

Photos are a great way to showcase your event while inspiring others to get involved in the fight against MND. And according to [JustGiving's perfect fundraising page checklist](#), adding great photos could help boost your donations by 23%.

## Preperation

### Brand your photo

Include Association branded items such as t-shirts, balloons and banners in the photos for mazimum impact.



### Use a good camera

Use a digital camera or smartphone to get high-quality photos. Make sure it's fully charged before the day and clean the camera lens!

### Permission

Permission is needed before using photos of individuals, especially children as parental or guardian consent is required. For crowd shots at public events, permission is generally not needed.



Check in advance and try avoid photographing anyone uncomfortable being pictured. Got someone who's camera shy? Let them be the photographer instead!

## Share

### Social Media

Tag us @mndassoc when you share your images across social media.



### Fundraising platform

Upload your photos to your fundraising page to keep your supporters up to date.

### Sending them to us

Photos can sometimes lose quality when being emailed, to try and avoid this...

- Select the largest size possible if you get the option when you send
- Email smaller quantities at a time if you have attached lots of images to one email
- Use a website like [wetransfer](#) as this preserves the file size



## Capturing the moment



### 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 redeye. Try to avoid the sun being in the shot or people looking directly at it, as both will spoil the image.

### 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. Remember to capture a mix of moments before, during and after.

### Emotion

Don't forget to smile! But we also know some aspects of your activity may be physically or emotionally challenging. Sharing these moments too can help connect with other people who've faced similar experiences.



### 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. Take a few quick photos and pick the best ones!



### 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.

### Variety

Take a variety of shots - wide, medium or close up and mix between portrait and landscape.

