

illinois all illinois

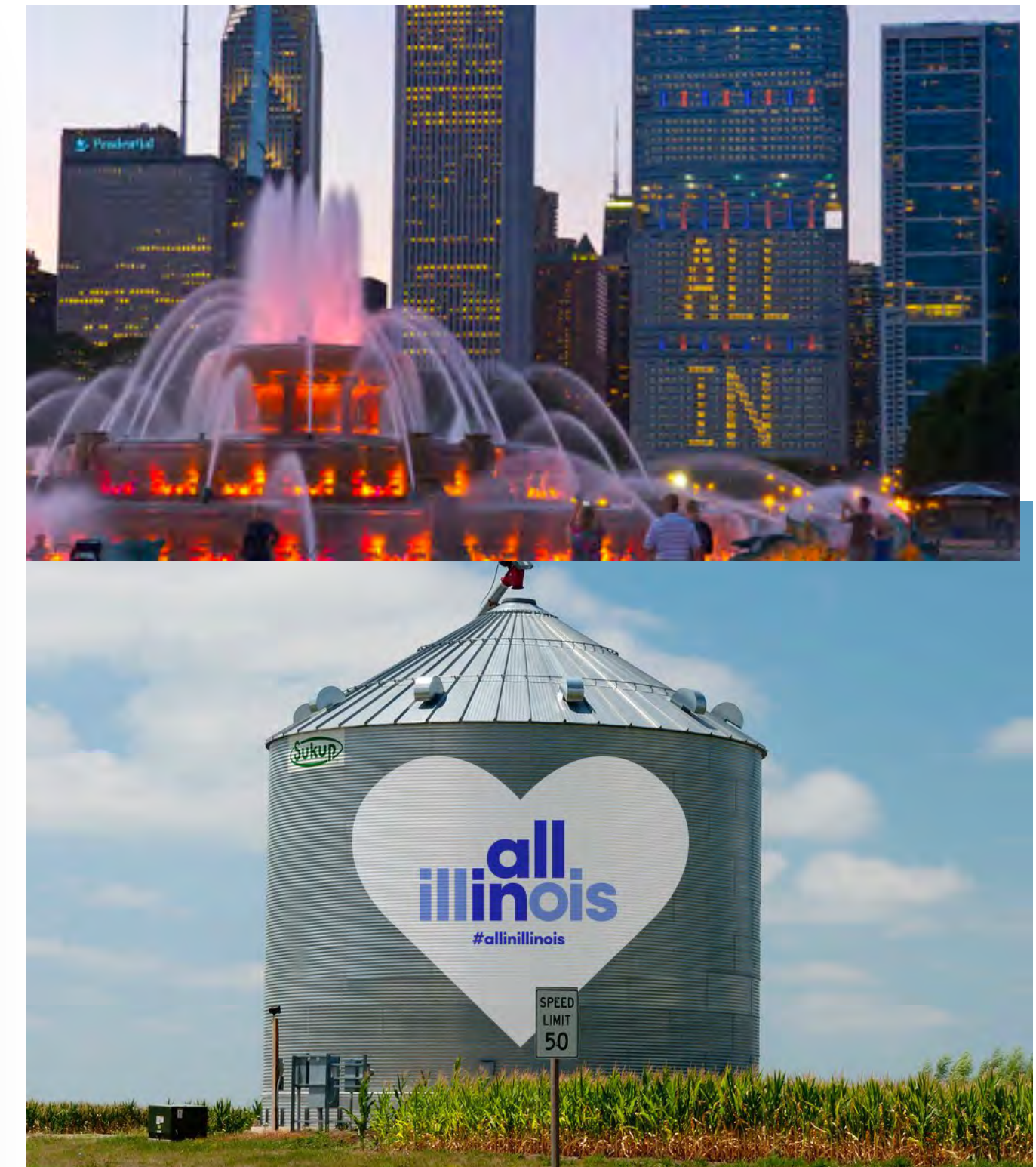
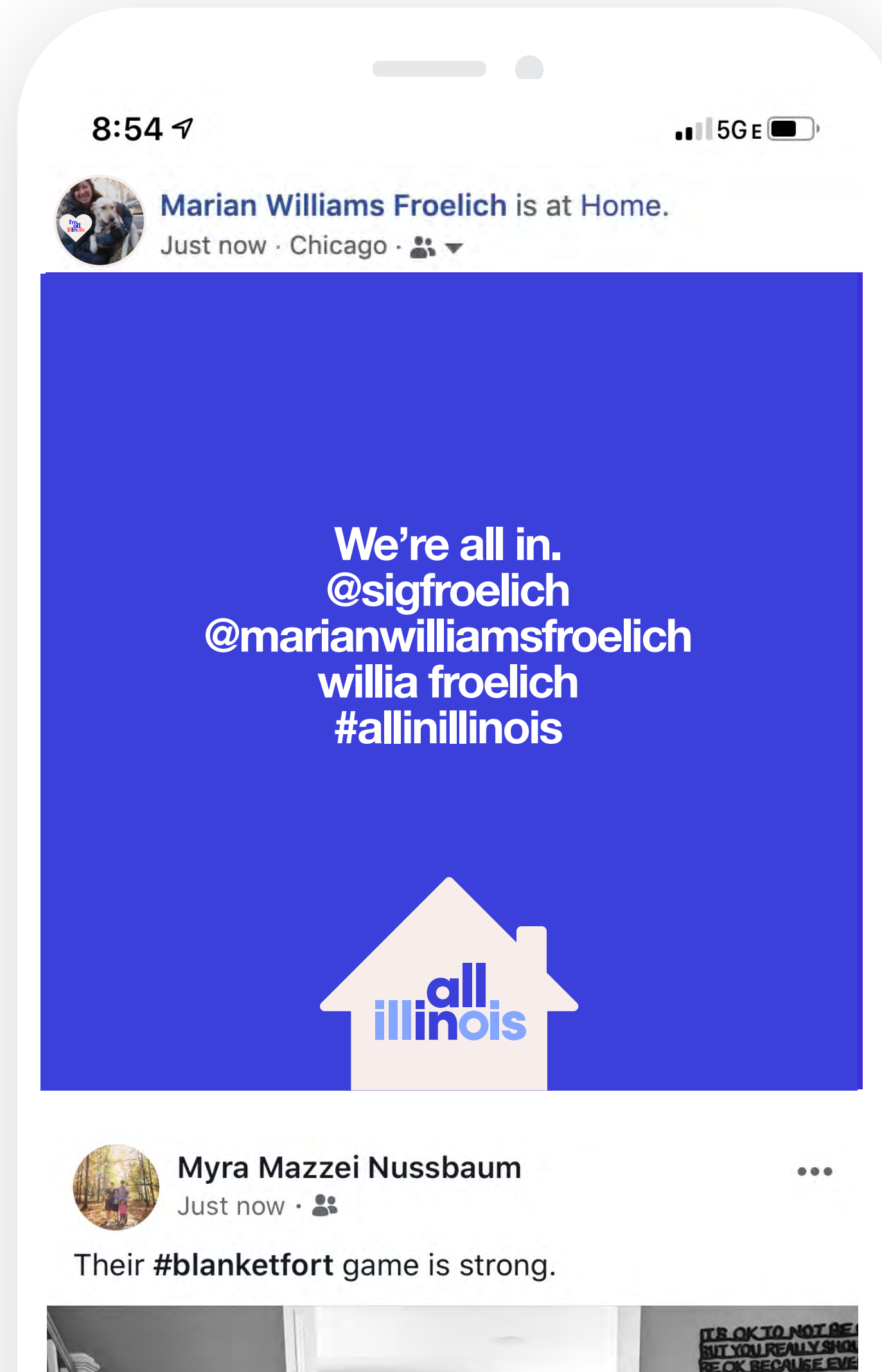
The governor's office wants our help to protect Illinois and the country by asking Illinoisans to commit to be "All In for Illinois." Because if everyone stays inside, we make Illinois safer as we slow the spread of the coronavirus. But we can't flatten the curve alone. By personally pledging to be "all-in" for Illinois, you can do your part to protect everyone.

