

PHOTOGRAPHY & VIDEO

Guidelines

EWB-USA's approach to photography and video is to focus on hope, not guilt. We can best share our story and motivate others to join our movement through high-quality photos and video that:

- 1 Show people working – the project and humans
- 2 Reveal personality and character
- 3 Show EWB-USA members with community members
- 4 Challenge stereotypes
- 5 Capture empowerment

Photography & Video Don'ts

We do not market despair. We never want to guilt our donors into giving or our volunteers into acting. Instead, we want our imagery to connect our donors, volunteers and the general public to the feelings of hope and possibility that our projects inspire daily.



EWB-USA
CHAPTERS



When in the field, EWB-USA volunteers must acquire explicit permission before photographing or videoing community members. Be sure to communicate that these photos may be used in marketing materials to share the EWB-USA story with wider audiences.