," you'll be presented with an additional prompt that reads "Record Another Video?" **If you're happy with your previously uploaded response, select "no" to proceed to the next prompt. Only select "yes" if you'd like to submit multiple responses for the same prompt.**
 - You can find the rest of your prompts in the middle tab, which has an icon that looks like a movie camera.
- **Final step:** When you've recorded and pressed "upload" on all of your responses, click the third button in the top bar (looks like a film reel with a play button). Ensure that all of the videos displayed under "not uploaded videos" make their way into the "uploaded videos" tab.

"CliffsNotes:"

1. Viewers will put up with shaky video, but they won't listen to bad audio. Listen back to your audio to ensure it's clear (see above for sounds to listen for).
2. Confirm that your frame looks more like the left picture (above) than the right one, looking into your lens.
3. Do plenty of takes to get the right one.