

# RECRUITMENT VIDEO

## PRODUCTION SCRIPT

"5 Million Gen Z" Campaign — Two Versions: 60-Second Reel + 3-Minute Full Cut

### Production Overview

DETAIL	60-SECOND VERSION	3-MINUTE VERSION
Platform	Instagram Reel / TikTok / YouTube Shorts	YouTube / Website / Church Screens
Mood	Fast, electric, urgent	Cinematic, emotional, inspiring
Music	Trap-gospel beat, builds to drop	Orchestral build + beat switch to worship
Editing Style	Quick cuts (1-2s), text overlays, glitch transitions	Slow-mo intros, smooth transitions, B-roll heavy
Colour Grade	High contrast, teal + orange, desaturated shadows	Warm golden tones, cinematic blacks
End CTA	"Link in bio" / QR code	Full URL + QR code + "Join" button overlay

#### EQUIPMENT SUGGESTIONS

Minimum: iPhone 14+ with gimbal, ring light, Rode mic. Ideal: Sony A7III / Canon R6, 24-70mm f/2.8, LED panel, lapel mic, drone for city shots.

## "5 Million" — Short-Form Reel

Fast-paced, high-energy reel designed for maximum shares and saves. Every second counts.

### SHOT 1 — THE HOOK

0:00–0:03

*[Black screen. Text slams in: "70% OF GEN Z LEAVE THE CHURCH." Bass drop. Cut to—]*

**"Seventy percent of our generation walks away from God by 23."**

### SHOT 2 — THE PAIN

0:03–0:10

*[Quick cuts: empty pews, scrolling phone, lonely figure, news headlines about youth depression. Desaturated.]*

**"Depression. Loneliness. No purpose. No family. They're dying for something real."**

### SHOT 3 — THE SHIFT

0:10–0:15

*[BEAT SWITCH. Colour floods in. Group of young people laughing, linking arms, running towards camera.]*

**"But what if there was a movement designed BY Gen Z, FOR Gen Z?"**

### SHOT 4 — THE MOVEMENT

0:15–0:30

*[Rapid montage: cell group worship, Bible study circle, outdoor baptism, community outreach, leader training. Golden light. Energy builds.]*

**"Life by Design Cells. Small groups of 6 to 12. Real community. Real discipleship. Real transformation. In homes. On campuses. In every city."**

### SHOT 5 — THE NUMBERS

0:30–0:42

*[Animated counter overlay: members climbing. Drone over city. Text overlays: "50+ Cities" "10,000+ Leaders" "5 MILLION Goal"]*

**"We're already in 50+ cities. 10,000 leaders trained. And we're just getting started. The goal? Five. Million. Gen Z."**

### SHOT 6 — THE CHALLENGE

0:42–0:52

*[Direct-to-camera. Leader looks straight into lens. Intense. Intimate.]*

**"You don't need a theology degree. You need a heart for your generation. You were made for this."**

### SHOT 7 — THE CTA

0:52–1:00

*[Full group shot, arms raised, golden light. LBD logo fades in. QR code bottom-right. Text:*

*"LIFEBYDESIGNCELLS.ORG/RECRUIT"]*

**"Join the movement. Start a cell. Change a generation. Link in bio."**

### CAPTIONS

Add burned-in captions — 85% of social video is watched on mute. Use bold white font with subtle drop shadow. Key phrases in cyan (#22D3EE).

## "For Such a Time" — Full-Length Recruitment Film

Cinematic, emotional, story-driven. Designed for YouTube, website embed, church projection, and WhatsApp sharing.

### ACT 1: THE CRISIS

0:00–0:45

*[Opens on empty church pews, slow camera dolly. Sound of echoing footsteps. Cut to: teenager alone in dark room, phone glow. News headlines scroll. Stats appear as text overlays. Desaturated, blue-grey grade.]*

#### Voiceover (deep, contemplative):

"A generation is disappearing from the faith. 70% of young people leave the church by the time they're 23. Not because God failed them... but because the church didn't meet them where they are. They're lost in a digital world. Searching for identity. Drowning in anxiety. Hungry for something real. Hungry for family."

