

How to take good quality photographs of your fundraising activity

Not only will good quality photographs of your fundraising activity make a greater impact when spreading the word about what you're doing, but they will last as a reminder of the challenge you took on for years to come. Don't miss the opportunity to capture your fundraising activity to best effect – here's how:

High-resolution

Make sure that you use a camera that can take high-quality photographs. Fortunately, most smart phones are now fitted with cameras that can capture high resolution images. Your photographs should be at least 1MB in size.

Capture the action!

Don't just take photos before you set off – get some action shots, too. Photos showing movement and spontaneity will capture your activity more effectively than static shots, highlighting the challenge and drama of your fundraising activity. These are the photos that your supporters will want to see the most.

Ask for a helping hand

Although we all love a selfie, it is also helpful to ask someone around you to help take some photos of you. Don't be afraid to instruct them as to what you want them to capture – you cannot assume they already know this.

Take a range of photos

Taking a range of photos will help when attempting to capture your fundraising activity. Consider capturing as much variety as possible: posed group shots, individual or collective action shots, photographs of the before and after, and more... Also try to take photos that are both portrait and landscape in dimension.

Consider the lighting

Light quality can make or break your photo. Always aim to take photos in natural day-light and avoid taking photos after dark or in indoor lighting unless it is directly relevant to your activity.

Capture the context

Check whether the photo includes enough context, such as showing the location of your fundraising activity in the background. Consider taking some photos with a relevant local landmark to illustrate the milestones that you have reached.

Don't crop out the feet!

Try not to be hasty in taking photos - consider the whole composition. Allow for some room around the figure in order to see the context within the photo and check also that no element has been accidentally cropped out of the composition.

Please note that if there is anybody under the age of 16 in the photograph, you must ensure that you have parental permission to use the photo.

