

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

4 to 6 hours for a gala

RATE

\$200 per hour, two hour minimum

DELIVERY

3 to 5 business days, or 24 to 48 for \$300

BOOK BY

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** Stage the cheque, do not improvise it
- 05** Tell me who matters, because I will not know
- 06** Think about consent early
- 07** How long to book

Questions, or ready to book?

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