### ACT 2: THE ANSWER

0:45–1:30

*[BEAT SWITCH. Warm golden light floods in. Drone shot rising over Cape Town at golden hour. Cut to: intimate cell group — 6 young people in a living room, laughing, praying, studying the Word. Slow-mo high-fives. Leader speaking passionately. Members nodding, crying, embracing.]*

#### Voiceover (warm, rising energy):

"Life by Design Cells. A movement built by Gen Z, for Gen Z. We don't do massive events and forget you on Monday. We do life together. 6 to 12 people. Every week. In homes, on campuses, in coffee shops. Bible study. Prayer. Real talk. Real accountability. Real transformation. When a cell hits 12, it splits — and a new leader rises. That's not just growth. That's multiplication."

### ACT 3: THE PROOF

1:30–2:15

*[Testimonial montage. 3-4 real members speak to camera (15 seconds each). Between testimonials: B-roll of community outreach, school programmes, leader training sessions, outdoor worship. Animated map showing cities lighting up.]*

#### Testimonials (real members):

"I was completely alone. No friends. No purpose. My cell leader called me every single day for two weeks until I came back. Now I lead my own cell of 10." — Thando, 21, Cape Town

"I never thought I could lead anything. LBD saw something in me I couldn't see in myself. I'm now training other leaders across three cities." — Sipho, 23, Johannesburg

"This isn't church. This is family. This is where I found God for real." — Amahle, 19, Durban

#### ACT 4: THE SCALE

2:15–2:40

*[Animated infographic overlay on epic drone shots. Numbers counting up. City names appearing on screen. Energy builds — music intensifies.]*

##### Voiceover (powerful, building):

"Already active in 50+ cities. Thousands of members. Hundreds of trained leaders. School programmes. Economic empowerment. Community outreach that changes neighbourhoods. But we're not done. Not even close. The target? Five million Gen Z reached. Cells in every city. Leaders on every campus. A generation that knows who they are in Christ."

#### ACT 5: THE CALL

2:40–3:00

*[Direct-to-camera. Founder M. Klaas speaks. Then cuts to: full group of diverse young people, arms linked, golden sunset behind them. Slow-mo. Music drops to piano. LBD logo. URL. QR code.]*

##### M. Klaas (founder, direct to camera):

"Esther 4:14. 'Who knows but that you have come to your position for such a time as this?' That's you. Right now. You don't need a degree. You don't need a building. You just need a heart for your generation. Start a cell. Join the movement. This generation is waiting."

**[End Card]** [LIFEBYDESIGNCELLS.ORG/RECRUIT](https://LIFEBYDESIGNCELLS.ORG/RECRUIT) | "I'M IN" button | QR Code | Social handles

## Music Notes

SECTION	STYLE	TEMPO	REFERENCES
Act 1 (Crisis)	Dark ambient, sparse piano	70 BPM	Hans Zimmer, Interstellar vibes
Act 2 (Answer)	Uplifting gospel-trap, build	90-110 BPM	Lecrae, KB, Hillsong Young & Free
Act 3 (Proof)	Warm acoustic under testimonials	80 BPM	Maverick City, Jonathan McReynolds
Act 4 (Scale)	Epic orchestral + beat drop	120 BPM	TobyMac, Elevation Worship
Act 5 (Call)	Piano + strings, emotional resolve	70 BPM	Bethel Music, Phil Wickham

### LICENSING

Use royalty-free worship-adjacent tracks from Artlist.io, Epidemic Sound, or commission an original score. Budget: R2,000–R5,000 for a custom beat.

