

Taking photos of your fundraising event

Good photos of your fundraising can help us generate publicity, and hence more donations. They can also give other members and fundraisers ideas for their own events. Here are some hints on how you can help make sure that we get good photos:

- Make "how am I going to get good photos?" part of your event planning, not an afterthought at the event.
- Ideally use a proper camera, not a phone.
- Generally speaking the higher the pixel count, the larger the photo, meaning better quality.
- When taking photos never be afraid to use auto-flash (most cameras will work it out for themselves if you let them, including phone cameras).
- Remember the fundamental rule of photography: don't shoot into the sun. Ideally the sun should be on the photographer's back, but it doesn't need to be directly behind.
- When you send your photos to us then please make sure your mail software doesn't try to "helpfully" make the photos smaller to save bandwidth.