

A GUIDE TO CONTENT GATHERING

Important: Make sure to get consent from the people you're pointing the camera at, and for under-18s get permission from the relevant adult. Get in touch with us if you want help on this.

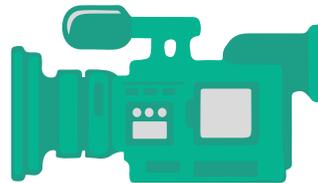


Photographs

A mixture of portrait and landscape photos is great. Remember, more is more – it's better to have too many photos than too few.

Think of the event as a story that you're eager to tell. Set the scene with pictures beforehand, follow the journey and then record the grand finale!

Headshots of the main participants and action shots work well. Don't worry - not every photo has to be perfect! Modern smartphones generally take pictures above 1.5 megabytes, below this the image can become pixelated. So please only send us the large files.



Film videos in landscape.

When filming something that's moving, try to keep the camera still. This is the time to rest the camera on something if possible. You could use a nearby wall, a ShelterBox or your knee.

When filming something that isn't moving, bring it to life by moving the camera slowly around the subject.

Keep your elbows in for stability when you're holding the camera – you can crouch down and use your knee as a tripod if you're not standing in a muddy puddle.

We can edit the footage, so again, don't worry about it being entirely perfect. Just send us what you have.



Written

When you send us your fundraising story it would be really helpful if you could answer the following questions:

- *Why did you choose to fundraise for ShelterBox?*
- *What made you decide to do the activity you're doing?*
- *What have you found most challenging?*
- *What has been your biggest motivation?*

Your answers will help us to tell your story better.