



Every Picture Tells a Story

Show who you are, what you do, and why your work is vital. By supporting your message with pictures, you create a powerful, credible communication that connects your viewers emotionally to your mission and the crucial work of your organization.

Make a plan.

- Catalog the pictures you have.
- Determine your annual communications needs.
- Any special events/program milestones?
- How will you use your images?
 - Reports
 - Fact Sheets
 - Social media
 - Website
 - Newsletter

What's your story?

- Storyboard your communication.
- What's your key message?
- Who is your audience?
- What do you want them to do/feel when seeing your images?
- As a result, what images do you need?
- Communicate with your photographers.

Show, don't just tell

- Find pictures that engage people in your message, and work.
- Use genuine, not generic photos. Show your community.
- Eyeballs matter.
- Use a variety of styles.
 - Before/After
 - Series
 - Multi-use
 - Behind the scenes
 - Action shots

Design Matters

- Keep it simple.
- Put data into tables for more visual appeal.
- Don't forget white space.
- Captions are important – no more than 80 words.