

TAKING PICTURES THAT WIN HEARTS

Quality of pictures

- Problem area—Shakiness. Cure: Steady your arm against something.
- Problem area—Focus. Cure: Experiment with your camera's settings.
- Dangers of Backlighting. Cure: Put your subject against an opaque background.
- Too much contrast between dark and light. Photograph dark people against colored backgrounds, not white walls, or have them face a window so that light shines on their faces.

Size of pictures

Size of individual faces—about the size of the largest coin

Filling the frame

- Move in or use zoom
- Turn the camera sideways
- How much do you want to get?

What kind of pictures do African audiences want?

Think about what people in your culture like and do not like.

What kind of pictures do American audiences want?

- Posed vs. unposed
- Smiles vs. serious for photos of people
- Tell the story
- Capture the moment—action shots
- Capture the emotion

What can make a photo more interesting & engaging?

- Capture the eyes. The subject should look right at you.
- Take many pictures from many different angles and distances.
- Photograph people doing things rather than just standing
- Try to capture interesting backgrounds

Care of the camera

- Avoid extreme heat, especially in closed vehicles
Keep the camera dry—dampness with cause mildew damage
Avoid dropping the camera
Clean the lens with a soft, non-linty cloth

Care of pictures

- Avoid direct sunlight, dampness, acidic glue in cheap photo albums
- Avoid stacking them as they can easily begin to stick together
- Keep them in a slip-in pocket album

Do not write directly on the pictures. Write on a label and attach it to the back of the picture

Using your pictures to the max

- Make sure they are well identified & dated. People, events, dates
- Organize them by topic or by year depending on your needs
- Be careful to document important events

Attaching & removing pictures from albums & displays

Try slipping dental floss under the picture & “sawing” gently

Activity or Lifetime Learning: Analyze some pictures, what makes them good or bad
Begin noticing what pictures attract you & asking yourself why

Remember: One good picture can move hearts for God’ work.

Writing Letters that Win Hearts to You & to the Ministry

Types of Letters:

Thank you

Friendly—Relationship Development

Report to Partners

One letter to one person or family. Don't begin with a list of names of people who are also receiving the same letter.

Using bcc on email

Using email through the ECM office

Use informal language.

Use affectionate Christian terms.

Do not think of or refer to them in terms of money. (Donors, etc.)

Vary what you say. Keep copies of letters if necessary to achieve this.

After the initial introduction to your ministry, tell them something small & current—something you are doing this minute, or that just happened.

Don't try to impress them with big numbers or great miracles.

Give them personal & ministry prayer requests, which should vary

RARELY be related to money.

Tell them about your family. Then add something current each time.

Be real—share some of your struggles. But not too many. Don't often relate struggles related to money, lack of things, etc.

Ask specific questions about their lives as you would if you were sitting down with them for a good chat.

Ask how you can pray for them.

Express profound thankfulness for everything they do for you. Let them know specifically how it helped you.

Request for help

Consider both what you most need & what they might be able to give.

Be brief & forthright. Tell who you are if they don't know you.

Tell what you need and why.

Be specific about what you are asking for—the thing itself or money to buy it. If money, what does it cost (in their currency)? Are there transportation, legal, or other hidden costs? Give details.

Ask—don't demand. Not “please send me” but “is there any possible way you could send me”.

Thank them for considering your request. Don't talk as if you are assuming they will do it.

If they do help, acknowledge it & thank them. If possible, send a picture of you using the thing they sent.

Don't follow up with another immediate appeal for more help. Go to relationship development mode.

Official

Use formal language.

Use proper titles & names.

State the reason for your letter clearly in the beginning of the letter.

Be brief but thorough.

Consider how much of our mission you reveal.

Thank them for their work on behalf of the population & for any help they have been to you or to ECM.

Show how ECM is working to help the population & how a positive response from them can also help build the nation.