

# Guidelines for the Video a Day Project

## 1. Important Legal Guidelines

Regarding Covid-19 and discussion around health

In your video you **must not**:

- Advise against following government guidelines
- Advise against engaging with government-sanctioned medical interventions

You are invited to:

- Apply our core principles
- Aim to strengthen the spiritual connection, calm and resilience of people around the world

Please also observe the following:

- No political opinions or statements
- Use the correct reference for: Findhorn village, the Park Eco village, The Park community, The Findhorn Foundation
- No “Guru” statements around spiritual practice
- Anyone who is not FF staff/employee must give written permission to feature in the videos. If any guest provides us with a video, they must also provide written permission allowing us to use their material.

## 2. Your Video Idea

General Guidelines

- Please suggest something that you commit to doing yourself, don't dump things on other people to do
- Be realistic
- Keep the video to 3 minutes or less
- Keep it simple, natural and spontaneous, with minimal or no editing
- Look at others' suggestions and try to think of something different
- Check in with yourself whether you feel a lot of people will really enjoy your idea
- Use your own mobile phone where possible to film your video. This will help avoid spreading the virus and avoid putting lots of strain on our very small video team.

**Please note:** If you have any special requests that do not fit these rules and you feel strongly about, add it to the sheet, but know that it may not be possible. Exceptions may be made in a few instances regarding length of video for particularly engaging content.

## Key Themes the FF Wants to Promote

1. **Building loving community and connection**
2. **Spiritual Connection**
  - a. If someone wants to offer a personal practice or reflection via an FF-sanctioned communication, they need to be clear it's their personal practice, and that the FF and community welcome a diversity of such.
3. **Subtle Activism** - for instance, being a presence of calm and offering that into the world
  - a. Need to be careful not to present these as substitute for medical and social protection mechanisms - but as necessary complements to these.
  - b. Again, be clear if you're a community member offering a personal practice.
4. **Sensing the higher potential emerging within this situation.**
  - a. This needs to be **sensitive**: lots of people are suffering and we don't want to minimise or spiritually bypass that reality.
  - b. **Avoid personal feelings of specialness** - this is about benefiting the whole.

## 3. Fundraising

Fundraising strategy and text to be decided between Simon and Thomas