



Please refer to these video tips for capturing the best shots of your iFetch A Family pup. Some of these tips may seem like common sense but; trust us, if you follow this advice, you will really capture the best shots of playtime with the iFetch A Family dog and their iFetch Too.

#### **When filming on your cell phone:**

- You need to have two people participating in order to film – one person to record the video, and the other to interact with the iFetch Too and the dog.
- The trainer or volunteer being filmed should have their blue iFetch A Family t-shirt on (if possible).
- Remember to always video in “landscape” or “wide angle” view with the camera turned on its side.
- If you have a tripod, we recommend using it to avoid “shaky” frames.
- Consider the environment – choose the grassy play yard over the dirt one; move anything from the background that may be distracting to the viewer (or to the dog!)
- Consider lighting – natural light is always the best for any kind of videos or photography. Avoid shady spots if possible.
- Film from the dog’s perspective -- crouch down or get down on one knee so you’re filming at the dog’s level. (Or, if using a tripod, lower it to dog level.)
- Try to avoid “butt shots” of the trainer as you’re filming the interaction with the dog and iFetch Too. If filming from behind the iFetch isn’t working, try filming from the side.
- If you’re working with a trainer, expand the view now and then to capture the trainer’s reactions to the pup, as well as the pup’s attentiveness to the trainer.
- For the first part of the visit, capture some shots of the dog’s personality without the iFetch Too in frame. Consider filming them inside their cage or outside of the fence at the play yard so the audience understands the plight -- this dog has been “in captivity” for awhile.
- For the rest of the shots, please keep the iFetch in frame. Either film from behind it or from the side.
- Try to capture the dog’s progress with the “drop” command into the top of the iFetch machine. We’ve had several dogs “get it” in the first visit! That shows how smart (and trainable) they are.

Thanks again for your interest and we hope to see your awesome videos soon! If you’re editing the footage on your own, that’s great! We’ve included a sample script you can use to create it. Then, just send the link to the final video to [support@goifetch.com](mailto:support@goifetch.com). If you don’t have editing capabilities, you can save your good “takes” to Dropbox or another photo sharing service, and send us a link to the same email, noting the shelter, pup’s name, and your name.

Thanks so much for being a part of the program!  
The iFetch Family

## iFetch A Family Video Script Guideline

Open: iFetch logo

**Meet Fido.** <insert dog's name>

(pics of him/her running, smiling without the iFetch in frame)

**She's been at the Austin Animal Center shelter since XXX.** <insert shelter name + month or years the dog has resided at the shelter>

(footage of her in the pen or behind the fence/bars)

**The folks at iFetch thought maybe they could help.**

(footage of dog interacting with iFetch Too)

**So they brought the iFetch Too to the shelter...**

(iFetch Too and dog shots)

**and look how playful and happy she is!**

(more iFetch Too + dog shots and playfulness)

**Can you believe she hasn't been adopted? We can't either!**

(more happy dog shots)

**Let's fetch her a family! Call (512) 555-5555 today and visit her!** <insert shelter phone number>

End: iFetch A Family logo + Shelter logo

*Note: You can download the logos from our Press page on our [www.goifetch.com](http://www.goifetch.com) website, or email us and we'll send them to you.*