



CHRISTIAN FOUNDATION FOR CHILDREN AND AGING
One Elmwood Avenue, Kansas City, KS 66103
800-875-6564 • 913-384-6500 • www.cfcausa.org

CFCA Photo Guidelines

The communications department of CFCA welcomes good photographs to use in our magazine, newsletters, advertisements and on our Web site. Here's what we're looking for:

1. Identification. We're only able to use photos in which the child or adult is identified and sponsored. Please record the person's name and subproject location. Include the name separately with the photos, or in the photo file name (digital photos). If possible, please also include the location where the photo was taken and a brief description of what's happening, if it's not obvious.

2. Subject Matter.

Faces—close-ups of one or two people. We prefer front-facing photos with good eye contact with the camera.

Relationships—sponsors and sponsored friends, staff and sponsored friends, and sponsored persons interacting with each other are of special interest.

Benefits—a CFCA-provided benefit such as education, nutrition, health or livelihood program.

Families—at least one of the children or aging must be sponsored. Mothers and children are of special interest.

Events—a celebration, singing, parade, or the aftermath of a storm that affected CFCA families.

Scenery—scenery where CFCA projects are located.

3. Format. For film, please submit 4x6 prints. 35mm or larger size film provides the best quality. Please don't paperclip, staple or write on the front or back of the photo. When identifying people, you can refer to the photo number that most labs print on the back of the print.

For digital, please shoot the photos at the highest resolution possible. Choose the fine jpeg setting or use the raw setting for maximum quality (although raw files take up much more memory).

In some cases, we are able to use video. Please submit as a computer file on a disk.

4. Submission. Copy digital photos to a CD or DVD. Mail prints or disks packaged between cardboard or in a cardboard mailer to prevent damage to: Communications Department, CFCA, One Elmwood Ave., Kansas City KS 66103. We will give you a photo credit whenever possible.

We prefer quality over quantity. A few good photos are more helpful to us than a large number of photos of varying quality.

Thank you for your sponsorship and for helping us tell the story of CFCA to others. Here are examples of what we seek:

Faces



Families



Relationships



Benefits



Events



Scenery