We're asking you to help us humanize the situation in a lighthearted and positive way that rallies Illinoisans and helps us all rise to the occasion. We want people to stay in AND stay motivated.

illinois

this message will show up all over the state.

In yards, on windows, even on skyscrapers.



what we need from you

1. Record a short selfie video (1 minute or less) with your message to Illinoisans asking for them to pledge to being "all-in" for Illinois.
2. Feel free to put your own personality in - the take away should be positive and proactive. (Think Rosie the Riveter "We can do it" vibe, but modern and you).
3. Submit your video via **wetransfer** to james.lourie@okrp.com by following the upload directions on page 7.
4. We'll give it a bit of production to support the hashtag **#allinIllinois** and send it back for you to share on your own social channels/network.

make a stay-home-stay-safe selfie that's totally you

Thanks for helping us with a video.
Just follow the outline below.

1. Greet the people of Illinois. Share something you love about Illinois or the people you love in Illinois. Feel free to be personal.
2. Let them know you're pledging to go all in for Illinois and stay in to stop the spread, and ask that they do the same. Remind them who they're helping and potentially saving by staying home.
3. Sign off by saying you're **"all in, Illinois!"**
4. Be yourself and make it your own. Illinois loves you and will be so glad to hear from you during this difficult time.



video capture tips

Authentic and honest

We want this to be easy and to capture your true spirit more than we want a polished piece. No need for fancy cameras, an iPhone/Android/tablet or laptop should do the trick.

On a Macbook you can use the Photobooth app directly.

Your Environment

Find a great place in your house that feels cozy and shares a little bit about who you are. Keep the framing fairly tight so viewers aren't distracted by the background and home environment.

Sound

Make sure your environment is quiet. Reduce all white noise by turning off fans, dishwashers, roombas -unless that part of your bit. And remember, don't get too close to the camera microphone.

Lighting

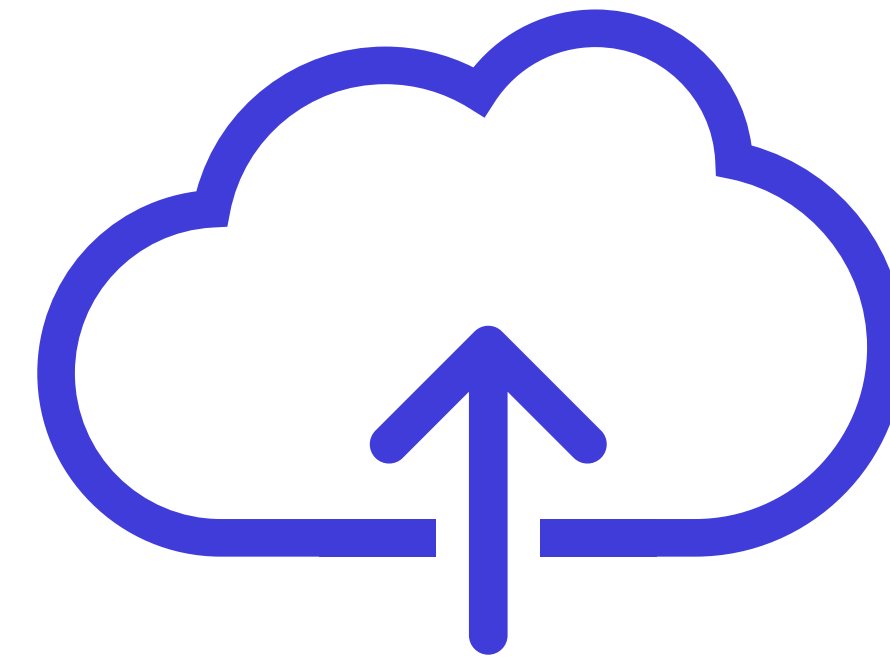
- Take advantage of natural light if you have it, or be in a well lit space
- No backlighting - avoid sitting in front of a window



video upload

Delivery

- After recording, please email your video directly to James Lourie by visiting www.wetransfer.com
- Select "Okay"
- Tap "Send a File"
- Tap "I Agree"
- Tap "Add your files" and select the file from your photo library
- Select "next" and "next again" under send an email
- Add james.lourie@okrp.com to the email to section and your own email address below
- You will be asked to verify through your personal email and the video will be sent!



**Click here to
upload your file**

thank you

We deeply appreciate your willingness
to collaborate on this project