



## Field Guide: Documenting Your EWB-USA Experience

Sharing your volunteer experience can inspire others to learn more, get involved and donate to the cause! Below are helpful tips for capturing a powerful project story.

### THE STORY

Laying a strong foundation is key to great storytelling. Time is a precious commodity in the field, so use these questions as a starting point for crafting your narrative:

- **What?** Explain the specific project you are working on and the issue it addresses. For example, the “what” may be a community-based purification system for a village of 350 people who previously had no ready access to potable water.
- **When?** When did the project begin? When did it end or when will it end? Establish a timeline that will help others understand how key events unfolded.
- **Where?** Be specific when describing the country, region, province, town and village where the project is located.
- **Who?** Introduce key project participants. For each person you write about, include their name, a short description of who that person is and what role he or she plays in the community and in the project.
- **Why?** Explain the project’s intended outcome. How will the project benefit the local community and why is it important?
- **Create an emotional connection.** Connect readers to an individual (or family) and highlight how this project changed their life. Direct quotes are essential for helping those outside the project sphere understand the impact of our work.

### THE VISUALS

Pictures are an essential ingredient for bringing your words to life.

- **Put the community first.** Assessing and complying with local traditions is critical for maintaining a respectful relationship with your community. *Remember: EWB-USA members must acquire explicit permission before photographing or videoing community members. Communicate that these photos may be used in marketing materials to share the EWB-USA story with wider audiences.*
- **Keep it positive.** Our approach to photography is to focus on hope not guilt, empowerment not despair. Ensure photographs and videos present subjects in a dignified and respectful manner, while maintaining an honest representation of the situations and facts.
- **Plan ahead.** Preparing a shot sheet can help you stay focused, organized and prepped to capture a variety of shots that offer a balanced perspective. To help connect others to EWB-USA’s work across the globe, we look for shots that:
  - Highlight people working -- show the project *and* humans
  - Reveal personality and character; show faces and emotions
  - Show EWB-USA volunteers with community members
  - Challenge stereotypes
  - Capture empowerment
- **Pursue quality over quantity.** With the help of your shot sheet, focus on capturing a collection of high-quality, high-resolution (at least 300dpi) photos to share your project story.