



# ISLAMIC RELIEF MEDIA GUIDE

Thank you for partnering with Islamic Relief USA. We appreciate the incredible work you do for our community. In order for IRUSA to continue assisting our partners all over the world we have to be able to tell our supporters YOUR story. Your stories of triumph and joy during the toughest times for those you serve are the reason our donors, volunteers, and supporters continue to give back to Islamic Relief USA.

***PLEASE HELP US TELL THE STORY OF OUR PARTNERSHIP AND THE AMAZING WORK YOU DO!***

## WHAT WE NEED FROM YOU

### VIDEOS, PHOTOS, QUOTES:

- Your team distributing the aid/packages
- Your team working to sort/lift/prepare for distributions
- Stories and images of individuals who are willing to speak on camera on the difference it makes
- Strong quotes about the work being done and the impact - to send for press releases
- Brand visibility with Islamic Relief logo on vests or products

## VIDEO GUIDELINES

### RECORD A PERFECT VIDEO:

- Name of Person on Video
- Location
- Description of Project
- Speak to Our Donors!

### A PERFECT EXAMPLE:

A perfect example would be: "My name is \_\_\_\_ and I am with located in [city]. We are distributing food packages today to families in need. We are feeding 1,000 people a day by giving them a hot meal and Islamic Relief USA is helping to support us so we can help the people who need it the most. Please support Islamic Relief USA because they are helping to support the work we are doing here."

# PHOTO GUIDELINES

## TAKE THE BEST PHOTOS

- Photos of items being distributed
- Photos of volunteers sorting, lifting, preparing for distribution
- Photos while items are being distributed to people
- Photos of those we serve looking at the camera with the distributed items
- Photos with IRUSA branding/logo



## THINGS TO REMEMBER

### DO'S AND DON'TS

- Record video/photo at the highest quality
- Hold the phone steady while taking media
- Be aware of your surroundings when recording videos and taking photo
- Include IRUSA logos when possible
- Take photos and videos in a well-lit location
- Seek permission from parents when filming minors under the age of 18
- Wear branded vests or shirts when working on IRUSA projects
- **Do not have any background noise when recording audio**
- **Do not include any political messaging in your background or audio**
- **Do not send videos and photos via WhatsApp**

### REMINDERS

- If at any point you feel unsafe taking photos and videos, please stop. Your safety is more important to us
- Tag us on social media



## MEDIA SUBMISSION

- Please send the media to your IRUSA point person

# THANK YOU!