



# LouiseList resource

Here is an opportunity you might be interested in. If you need more information or assistance from IPS, please contact us at [daughtersips@doc.org](mailto:daughtersips@doc.org).

## Tips for Good Photos

My dear Sisters,  
May God Bless you in your ministries!

One of the best ways for IPS to help raise funds for your ministries is to be able to show people what you are doing for those in poverty through your photos and stories.

Following are some reminders to help provide the best photo results AND hopefully make it easier for you to provide photos that IPS (and you) can use to share your ministry with donors, foundations, and those who are praying for you.

Here are some reminders of how the photographs you send to IPS can be most effective. We use photos for two purposes: 1) to demonstrate the need for or results of a project, 2) share the impact of the project with potential donors. Your photos will also remind people to keep you and the people you serve in their prayer.

### IPS 2022/2023 photo requests:

- Provide photographs as separate **JPG/JPEG attachments** (please do not link or embed them because our computer system won't open them)
- Photos should show both what the problem is and how the ministry and project helps people in the community.
- Include photos of Sisters with people in the community impacted by this project.
- Please do not put photos in a Word document because we will have to extract and convert them
- Short videos are also nice to receive. We can put them on our Facebook and Webpage [www.daughtersips.org](http://www.daughtersips.org)
- Include a description of photos if this is a **new application** (see Attachment B for how to do this), it is also helpful if you include descriptions of additional photos you send

### Other helpful photo tips:

- **IPS does not need a large number of photos.** Provide enough photos to show the need for and results of the project.
- **Provide photos that tell a story.** A donor or foundation should be able to look at the photos and imagine what the project's situation is.
- **Show Sisters and beneficiaries.** Use photos that show the project in action/ show Sisters assisting those in need. Sisters should be in the photo when appropriate.
- **Photos should show action.** It is better to send photos of the people engaging in the project's activities.
- **Up close photographs.** Faces or portraits of people can help tell a story.
- **Limit photographs with hand symbols.** Waving and thumbs up are appropriate. However, IPS sometimes receives group photos with young adults that show unclear hand gestures. IPS cannot use photos with inappropriate hand signs for donors.
- **Photos to be in JPG format (noted above).** DO NOT put photos into booklets or Word documents because this makes it difficult for IPS to use in our reports, letters, thank you notes and special appeals.
- **Each photo should be attached to an email.** You can usually attach up to about 10 photos to one email—but if the computer refuses them because of size, you can attach them in a series of emails.
- **Quality is important.** Providing clear photos allows IPS to use them in brochures/ publications.
- **Any photo that you send us we will assume that we have permission to use.** IPS uses photos to share with individual donors and ALSO in published public materials (like on our website and on our Facebook page). Please do not send them if you have not received permission or we cannot publish the photos. This is in respect for the dignity and privacy of those in the photographs.

### Samples of **poor quality** photos:



- Shows only equipment, construction or supplies
- Does not show people benefiting from the items



- Does not tell a story
- Is blurry
- Cannot see faces
- Does not demonstrate use of new equipment/building
- Poor lighting

### Samples of **high quality** photos:



- Shows Sisters and people in-action
- Demonstrates the benefit of a project
- Good lighting



- Portrait or head shot
- Colorful
- Eyes are looking into the camera

Many of the photos you currently send are AMAZINGLY WONDERFUL! Some bring us to laughter and some bring us to tears. We know we are a part of your ministries when we see your photos. The reminders above will help to assure that the effort you put into obtaining photos will result in pictures that will help raise the resources needed and that you will not take time with photos that are less effective.

May God bless you,  
**Sister Mary Louise, DC**  
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