



TIP SHEET

Photo Tips for Your Grant Projects

Use storytelling photography when photographing your grant project.

WHAT IS STORYTELLING PHOTOGRAPHY?

Storytelling photography is all about capturing images that tell a compelling narrative that engages your audience. This can be achieved through a single image or a series of images.

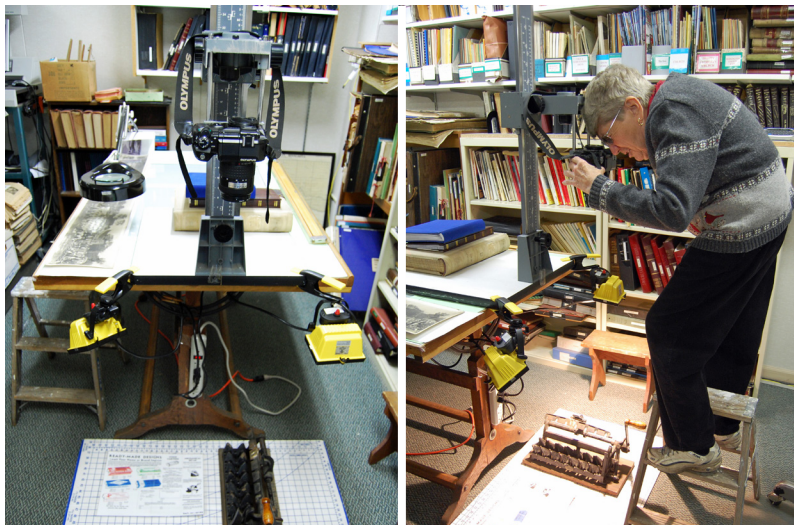
WHY PROMOTE YOUR GRANT PROJECT?

Using your grant to promote your organization can increase your organization's credibility and influence the way people think about your organization including potential donors, sponsors, government units, and volunteers.



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Photo Tips for Your Grant Process



Even shots like digitization and the documentation of objects can be made more interesting with the addition of people into the photo and turning them into “action shots.”



These photos of a construction project are nice.

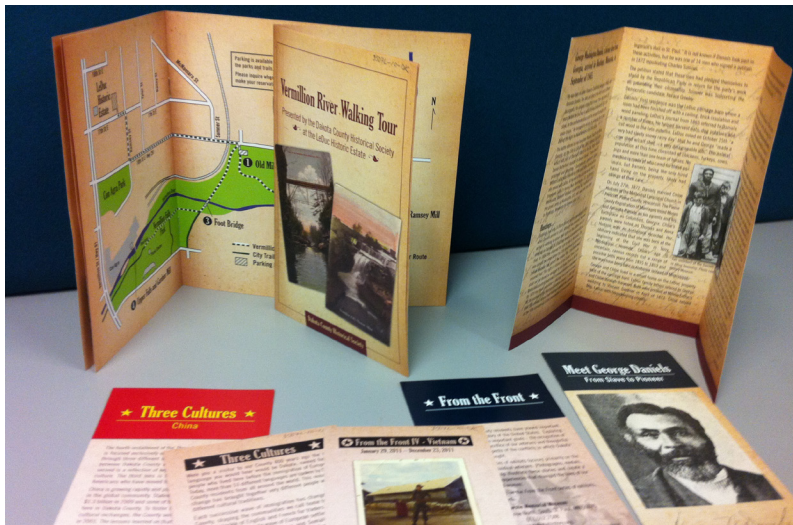
However...



...keeping the workers in some of the shots makes the photos more compelling and helps to tell a better story.

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Photo Tips for Your Grant Process



Organize printed collateral in a simple arrangement for photographing.



Don't just show before and after, document the stages of the work in progress as well.



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Photo Tips for Your Grant Process



Book signings or speaking events are great opportunities to photograph the author.



A cataloging project can be compelling if you remember to tell a story through your photographs.



Ribbon cutting ceremonies are always a good photo opportunity.

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Photo Tips for Your Grant Process



Get “action shots” of your subjects as they are being interviewed for your oral history project.



Don't just get pictures of your exhibit opening, get action shots of it being built and assembled.

**Remember, tell a story
through your photos!**