



ANNUAL CATHOLIC APPEAL HIGH SCHOOL VIDEO CONTEST REQUIREMENTS

The *Annual Catholic Appeal* video contest is open to students at archdiocesan, parochial, and private Catholic high schools. To participate, create and submit a 3–5-minute video promoting the mission of the ACA. Participating schools can enter up to two videos made by two different student teams and are eligible to win a grant of up to \$5,000 for their school. While schools may submit up to two videos, only one video from each school will be eligible to be a finalist.

Entries must be submitted by Friday, February 12, 2027. To enter the contest, contact the ACA Office at acaoffice@archstl.org to receive an online file transfer link. This link will allow you to upload your video(s) to our office. Please make sure the video format is either **MP4** or **MOV** when submitting. We also ask that you upload a Word or PDF document that contains a brief, one paragraph summary of how the video will be promoted through your school. If you plan to enter the contest, please request your upload link no later than Wednesday, February 10.

If you have any questions about the contest or the submission process, please contact the ACA Office at acaoffice@archstl.org.

Members of the ACA Council will judge submitted videos and select three finalists focusing on how each video fulfills the following criteria:

- **Script and Cinematography** –Is the script well written, and are the visuals clear, attractive, creative, and well-planned? Students may wish to incorporate the 2027 theme, *In Christ We Are One*, but it is not necessary.
- **Impact** – Does the video impact those who watch it, leading them to greater support for the *Annual Catholic Appeal*?
- **Promotional Quality** – Does the video effectively promote the ACA, and would someone who watched it understand the mission of the ACA?

Tip #1 – When planning your video, consider how well your video promotes the ACA, not just your school. In the past, there have been well-done videos that did not promote the Appeal effectively. Write your script in a way that encourages people to make a gift to the Appeal and thanks them for their previous gifts.

- **Production Quality** – How professional is the video? Is the sound quality good? Are the images compelling? Is the editing done well?

Tip #2 – Poor sound quality has often created problems for otherwise well-done videos. For the video to be competitive, it must be clearly audible in a large room with many people, not just in the studio. Any narration or speaking roles should be clear, and the sound from different parts of the video should be well-balanced. The sound is just as important as the images.



- **Overall Quality** – Does the video reflect the Catholic nature of the *Annual Catholic Appeal*? Does the video express gratitude to those who give to the ACA. Can this video be used to promote the *Appeal* to a large audience? Will the message of the video have a broad appeal to people from a variety of different backgrounds. Was the video fun and/or moving to watch? Would the video make alumni who love the *Appeal* proud that it was submitted by their *alma mater*? Does it help the viewer to love the Church more?

Videos must be produced by students, though they may do so under the guidance of faculty. Please include the names and roles of students involved in the production of the video as part of the video credits, as well as the names of any faculty who provided guidance.

The three finalist videos will be shown to the guests of the 2027 ACA Kickoff Dinner, and the winner will be chosen by popular vote. The dinner will be held on Sunday, April 4, 2027, at the Sheraton Westport Chalet Hotel, and the three finalist schools will be invited to send up to 10 people to represent their school at the event.

If you have any questions, please contact us at acaoffice@archstl.org or 314.792.7680.