



UKRAINIAN CANADIAN STUDENTS' UNION
СОЮЗ УКРАЇНСЬКОГО СТУДЕНТСТВА КАНАДИ UNION DES ÉTUDIANTS
UKRAINIENS CANADIENS

KOLYADA/CHRISTMAS GREETINGS VIDEO



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A GUIDEBOOK TO CREATING KOLYADA/CHRISTMAS GREETINGS VIDEO FOR UKRAINIAN STUDENTS' ORGANIZATIONS (USOs)

In response to the ongoing COVID-19 pandemic, SUSK has created an extension to the pre-existing USO toolkit of events. The COVID-19 toolkit is designed to provide member USO's with the appropriate resources to adapt their programming and events to comply with the current COVID-19 health and safety standards. You can stay up to date with what regulations apply to you [here](#).

In this document, you will find information on how to participate in SUSK's inaugural Kolyada/Christmas Greetings video fundraiser. This guidebook is divided into "phases." These phases divide the responsibilities required to participate in this event over time to encourage USO's to stay organized and manage their time effectively.

INTRODUCTION

Many USOs host annual Kolyada events as fundraisers for their annual budget. Due to the COVID-19 pandemic, hosting Kolyada events in person this year will be very difficult to do safely. As such, SUSK has decided to host a virtual Kolyada that all member USOs are invited to participate in!

Each USO is invited to create a video of their members singing a kolyady (Ukrainian carol). **The due date to submit videos to SUSK is December 15, 2020.** Attached to this document is a list of suggested kolyady, but you may also select one not on the list. Please email SUSK at vp@susk.ca to let us know which song your USO would like to sing. We will do our best to minimize duplication of songs. SUSK will post the videos on our YouTube account and create a playlist of all the videos. The link for this playlist will be sent to all the participating USOs to share far and wide within their local communities.

On behalf of the participating USOs, SUSK will solicit Kolyada donations. The donations will be split evenly amongst the participating USOs. This is a great opportunity for USOs to raise funds for their annual budget virtually!

OBJECTIVES

The key objectives of the proposed event are:

- To celebrate and preserve Ukrainian traditions in Canada.
- To significantly contribute to the Ukrainian Canadian community by engaging



youth and building their capacity as future professionals and community leaders.

- To generate a small revenue for participating USOs.

Phase 1: *Make a Kolyada Video Committee (early November)*

- 1) 2 co-chairs (they will take the lead, are responsible for communicating the project steps, dividing the lyrics among the club members, and emailing out the final product to audience)
- 2) Video editor (receives all the video clips from USO members and puts together the Kolyada video) *we recommend choosing someone who is skilled in video editing and technology
- 3) Assistant Video editor (helps with the making of video, helps organize clips in order)
- 4) Members participating/singing in the video

Phase 2: *Schedule a Meeting and Set Goals (second week of November)*

Decide the following:

1) Who will you send the Kolyada link to?

- o USO members
- o Ukrainian community organizations and local families
- o Others

2) How will you obtain your audience's emails to send out the video?

- o You already have emails on file
- o Create a google form to have people submit their emails to receive the Christmas greeting (share google form link on socials e.g. facebook, Instagram, etc.)

3) When to send out the Kolyada/Christmas Greetings Video video?

- o On Ukrainian Christmas: January 7th
- o Ukrainian Christmas season: January 6-18th

4) Which kolyady (Ukrainian carols) and seasonal greetings should you use?

Here is a list of suggested kolyady, but you may also select one not on the list. Please email us at vp@susk.ca to let us know which song your USO would like to sing.

Добрий вечір тобі, пане господарю

<https://www.youtube.com/watch?v=cROSoPOslvE&list=PLcYmqdVADTi4liZnS7>



[GHmV_ANYfcTw09f&index=1](https://www.youtube.com/watch?v=GhmV_ANYfcTw09f&index=1)

<https://lyricstranslate.com/en/dobryy-vechir-tobi-добрий-вечір-тобі-good-evening-you-iii.html>

<http://spivanyk.org/en/song.4122/Dudaryk/Dobryi-vechir-tobi.html>

Небо і земля:

https://www.youtube.com/watch?v=SUYTk9X0Ui0&list=PLcYmqdVADTi4liZnS7GHmV_ANYfcTw09f&index=3

<https://www.pisni.org.ua/songs/83552.html>

<http://spivanyk.org/en/song.10912/Kolyadky-i-shchedrivky/Nebo-i-zemlya.html>

Нова радість стала:

https://www.youtube.com/watch?v=cEaMRgwXQmU&feature=emb_logo

<https://lyricstranslate.com/en/nova-radist-stala-i-нова-радість-стала-i-nova-radist-stala-i-nova-r.html>

Бог ся рождає:

https://www.youtube.com/watch?v=0Phv7pvPV6o&feature=emb_logo

<https://lyricstranslate.com/en/boh-sya-rozhdaye-бог-ся-рождає-boh-sya-rozhdaye.html>

Во Вифлеємі нині новина

<https://www.youtube.com/watch?v=hEIHj9tw8x4>

<https://www.pisni.org.ua/songs/216216.html>

<http://spivanyk.org/en/song.10946/Kolyadky-i-shchedrivky/Vo-Vyfleyemi-nyni-novyna-%5B2%5D.html>

Here is a list of Christmas season greetings/Віншування that you can include in your USOs video:

- a. Вітаємо вас колядою
Цей радісний, веселий час!
Хай щастя, згоди і здоров'я
Ніколи не минає вас.
Христос Раждається!

- b. Під Вашу стріху, у Вашу хатину
Принесли ми нині веселу новину.
Хай у Вашій хаті Бог перебуває –
Христос ся раждає!



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- c. Дай, Боже-Христе, ключі небесні,
Щастя, здоров'я, прибутки чесні.
На кожнім броді і перевозі
Най при Вас буде Бог у дорозі.
Христос ся раждає!
- d. Ісусик маленький не спить, не дрімає,
Своїми ручками весь світ обнімає:
І вашу хатину, і вашу родину,
І всю Україну. Христос ся раждає!

5) Organize the structure of the video

Assign a due date for video clip submissions. Use the links above to help familiarize yourself with melodies and words. We recommend asking your members singing along to an existing track or karaoke track - this will keep everyone's timing the same and will make editing much, much easier. In editing, we recommend editing the videos together so everyone is singing at the same time - assure your members that their voices will not be singled out in the video if they are nervous about recording themselves singing. Encourage your members to consider wearing a вишиванка/embroidered blouse or fun costume when recording their assigned clip. Smile throughout the video because... 'tis the season to be jolly! ☺

Phase 3: *Submit video clips (mid-late November)*

Have USO members submit their recordings to the video editor via the general USO email or the video editor's email (whatever is easier).

Phase 4: *Final product competed and emailed to SUSK (by December 15, 2020)*

Finish editing the video and send it to vp@susk.ca by December 15, 2020. As the file will probably be large, we recommend sharing it via Google Drive, OneDrive, DropBox, etc.

Phase 5: *Execution*

SUSK will send your USO the link to the YouTube Kolyada playlist and a link for accepting donations to you before Christmas. Once you receive the links, feel free to start sharing them with your audience! It is time to spread the Ukrainian Christmas joy with your amazing Kolyada video and Christmas greetings!