



Lions Clubs International Photography

Quick Tips

The right picture can go a long way in telling a story. To help you take the perfect pictures that can effectively tell the story of your club and its service, we've developed this set of quick tips. Use these to maximize your photography!

Quick tips for pictures

- 1 Take photos focused on the subject(s) in natural scenarios.
- 2 Try to shoot photos with ample, indirect lighting to avoid dark shadows.
- 3 Take photos that tell a story using who, what, when, where and how.
Who? Lions, Leos and beneficiaries in your community.
What are they doing? Participating in a service event.
Where are they? At a monthly meeting location or within your community.
- 4 Smartphone cameras are pretty good these days. Use them!
- 5 Get Permissions - If you plan to use images for public marketing or promotional of your club, district or multiple district, you will need to get permissions from the subjects. Use the authorization form to get documented approval.
- 6 Lions International is always looking for great photos, submit original high resolution full color photos without filters or crops to lionsbrand@lionsclubs.org. You must include a completed authorization form with the subjects permissions to use the photo. Authorization forms can be downloaded [here](#).

