



# COMMUNITY OUTREACH PHOTOGRAPHY TIPS

**Photography** offers a simple yet powerful way to honor the love people have for their pets. By documenting relationships, you can share the community's story, confront stereotypes many people hold, greatly improve fundraising efforts and showcase how vital and valuable it is to create access to pet resources.



## THINGS TO KEEP IN MIND

- Always be polite and ask permission
- Photograph the person and pet together
- Focus on the human-animal bond
- Include the person in plans to use the pic
- Schedule ambassador visits if needed
- Upload/organize pics on your computer
- Offer to text/email the pic to the client

## GETTING THE SHOT

- Hold the camera horizontally and around eye level [Vertical is good too but harder to use when added to video]
- Play with proximity, moving closer and further back
- Be mindful of distracting or unwanted background
- Try to avoid very dark shadows and bright highlights
- Get both the person and pet to look at the camera [Embarrassing “pew pew” sound effects may be required]
- Snap multiple pics, too many are better than too few

