



What was your 'moment'?

INSTRUCTIONS FOR SUBMITTING YOUR 'MOMENT OF CLARITY' VIDEO

Step 1:

Please record your video following these instructions, for this campaign we wish all the videos to answer the same questions and be in the same format.

For an example video please see our Social Media for Lindsey's version: [@LoveofClarity](#)

- Record yourself in portrait
- Ensure you can be heard and background noise is at a minimum.
- It may take a few takes – don't worry, take your time
- Please keep to time – 60 seconds is ideal
- These are personal stories rather than business or commercial/promotional
- Submit your video via WhatsApp to Lindsey **07360 934883**

ANSWER THESE 3 QUESTIONS IN YOUR VIDEO

You can be flexible with the detail you include of course, so long as we do keep a similar format.

Question 1

What is your name, age and occupation? And what do you like to do in your spare time?

The aim here is to share our way of life and smash that stereotype.

Question 2

How long have you been sober, what did you used to drink and the kind of drinker you used to be? **We know this may be difficult but just be true.**

This is to be raw and share to others of just how bad our habits were even when living our life and occupation as above.

Question 3

When/what was it that made you decide to have your 'Day 1' ?

Please try to say in your recorded words "My Moment of Clarity was" – this will really push home the message and support the campaign theme. What was your 'click' moment that made you decide to give up for good.

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Step 2:

Please read our terms, once you have submitted your video, we deem this as acceptance of these terms and conditions.

- Videos will be placed on all our social channels under the tag **@LoveofClarity – on Instagram, TikTok, Facebook and Threads.**
- By submitting a video you agree for your social media tag to be used and for us to use the content to promote the message of sobriety by any means possible. This includes but is not limited to – Social Media, Press, Media, Other Charities and Organisations who are also on a sober mission.
- All of our content will be open for public use and sharing for non-commercial purposes.
- If you wish at any stage for your video to be removed from our channels you can simply contact us to request this, although we will not be able to manage removal of your video from other public members, charities, press or non-commercial organisations who may have also shared the content. We are only able to manage content on our own platforms.
- If you have any limitations for your content please submit notes with your video submission and we will adhere to your special instructions.
- For the Love of Clarity is a not-for-profit organisation and relies on fundraising, donations and grants alone. We may use your content for fundraising activities and grant applications to propel our mission forwards. By submitting your video you consent to us potentially using your content for these activities.

We think that covers everything. You will be notified when your video is live.

Thanks for taking part and helping make a change.



FOR THE LOVE OF
CLARITY

Once complete please WhatsApp over to Lindsey on
07360 934883

Any questions please contact