

# PHOTO TAKING TIPS



As we continue to make a positive impact together, we would like to provide some direction and tips for taking photos for project assessment, progress and reporting.

One of the best tools we use to help raise funds for water, sanitation, and hygiene (WASH) projects in the communities we serve are the photos provided, so it is important that these photos “tell the story.”

We want to be able to share with current and future donors the progress being made and how those in need are directly impacted by the WASH resource improvement projects in the communities we serve. Your photos are helpful in providing context and telling the story of the projects and the solutions that funding from our donors helps make possible.

Below are some reminders to provide guidance in taking the best, most useful photos that WEFTA and our partners can use to share with donors, foundations, and those who are committed to help improve lives.

## HELPFUL PHOTO TIPS

- Quality is important. Providing clear photos allows WEFTA to use them in fundraising and printed materials.
- All photos should be in JPG format and equal or larger than 1MB. Any photos embedded in documents **MUST** also be either uploaded to the link provided, or sent via email as separate attachments. It is difficult for WEFTA to use embedded photos, as the quality is severely reduced.
- Provide enough photos to show the need for, and results of, the project.
- Provide photos that tell a story. A donor or foundation should be able to look at the photos and imagine what the project's situation is.
- Photos should show action. It is better to send photos of the people engaging in the project's activities.

# WEFTA PHOTO REQUESTS

## BEFORE:

Photos showing situation prior to project, including community members getting water.

## PROGRESS:

Photos of project construction and installation, including construction workers in action.

## AFTER:

Photos showing project completion and community members using new equipment and accessing water.

## CELEBRATING:

Photos of inauguration and community celebrating project completion.

- Provide the full resolution photographs (1MB or higher) using the WEFTA upload link. Please request a link if one has not been provided. If uploading to the link is technically not possible, please communicate this to us so we can customize a solution to transfer photos.
- If you are using a smartphone for taking photos, please be sure your phone is set to take high-resolution photos and that location services is turned ON for the Camera app on your phone so that GPS coordinates are captured with the photo. Please ask us if you need help with this.
- Photos should show both what the problem is and how the project helps people in the community.
- Include photos of people in the community impacted by the project.
- When including members of the community, photograph the action of the project. Demonstrating everyday activities in photos helps us to tell the story of the impact the project has on the community.
- If the project includes a Healthcare facility, please include photos of clinical staff performing their duties and interacting with community members and patients. Also include photos of clinical staff using water, washing hands, cleaning instruments, etc.
- If the project includes a school, please provide photos of students and teachers in their daily settings. Include images of the students, teachers, and staff using water, washing hands, etc.
- When sending a report with photos embedded in the document such as a PDF or WORD document, it is important that you also upload the original resolution photos separately using the link we provide.
- Include a description of photos. There is a field to do this when uploading to the link we provide. You could also send the descriptions separately in a word document referencing specific photos by file name if this is a more convenient method.
- Short videos, and beneficiary testimonials are also nice to receive. We can put them on our web page and social media.

WEFTA uses photos and videos to share with donors and in published public materials such as our website and social media platforms. We will assume that we have permission to use any photos, videos, and recorded materials that you send us, and that proper permission has been acquired by the photographer.

## SAMPLES OF POOR QUALITY PHOTOS



- Image does not tell a story
- Blurry or unclear
- Cannot see faces
- Poor lighting/back lit



## SAMPLES OF HIGH QUALITY PHOTOS



- Shows action
- Illustrates the need for the project
- Tells a story



## SAMPLES OF HIGH QUALITY PHOTOS (continued)



- Shows people/construction in action
- Photo on far right (above) shows construction action and provides scale perspective to help tell the story



- Shows clinical staff using water (relevant for WASH in HCF project fundraising)
- Subjects appear happy



- Shows people in action with water flowing
- Demonstrates the benefit of a project
- Subjects/beneficiaries appear happy
- Good lighting



## SAMPLES OF HIGH QUALITY PHOTOS (continued)



- Shows people in action with water flowing
- Demonstrates the benefit of a project
- Subjects appear happy
- Good lighting



We appreciate your partnership and ongoing efforts to provide us with quality information and we hope the reminders and tips included in this document will help to assure that the effort you put into obtaining photos will result in pictures that will help raise the resources needed to continue critical work for communities in need.

Together, we will continue to make a positive impact and improve lives.

Peace,

**The WEFTA team**



*If you need an upload link, or have questions, email [carlaconner@wefta.net](mailto:carlaconner@wefta.net)*