

Cadence Missionary Storytelling by LifeCairn, Inc.

EXALTING CHRIST IN THE NATIONS
THROUGH THE LIVES OF
TRANSFORMED MILITARY PEOPLE

What is it?

You know the Cadence mission... The LifeCairn mission is simple: stories that enrich life. Like skilled archeologists, we expertly uncover the compelling message that is your story and deliver it through a cinematic video experience. Please visit the LifeCairn Community Online™ at lifecairn.com/community.aspx, search on "cadence", and click on a couple missionary stories. This will give you the best understanding of what Cadence Missionary Storytelling by LifeCairn is all about.

What are some of the benefits to my ministry?

- **Compelling communication**. The first Cadence missionary story by LifeCairn was told in 2005. It has proved to be an indispensable part of ongoing support raising and clearly conveying what God is doing through this family's Hospitality House. Your story will specifically engage your audience with who you are and where you're headed.
- **Tangible ministry tool**. Share your story over the internet, mail DVDs to people you can't visit personally, and show it during live presentations.
- **Rich imagery**. LifeCairn has a constantly growing library of military and Cadence-specific archive footage. We can use this image library to deepen your ministry storytelling.
- **Stay focused on ministry**. Cadence has partnered with LifeCairn to provide a consistent and professional level of storytelling to the ministry. We have a deep level of know-how in crafting a well-paced, well-supported storyline. We'll get this project done in a timely manner so you can quickly begin using it. You are free to focus on your ministry calling and not on "video stuff." LifeCairn does the story, you do the ministry!
- **Forever archived, forever upgraded**. If you ever need additional copies or want to make an update to the story, LifeCairn keeps all the master files archived. If an internet or DVD technology should become obsolete, LifeCairn will upgrade your story at no cost.

What's the cost?

The total cost, excluding any shipping, is \$950. Cadence considers storytelling to be a critical foundation of your ministry and will allow your account to run in deficit while your support raising gains momentum. The service will be billed to your Cadence account.

What's the process & what's included?

1. It all starts with a one-hour **Discussion Sitting**™. A Discussion Artist™ will help you cultivate natural & articulate conversation while the cameras are rolling in a cinematically lit scene. There is no preparation needed as we aren't "fishing" for slick, pre-meditated one-liners! If you're in Denver for Cadence Candidacy, your sitting will be scheduled for you. *See "What Else Do I Need To Know..." below for more info.
2. You'll provide LifeCairn with a variety of **personal photographic content** which helps further illustrate your story. *See the "Photographic Content" section below for more info.
3. LifeCairn will craft your story with their **Signature Story-Artistry**™ - A cinematic process that focuses on a central message and creating an emotional/intellectual journey for your viewers. We don't use "templates" so the artistry remains true to your personality and journey.
4. Attractive **label artwork** will be custom-designed for your DVDs. It will provide a professional first impression.
5. You'll **preview & approve** your finished story via your online account at lifecairn.com. This preview allows for "incidental tweaks" to your story. *See "Changes" under "Important Details" below for more info.
6. 100 printed & **packaged DVDs** will be shipped to you at the address shown in your online account. Each DVD is packaged in a clear, plastic case measuring approximately 5" x 5".
7. Your story will be available at the **LifeCairn Community Online** (lifecairn.com/community.aspx). If desired, we can also provide an internet-ready movie file for your own website.



What do I do with my lifecairn.com account?

Shortly after your Discussion Sitting, you'll receive an email with instructions on logging into your online account with LifeCairn.

- This is where you can upload files to us, preview your story, and communicate with us about it. *Please use the Comments area for all correspondence regarding your project.*
- Keep your contact and shipping information up-to-date.
- Use the Invite Guest button to share your story with others.

How can I further customize my story & what are the additional costs?

- **Phone-in Testimony.** Add some powerful impact to your story with a phone-in testimony from people who know you best or have been impacted by your ministry. We'll spend up to 20 minutes on the phone and include pictures of these people in the story. Choose this option within 14 days of your Discussion Sitting. | \$45/testimony. **Long-distance calls must be made by your friend, family, or colleague.*
- **DVD Copies.** Additional DVDs can be ordered at anytime. Please do not make duplicates yourself. We'll maintain the publishing quality of the duplicate and label print. | \$1.96 each, up to #250. **Contact LifeCairn for greater quantities.*
- **On-location In South Metro Denver.** Choose a unique indoor or outdoor location for your Discussion Sitting, a testimony, or a custom photo-shoot to augment your personal photographic content. Advance planning required. | **Pricing by project.*
- **On-location Outside Denver.** We can come to your home or place of ministry (out-of-state or abroad) to capture your life and work at great depth. Advance planning required. | **Pricing by project.*
- **Co-Director Option.** We think it's best to not bother you with production details. However, if you want greater input on the development of your story and the chance to make "foundational changes" to it, notify LifeCairn within 14 days of your Discussion Sitting. | \$195. **See "Changes" under "Important Details" below for more info.*
- **Post-Finish Changes.** If you need to make more than "incidental tweaks" to the preview of your finished story and have not chosen the "Co-Director Option" upfront, these changes will be billed hourly. | \$60/hour. **See "Changes" under "Important Details" below for more info.*
- **Down The Road.** When your life situation or ministry

undergo any significant changes down the road, we can update portions of your story or plan a completely new "2nd Edition."

| **Pricing by project.*

What is needed for my personal photographic content?

