

How to

Take great photos



Photos are a great way to showcase your event and inspire others to get involved. They can also make your story more appealing to the media. Email them to fundraising@mndassociation.org or tag us on your social media when you share them @mndassoc

Brand your photo

Try to include Association branded items such as t-shirts, balloons and banners in the photo. If you are fundraising for a relative, friend or colleague try to be photographed with them. This will help make the photo more meaningful.

Use a good camera

Use a digital camera to get a high-quality photo for use in print. Photos taken on mobile phones are not always suitable for printed publications, although they're great for social media!

Don't just pose

Good photos don't always have to be posed for so don't be afraid to take action shots of people enjoying the event/day. Try to keep the camera steady while taking the shot as blurry photos don't have the same impact. A tripod can help with this, if you have one. Try to get a mixture of both group and individual pictures to capture what best represents your event.

Use the flash

A flash can be used, outside or inside, if the lighting isn't right. Using a flash can help reduce shadows and redden eyes. Try to avoid the sun being in the shot or people looking directly at it, as both will spoil the image.

Permission

When taking photos of individuals, you will need to seek their permission for the pictures to be used publicly. This is important when taking photos of children; parental/guardian permission is needed. If you are taking a crowd shot at a public event, then permission is not required.

Something different

It's always good to capture something different. For a fun and unique shot, how about asking people to spell out MND with their bodies, raise a toast in celebration or jump in the air! Try and think of unique ways to show how much money you've raised. Giant cheque images are not always the best option and newspapers discourage the use of them.

Remember to smile

It makes such a difference when everyone is smiling and enjoying themselves. A photo of grumpy looking people doesn't inspire others to be happy.

Take a 'quick' picture

Try not to make people wait for ages while you decide on the best light or play around with your camera, or you could end up with a lot of annoyed faces in your photo.