

The Must-Get Shot List:

What to Capture on Outreach Day

Field-ready capture playbook for volunteers with phones.

This tool eliminates random photography. Capture these moments and you will have everything you need for a same-day post, a 60-second recap, and a partner thank-you.

QUICK RULES

One owner. One person calls the list and collects uploads.

Faces over backs. Joy and connection are the story.

Get the before early. Before/after is proof of impact.

Post same day. Momentum beats perfection.

1) The 10 Essential Shots

Get these and you can tell the whole story.

- | | |
|---|---|
| ☐ Wide crowd energy
1 wide photo + 5-sec pan. Include signage. | ☐ Family involvement
Parents + kids serving together. |
| ☐ Close-up action
Hands in motion. Fill the frame. | ☐ Emotion moment
Tears/laughter/hugs. Ask permission. Be respectful. |
| ☐ Volunteer joy
Faces, smiles, high fives. | ☐ Leader engagement
Pastor/staff serving, not only speaking. |
| ☐ Before and after
Same angle. Capture BEFORE in first 10 minutes. | ☐ Detail shot
Name tags, supplies, finished product close-ups. |
| ☐ Partner presence
Partner rep + volunteers. Include logo/sign. | ☐ Final celebration
Group cheer + final number + thank you. |

PHONE SETUP (30 seconds)

Wipe the lens. Shoot vertical for Stories/Reels. Hold steady for 3 seconds before you move.

Step closer for audio. Quotes are useless if we cannot hear them.

2) The 5 Must-Get Quotes

Grab 5 usable quotes. Keep each answer under 15 seconds.

- ☐ What surprised you today?
- ☐ Why did you say yes to serving?
- ☐ What does this mean to you or your family?
- ☐ What was your favorite moment so far?
- ☐ If a friend was on the fence, what would you tell them?

QUOTE CAPTURE TIP

Ask: "Can I grab one quick sentence for our recap?" Record in video or voice memo. Get **first name + what they did**.

3) Quick Interview Framework

One calm corner. One phone. 30 seconds.

ON-CAMERA SCRIPT (3 QUESTIONS)

- 1) "What are we doing today in one sentence?"
- 2) "Why did you decide to be here?"
- 3) "What do you hope happens because of today?"

Rule: record vertical. Put the person in good light. Keep the background quiet.

4) Transformation Finder

Spot the moment that shows change. Capture it respectfully.

Signal	Capture move
Tears	Ask: "Is it okay if we capture a quick quote about what today meant?"
Laughter	Capture 5-10 sec video. Laughter communicates safety.
Relief	Get a close-up + one sentence: "What changed for you today?"
Pride	Capture the look-back moment. Ask: "What are you proud of?"
Gratitude	Record a partner thank-you clip. Use it in the partner post.

AVOID THIS MISTAKE

Do not turn people into props. If someone looks uncomfortable, stop. Follow your church's photo permission policy for kids and sensitive situations.

5) Speed Sharing Plan

Post three times the same day. Publish a recap. Thank the partner.

When	Post	Must include
Kickoff first 30 min	Social Piece #1: kickoff energy	Wide shot + one-sentence cause
Mid-event	Social Piece #2: progress update	Close-up action + quick number
Finish	Social Piece #3: final win	Celebration + measurable win
Same day evening	60-second recap video	8-10 clips + 1 quote + end on the win
Next day	Partner thank-you post	Partner photo + thanks + tag

COPY STARTERS (copy, paste, send)

Kickoff: "Today we are [one-sentence cause]. Want to serve with me next time?"

Progress: "Update: [measurable win in progress]. This is what serving together looks like."

Final: "We did it: [final measurable win]. Thank you volunteers and partners."

Partner: "Grateful for [Partner]. Serving together builds trust and impact."

Field Card: If You Only Do This

	Deliverable	Initials
☐	10 essential shots captured	_____
☐	5 quotes captured	_____
☐	At least 1 before/after pair	_____
☐	At least 1 partner photo/clip	_____
☐	Kickoff post + final win post sent	_____