

PHOTOGRAPHY GUIDELINES FOR FUNDRAISERS

Taking good photographs of your fundraising activity can be a useful way of showing sponsors what you've achieved. They can be submitted to your company newsletter editor or local newspaper, or you can add them to your Justgiving.com fundraising page or own personal website.

Examples of fundraising are used by Guy's and St Thomas' Charity in our various publications, displays and websites. If you are organising a fundraising event we would like to see copies of your photos.

Below are a few tips to help you get the best quality pictures to send to us and for your own publicity.

Use a film or digital camera

Disposable cameras usually do not produce good results. Digital cameras can provide very good images, but remember to have them at the highest quality setting and correct mode for the time of day. Images taken using a mobile phone will not reproduce in print.

Lighting

When indoors, get as close as you can to a window, so that the photographer's back is to the window and natural light falls on the subject's face (make sure the photographer's shadow is not falling on the subject). The photographer and subject can also stand facing each other near the window, each with a shoulder toward it, but again, beware shadows casting on the individual being photographed.

Using the flash

When taking photos outside on a sunny day, remember that bright sun can create deep facial shadows. You can eliminate shadows by using a flash to lighten the subject's face. You may have a choice of fill-flash mode or full-flash mode. If the person is within five feet, use the fill-flash mode; beyond five feet, the full-power mode may be required. With a digital camera, use the picture display panel to review the results.

Know your flash's range. For most cameras, the maximum flash range is less than 15 feet - about five steps away. If you don't know your camera's flash range check the manual.

Background

Try and compose your subject against a plain background to avoid drawing the eye away from your focus. Organise small groups and go for action shots as opposed to staged, forced arrangements. Show relationships and interaction between subjects. For example, it is sometimes better to have two people smiling at each other, or talking naturally, than to have them smiling at the camera. When in doubt, take several shots and send us them all.

Take and submit a variety of photos

In publications, you will notice a mix of portrait and landscape pictures, so it's useful to turn your camera sideways and take some portrait pictures. You can also try shooting from above or below your subject, and zoom in close. Bring your picture to life by moving your subject away from the middle of your picture, leaving space for a caption on the photo. Experiment by taking the sides of peoples' faces if what they are looking at is the focus.

In general

Before photographing people it is courteous to ask their permission. This is not only polite, it

often results in better photos. Remember to take down their name and a note of how they are linked to the event for a photo caption in a publication.

If your photographs include children, permission must be given by the child's parents before that photograph is used in any publication or website. So if you submit your photographs to Guy's and St Thomas' Charity please include the full name and address of each child featured in the photographs.

If you post photographs of children on a personal website it is wise to not use their full name and avoid including details that could be used to identify them.

Photographs we cannot accept

Computer printed, colour-copied and faxed photos, Polaroids or cut-outs from magazines and/or newspapers.

If you are scanning a photo for email, please scan at 300 dpi and at least 5" x 7".

How to get media coverage

If you would like advice about how to attract media coverage for your fundraising activities then please contact the Communications team at Guy's and St Thomas' charity. We can guide you through how and when to contact the media, provide you with a model press release and on occasion, a professional photographer.

You can send your photos via e-mail to Kate Dawson, Head of Communications, kate.dawson@gsttcharity.org.uk or to Laura Mason, Communications Assistant, laura.mason@gsttcharity.org.uk or by post to:

Laura Mason
Guy's and St Thomas' Charity
Rm 161, First Floor, West Wing, Counting House
Guy's Hospital
St Thomas' Street
London SE1 9RT Phone numbers

Please include:

- ~ When and where the photos were taken.
- ~ The names of each person in the photo
- ~ Contact details for the parents of any child included in the photographs
- ~ Photographer's name
- ~ Whether you would like us to return your photos