



Joseph Gentry Educational Scholarship Video Submission Instructions

Applicants choosing to submit a video instead of a written essay should follow the suggested guidelines below.

Required Content

Your video must answer this year's theme question:

How can credit unions use tools like Artificial Intelligence (AI) and Social Media to connect with younger audiences to educate them about money?

*Make sure to talk about the additional items below when sharing your ideas:

- Talk about your understanding of Credit Unions
- Your participation in community service
- Explain your career direction
- Discuss financial plan

Video Length

5-7 minutes

Video Submission Methods

Link formats: YouTube, Vimeo, SharePoint, or Dropbox. Please ensure viewing permissions are enabled for viewers.

File Naming Convention

LastName_FirstName_JGScholarship_2026

Example: Smith_Jordan_JGScholarship_2026.mp4

Important Notes

- Production quality will NOT impact scoring
- Expensive equipment or editing tools are not required
- Focus on clear communication, organized thought process, creative thinking, and original ideas
- Ensure audio is clear and easy to understand

Visit bridgecu.org/scholarship-program and click the **Send Application button** when you're ready to apply. You will be redirected to an online form to submit your video link.

If you have any questions or concerns about your application, please email:

scholarship@bridgecu.org