

## HOW TO ORGANIZE A PHOTO OPP FOR CHILD CARE

During the week of April 15, Save the Children Action Network (SCAN) volunteers and Student Ambassadors from around the country are organizing a Week of Action in support of increased funding for Child Care and Development Block Grants (CCDBG).

Organizing around the theme “We All Care About Child Care,” we will demonstrate broad public support for expanding this effective program.

One of the ways we are showing support for the program is through generating dozens of photos from around the country to show support for CCDBG and quality child care. This is an easy and effective photo action that can be done with as few as two people or as many as two dozen people!

### What You Need to Organize a Photo Op in Your Community

- **A location:** Working with your SCAN staff contact, brainstorm some good ideas for the backdrop for your photo. For example, you could partner with a local child care center and take a photo there. You could visit a congressional office for the photo or find a spot that everyone in your community recognizes.
- **A visual:** Work with your SCAN staff contact to ensure you have a visual for your action. We will provide a downloadable sign, but you can be creative and come up with other compelling visuals.
- **SCAN t-shirt:** If you have a SCAN t-shirt, be sure to wear it!
- **A group of people:** Promote, promote, promote! Create a Facebook event, spread the word through your networks and get creative about how you can get the word out for this easy and quick activity.
- **Postcards:** Ask the mobilization manager in your state for a stack of postcards for your event. Ask participants to sign a postcard while you are waiting for everyone to gather or after you take the photo.
- **Pens:** Bring a few pens for those postcards!
- **A camera:** Of course, don't forget to bring a camera! Your smart phone will suffice but be sure to check out our tips on page 2 for taking great photos.

#### What is a photo op?

A photo op – or opportunity – is a prearranged opportunity to take a photo of a notable event. During our week of action, we will show the widespread support for expanding quality child care by taking photos and sharing them on social media, tagging members of Congress so they can't miss our request for more funding for CCDBG. Please use the hashtags #HeadStart and #BrightFutures when you post your pictures to social media.

## Tips for Taking a Great Photo

- **No vertical images.** Try to hold your camera horizontally when taking pictures. These images work better on social media.
- **Incorporate SCAN branding.** Make sure there is clear, evident and appropriate SCAN branding present in the shot.
- **Give them a close-up!** Don't be afraid to hold the camera close to your subject. This will make them easier to see.
- **Keep an eye on the background.** Try to shoot photos in a spot without any disruptions behind your subject, like a bright window, TV screen or offensive or distracting posters.
- **Avoid direct sunlight or fluorescent lighting.** When you shoot inside, try to find a place without fluorescent lighting and make sure your subject's face isn't covered with shadows. When you are outside, try to avoid the sun shining in your subject's eyes or directly into the camera.
- **Use the "rule of thirds."** Try to position your subject on the right or left side of the screen, rather than in the center. This is more visually-appealing for the viewer.

Example below:

Subject goes here!	NOT HERE!	Or they can go here!
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### Do your best!

We know you are often shooting in chaotic and loud environments with less than professional equipment, so all of these rules may be hard to follow every time, but it's good to keep them in mind.

### Share Your Photo

You've taken an amazing photo, now is the time to share it! Here's how:

1. Send your photo to SCAN by emailing it to [action@savethechildrenactionnetwork.org](mailto:action@savethechildrenactionnetwork.org).
2. Share your photo on social media. Be sure to tag the appropriate members of Congress and urge them to support greater funding for Child Care and Development Block Grants. Please use the hashtags #HeadStart and #BrightFutures.

Remember that Save the Children Action Network must have parental approval for any photos of students 17 and younger. If you'd like to involve students in your photo op, please contact Morgan Moran at [MMoran@SaveChildren.org](mailto:MMoran@SaveChildren.org).



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