

HOW TO TAKE GOOD QUALITY PHOTOS AND VIDEOS OF YOUR FUNDRAISING ACTIVITY



You need good quality photographs and video footage to give added punch to the messaging around your fundraising activity. Not only that, it will give you a record of the challenge to return to in the years to come. Don't miss the opportunity to capture your fundraising activity to best effect – here's how:

1 High resolution

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

2 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 most want to see. Why not take some video footage of the action, too?



3 Ask for a helping hand

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



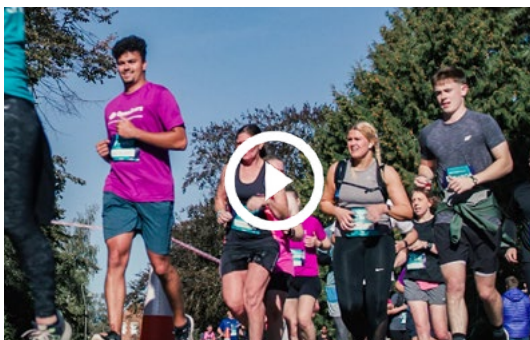
4 Take a range of photos

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, before and after shots, and more. Also try to take photos that are both portrait and landscape in dimension.



5 Consider the lighting

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



6 Capture the context

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

7 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 of the photo. Check also that no element has been accidentally cropped out of the composition.

8 A note on video footage

The tips in this document also apply to capturing video footage. Try to keep video footage short, and film in landscape.

Please note: If there is anybody under the age of 16 in video footage or a photograph, you must ensure that you have parental permission to use it.

