How to
Take great photos

Photos are a great way to showcase your fundraising efforts and inspire others to get involved. They can also make your story more appealing to the media!

Brand your photo

Try to include Foothold branding such as t-shirts. 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

If you have a digital camera, we'd recommend using it to get a high-quality photos. If you're using your mobile phone just make sure you adjust your camera settings so you're taking the highest quality image possible!

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, just try to keep the camera steady while taking the shot. A tripod can help with this, if you have one.

Use the flash

If it helps, 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 may spoil the image.

Get 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. Try and think of unique ways to showcase your fundraising event; such as raising a toast or taking a photo of people jumping in mid-air.

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 too long while you decide on the best light or angle for your photo, or you could end up with a lot of annoyed faces!