- We need **90-110 personal photographic images** from you within 30 days of your Sitting. Please **do not** provide any more or less. Include a variety of close-up & wide images. Consider photographing some of the needed shots today if you don't already have them; or ask LifeCairn about capturing on-location footage of you. Not all your images will be used, but we need a wide variety to choose from.
- If possible, substitute some **video** for no more than 1/3 of your images (VHS, VHS-C, mini-DV, mini-DVD, 8mm tape). A single "image of video" is counted as a scene of 2 to 20 seconds in duration. Download the "Video Scene Log" from your lifecairn.com account.
- Use the following as a guide for gathering your images into categories:
 1. **Me.** About 10 non-descript, close-up shots of just you; mostly current-day. If you and your spouse will be serving together, provide an equal number of shots of each of you individually.
 2. **My Family.** About 10 non-descript, close-up shots of the whole family together; mostly current-day.
 3. **My Life Before Cadence.** About 15 general shots of life before Cadence (your occupation, wedding, military service).
 4. **My Personal Journey.** About 25 shots specific to your personal life journey (important people & events that have shaped who you are and what you'll be doing).
 5. **My Ministry Life.** About 30 shots of doing anything similar to what you'll be doing with Cadence (leading groups, enjoying people, washing dishes, fixing cars).
- If you have **prints or slides**, you must remove them from albums and frames. Organize them in categorized, labeled envelopes. We do not recommend scanning images yourself, unless you are very comfortable with your scanner (each image scanned to a single file & cropped to approximate resolution of 3500 x 2300 x 72).
- If you have **digital images**, provide them on CD organized in categorized, labeled folders or upload them directly to your



- lifecairn.com account.
- Content should be **shipped via insured carrier** in a well-packed box or protective envelope to LifeCairn, Inc., 2 W. Dry Creek Circle #100, Littleton, CO 80120. Be sure to include your name and contact info in the package. All content will be returned to you with the completed project.
- We recommend that you **begin collecting** some of these images now. After your sitting, we can help you further refine your content choices. Please note, we may ask for additional images when we begin crafting your storyline.

important details

- **Changes.** What's the difference between an "incidental tweak" and a "foundational change"?! Examples of incidental tweaks: swapping a picture for another, altering a graphic transition, correcting any errors, and cutting a few words of dialogue. Examples of foundational changes: moving/deleting/adding story segments to new locations on the timeline, changing music, moving/deleting/adding an entire graphic treatment on the timeline, and making a large number of incidental tweaks. We want you to be proud of and very satisfied with your story. After viewing it for the first time, feel free to suggest changes and we'll help you understand what kind of changes they are. If you're a detailed-oriented, artistic person, consider helping us during production by choosing the Co-Director Option within 14 days of your Sitting.
- **More About Signature Story-Artistry.** LifeCairn understands there is more than one way to tell a great story. But, given our experience with Cadence and storytelling in general, you can trust us to craft a fabulous, life-enriching piece. We pay careful attention to your target audience as we scrutinize each frame of video and each second of audio. We carefully consider how each segment of your story relates to the whole and how it takes your viewers through a compelling intellectual and emotional experience. Production is essentially broken down into three stages. First, we craft an audio-only storyline cut to ensure we major on the message and flow of the story. Second, we rough-cut all the imagery and music to create the overall cinematic experience for the viewer. Third, we refine, correct, and sweeten everything from the storyline to the effects.
- **Pricing Discounted.** All pricing for Cadence Missionary Storytelling is discounted because we love Cadence and our military!

- **Timely Completion.** LifeCairn has planned for completing your story within 1 to 3 months of your Discussion Sitting. Some customizing options listed above require ordering within 14 days of your Sitting. Your personal photographic content should be provided to us within 30 days. If these items are not received according to this Cadence storytelling schedule and you have not made prior arrangements, your project may be archived and a cost of \$75 will be incurred to reactivate it.
- **Always Getting Better.** LifeCairn is always striving to be more creative and do what we do even better. Please share any ideas or comments you have regarding our service.

what else do I need to know for my discussion sitting?

- **What To Wear.** Don't wear anything predominantly white or black; no small, intricate patterns (especially thin, horizontal stripes); no extremely bright colors; limit the amount of jewelry. Instead, choose clothing that is predominantly solid and pastel/neutral in color; complementary to your skin; clothing that is "you" and makes you feel good.
- **My Family & Kids.** You and your spouse (if applicable) will be the primary participants in the Sitting. However if your kids are with you, it would be great to have them join us for the first 5-10 minutes. After this time, please arrange for any necessary childcare.
- **Arrive Early.** Please arrive a few minutes early so we can get started right on time.

Thank you for the privilege of getting to know you and your life journey!