

Study, Market, Train and Showcase: YouTube Video Template

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About: This template helps community-based organizations plan and script a short promotional video about their CCRH. It is based on the LOFT project in Taunton, MA, and can be adapted to introduce your site, tell your story, and inspire viewers to get involved.

Usage Description: This template can be followed to create a Youtube Video to guide the showcasing of a CCRH (Clean Energy Community Resilience Hub) project.



YouTube Video Template

Objective:

This template helps community-based organizations plan and script a short promotional video about their CCRH. It is based on the LOFT project in Taunton, MA, and can be adapted to introduce your site, tell your story, and inspire viewers to get involved.

How to Use

1. Use the script prompts below to plan your 2–3 minute video.
2. Personalize each section with details about your team, site, funding, and community goals.
3. Film with a mobile phone, DSLR, or with the help of a local media partner.
4. Aim for a conversational tone, with visuals that show your building, neighborhood, and team.
5. Upload to YouTube and share the link on social media, grant applications, and your website.

Video Script Outline

1. Speaker Introduction

- Introduce yourself and your organization

Example: 'Hi, I'm [Name] from [Organization Name], and I'm standing at [Building Name or Address]...'

2. Community Need & Location

- Share a few facts about your neighborhood and why this project matters

Example: 'This site is located in the [neighborhood], an area that has long needed...'

3. What is the CCRH?

- Explain what you are building and why it's important

Example: 'We're turning this space into a clean energy community resilience hub that will offer...'

4. Workforce / Youth Development Angle

- Highlight education, training, and job opportunities connected to the hub

5. Partners & Funding Received

- Name early funders and where you are in the process

Example: 'We've already received funding from [agency], and we're launching a capital campaign...'

6. Resilience Features

- Describe solar, battery storage, EV charging, white roof, microgrid, etc.

7. Process & Replicability

- Explain why sharing this story matters

Example: 'This project isn't just about a building — it's about showing what's possible for communities like ours.'

8. Why It Matters

- Connect the hub to real local needs and future resilience



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9. Call to Action

- Invite support, partnership, or donations

Example: 'If you'd like to learn more, volunteer, or support the project, email us at [contact] or visit [website]'