# Shot List & Equipment Guide

## Essential Shots to Capture

#	SHOT DESCRIPTION	TYPE	DURATION
1	Cell group gathered in a circle, warm lighting, authentic discussion	Wide + Close	15-30s
2	Hands raised in worship (close-up on faces showing emotion)	Close-up	10-15s
3	City skyline at golden hour (drone if possible)	Drone/Wide	10-20s
4	Community outreach — handing out supplies, painting, helping	Documentary	20-30s
5	Leader speaking directly to camera (testimonial)	Medium	30-60s each
6	Group of youth running/walking together towards camera	Slow-mo	5-10s
7	Bible study close-up — hands on Bible, pen on journal	Macro	5-10s
8	High-fives, hugs, laughter between members	Candid	10-15s
9	Founder M. Klaas speaking to camera (passionate delivery)	Medium	30-45s
10	Full group shot — arms linked, sunset behind	Wide	10s
11	School campus shots — students gathering, cell meeting outside	Wide + Med	15-20s
12	Phone screen showing the app / QR code scan moment	Close-up	5-8s

## Equipment Checklist

BUDGET TIER	CAMERA	AUDIO	LIGHTING	EXTRAS
<b>R0 (Phone)</b>	iPhone 14+ / Samsung S23+	Boya BY-M1 lapel	Natural light / ring light	Gimbal (DJI OM 6)
<b>R5K</b>	Sony ZV-E10 + kit lens	Rode VideoMicro II	Godox SL60W LED	Basic tripod
<b>R15K+</b>	Sony A7III + 24-70 f/2.8	Rode Wireless Go II	Aputure 120D	DJI Mini 4 Pro drone

### PRO TIPS

- Shoot at golden hour (5:30-6:30 PM in South Africa) for the best light
- Record all testimonials in a quiet room with soft backlighting
- Get minimum 3 takes of each testimonial — the best one is never the first
- Capture B-roll of HANDS (praying, writing, high-fiving) — these are powerful cut-aways
- Film in 4K, deliver in 1080p — gives you room to crop and stabilise

## Where to Post & How to Maximise Reach

### Platform Strategy

PLATFORM	FORMAT	OPTIMAL LENGTH	BEST TIME TO POST	HASHTAGS
Instagram Reels	9:16 vertical	30-60 seconds	Tue/Thu 6-8 PM SAST	#LifeByDesignCells #GenZForChrist #5MillionGenZ
TikTok	9:16 vertical	30-60 seconds	Mon-Fri 7-9 PM SAST	#ChurchTikTok #GenZChristian #CellMovement
YouTube	16:9 horizontal	3 minutes (full)	Sat 10 AM SAST	Full description with links
YouTube Shorts	9:16 vertical	30-60 seconds	Sun 6 PM SAST	Same as Instagram
WhatsApp Status	9:16 vertical	30 seconds max	Daily	N/A (add text overlay CTA)
Facebook	16:9 horizontal	60-90 seconds	Wed 12-2 PM SAST	#LifeByDesignCells
Website	16:9 embed	3 minutes (full)	Always live	Embed on /recruit page

### Paid Promotion Budget Guide

SPEND	EXPECTED REACH	STRATEGY
R500/week	15,000-30,000 views	Boost 60s reel on IG + TikTok to 16-24 age group, South African cities
R2,000/week	80,000-150,000 views	Full campaign: IG + TT + YouTube Ads targeting "church", "Bible", "youth" interests
R5,000/week	300,000+ views	Multi-platform blitz + retargeting pixel + landing page conversion tracking

### Post-Production Checklist

- Colour grade: teal + orange cinematic look (DaVinci Resolve / CapCut Pro)
- Add burned-in captions (85% watch on mute)
- Add LBD logo watermark (bottom-left, semi-transparent)
- End card: URL + QR code + social handles + "Join" CTA
- Export: 4K (master), 1080p (delivery), 720p (WhatsApp)
- Create 3 thumbnail options (A/B test on YouTube)
- Write platform-specific captions (not copy-paste across all)
- Schedule posts using Later.com or Meta Business Suite

## Ready to Film?

Share this script with your videographer. Tag us @lifebydesigncells when you post.  
Questions? Email [dclifecentre@aol.com](mailto:dclifecentre@aol.com)

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