Before the doors open

How to plan a fundraiser that photographs well

Most of the photos a nonprofit really needs are not of the party. They are the ones you will put in a grant report six months later, and those take about ten minutes of planning.

TYPICAL COVERAGE	RATE	DELIVERY	BOOK BY
4 to 6 hours for a gala	$200 per hour, two hour minimum	3 to 5 business days, or 24 to 48 for $300	Two to three weeks out for peak season

- [ ] Run sheet shared, even a rough one
- [ ] Names and photos of anyone who must be captured
- [ ] Sponsor logos and signage placed where they will be in frame
- [ ] Thirty minutes reserved before guests for the clean room
- [ ] Someone briefed to gather people for group shots
- [ ] List of group combinations you want, written down
- [ ] Cheque or award presentation staged, not improvised
- [ ] Anyone who must not be photographed identified
- [ ] Where I can put a bag and change a lens
- [ ] Photo release wording on the ticket or at the door
- [ ] Someone who can point out major donors by sight
- [ ] Agreement on who receives the gallery afterwards

QUICK ANSWERS

How much does fundraiser photography cost?
Coverage is $200 per hour with a two hour minimum, and additional hours are the same rate. A typical gala runs 4 to 6 hours.

Can we use the photos for grant reports and press?
Yes. You get full rights to use them for your organization: reports, newsletters, press, social, next year's marketing.

Do you offer nonprofit rates?
The rate is the same, but I will always tell you honestly where you can spend less. Often that means fewer hours placed more carefully rather than a discount on a longer booking.

How quickly can we get a few images for social?
If you need something the same night or the next morning, say so when you book. I can pull and edit a small handful early for social while the full gallery follows in 3 to 5 business days.

ALSO COVERED IN THE FULL GUIDE

01 Decide what the photos are for before you book
02 The half hour before doors is worth more than you think
03 Sponsors need to see themselves
04 The cheque photo is worth two minutes of staging
05 I will not know who matters unless you tell me
06 Think about consent early
07 How long to book

Questions, or ready to book?
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