

Church Ministry Video Challenge

Submission & Judging Guidelines

1. Purpose

The purpose of this video competition is to highlight the ministries, outreach, and life of local churches across the Alberta Conference. Churches are invited to share short videos that showcase how God is working through their congregation and community engagement.

Submission Guidelines

1. Eligibility

- Open to all **Alberta Conference Seventh-day Adventist churches, schools and ministries.**
 - Entries must be **created or produced by members of the submitting entity.**
 - Each church, school or ministry may submit one (1) video entry.
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2. Video Theme

Videos should highlight **something happening at your local church**, such as:

Examples:

- Community outreach programs
- Youth ministry activities
- Evangelism initiatives
- Community service
- Sabbath services or special events
- Personal testimonies connected to the church
- Creative storytelling about your ministry

Focus on **impact, mission, and people.**

3. Video Requirements

Length

- Minimum: **3 minutes**
- Maximum: **5 minutes**

Format

- Must be in MP4 (H.264 codec)
- Landscape (16:9) is preferred, but vertical (9:16) is accepted.
- Do not mix vertical and horizontal footage in the same video.

Resolution

- Landscape (Preferred)
 - Recommended: 1920×1080 (1080p)
 - Higher resolutions such as 3840×2160 (4K) are acceptable.
- Vertical (Accepted)
 - Recommended: 1080×1920
 - Higher resolutions such as 2160×3840 are acceptable.

Audio

- Clear dialogue or narration
 - Background music must be **licensed or copyright-free**
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4. Content Guidelines

Videos must:

- Reflect **Christian values and Seventh-day Adventist mission**
- Be **appropriate for all audiences**
- Avoid copyrighted material unless permission is obtained
- Ensure permission has been obtained from individuals appearing on camera
- Minors **must** have parental/guardian permission to appear in the video.
- Do not include commercial advertising

Responsibility Statement:

By submitting a video, the church confirms that it has obtained any necessary permissions from individuals appearing in the video and has the right to use all music, images, and other media included in the submission.

5. Submission Instructions

Videos should be uploaded to an online file-sharing service (such as Google Drive, Dropbox, OneDrive, or WeTransfer)

- Once uploaded, email the download or viewing link to communications@albertaadventist.ca
- Please ensure that sharing permissions are enabled so the video can be accessed by the conference team.
- Please include the following information in your email:
 - Church name
 - City
 - Ministry featured
 - Contact person (name, email, phone)
 - Short description of the ministry (50–100 words)

6. Deadline

All videos must be submitted by:

DATE: August 31, 2026 at 11:59 PM

Judging Criteria

Videos will be evaluated by a panel based on the following:

Criteria	Weight
Story & Impact – Does the video clearly show the ministry’s purpose and impact?	30%
Creativity & Originality – Unique storytelling, engaging concept	20%
Mission Alignment – Reflects the church’s mission and spiritual impact	20%
Production Quality – Video clarity, sound, editing, pacing	20%
Audience Engagement – Inspiring, emotional, or compelling	10%

Total: **100 points**

Prizes

- 🏆 1st Place - \$1000
- 🥈 2nd Place - \$600
- 🥉 3rd Place - \$400

Winning videos may be:

- Featured at conference events
- Shared on Alberta Conference media platforms
- Used for promotional purposes

Additional Notes

- By submitting, churches grant the **Alberta Conference permission to share the video** on official platforms.
- Judges' decisions are **final**.