PHOTOGRAPHY VOLUNTEER TRAINING

Carolina Raptor Center

2025

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CAROLINA RAPTOR CENTER

ABOUT THE ROLE

A photography volunteer assists in gathering photos of a variety of subjects for use in marketing and education.

We use photos to:

- Promote offerings on the Raptor Trail
- Share stories from our Raptor Hospital
- Connect audiences with our avian ambassadors
- Educate other professionals about best practices
- Drive financial support for CRC

Photography Volunteers are expected to volunteer in this role at least once every 6 months.

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PHOTOGRAPHY OPPORTUNITIES

EVENT-SPECIFIC

Candid photography at events on the Raptor Trail and in the community, like:

- Large-scale events like Owl-O-Ween
- Fundraising events like Raptor Rendezvous
- Public raptor releases

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SCHEDULING SHIFTS - EVENTS

For public events (events on the Raptor Trail, fundraisers, public releases), you can sign up for a shift on **Volgistics**.

- Read weekly emails from the Volunteer Manager to know when shifts are listed.
- If at CRC, clock in on a Volunteer Tablet. If offsite, track your hours online using VicNet.
- You will receive a shot list via from the Volunteer Manager prior to the start of the event.

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PHOTOGRAPHY OPPORTUNITIES

AS-NEEDED

Capture images for specific campaigns or educational needs, like:

- Staged shoot with avian ambassadors, trainers, and/or models to promote the Raptor Trail

- Staged photos highlighting specific tools or techniques in raptor rehabilitation

- Photos to promote specific products, programs, or campaigns

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SCHEDULING SHIFTS - AS NEEDED

When a specific photography need arises, the Volunteer Manager will reach out via email to Photography Volunteers whose experience matches the need.

- Email will include a description of the photo(s) and the timing needed.

- Multiple Photography Volunteers may be contacted; if you are able to make the shoot, please respond to the email. If another volunteer signs up for the shoot, we will let you know.

- You will receive a shot list as well as any other relevant details (location, specific gear needed, etc.) before the shoot.

IMAGE OWNERSHIP

The Carolina Raptor Center will retain ownership of all images taken by Photography Volunteers. We may crop or alter the photos to accommodate various needs.

The photographer may use the images in a professional portfolio but may not share them on social media or for commercial use.

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MAINTAINING CRC'S BRAND

PROPER IMAGERY

People

Pictures help tell the story of the incredible work done by CRC staff and the passion our birds can spark with the members of the public. Photos showing people interacting with birds should always present this relationship in a positive light and should only showcase proper training, handling, care, and treatment techniques.
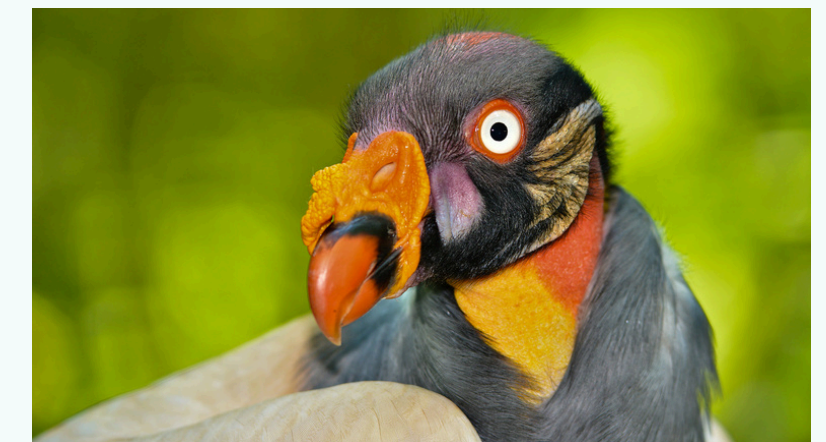
PROPER IMAGERY

Birds

Images of both avian ambassadors and patients in our Raptor Hospital can help showcase the amazing work of CRC. When selecting pictures of birds to use, the welfare of the bird in the picture should always be a priority. Photos of birds exhibiting signs of distress should *never* be shared for public consumption.

PHOTO EDITING

Our brand prioritizes being **true to life**, and we use minimal editing to alter our photos. In addition to sending RAW files, you can send edited images that meet these guidelines:

Too Cool; Undersaturated

Balanced Color & Saturation

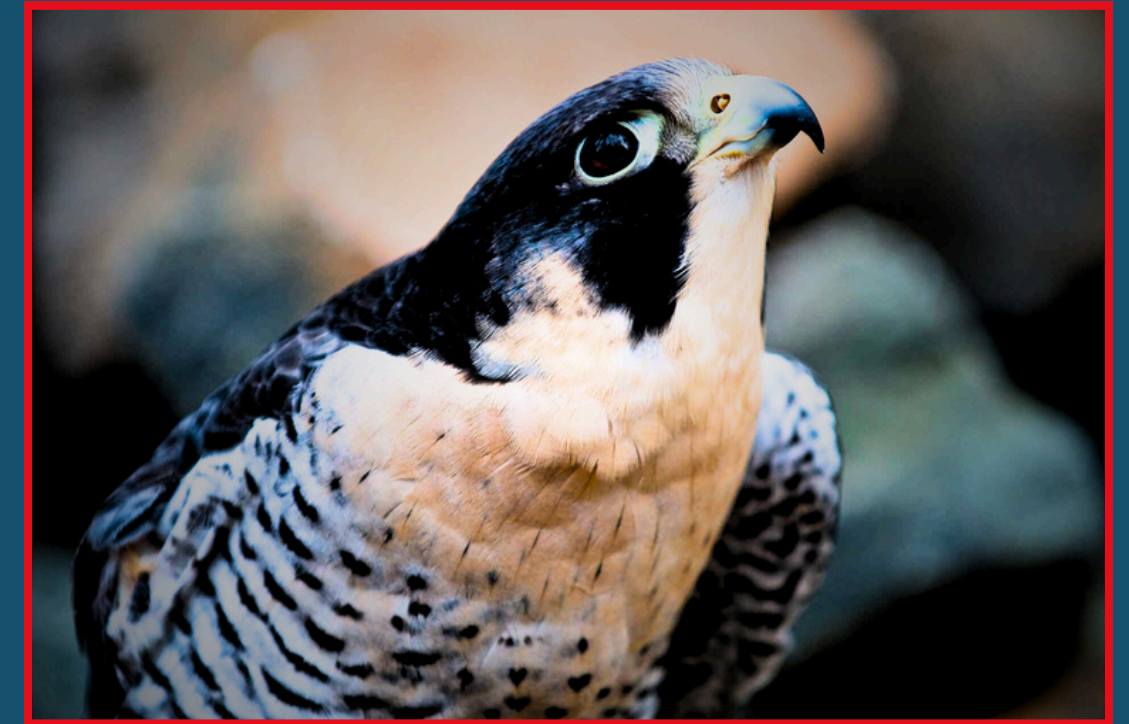Too Warm; Oversaturated

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PHOTO EDITING

Our brand prioritizes being **true to life**, and we use minimal editing to alter our photos. In addition to sending RAW files, you can send edited images that meet these guidelines:

Not Enough Contrast

Natural Contrast

Too Much Contrast

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PHOTO EDITING

Our brand prioritizes being **true to life**, and we use minimal editing to alter our photos. In addition to sending RAW files, you can send edited images that meet these guidelines:

Too Dark

Balanced Light

Too Bright

PHOTO EDITING

Our brand prioritizes being **true to life**, and we use minimal editing to alter our photos. In addition to sending RAW files, you can send edited images that meet these guidelines:

Too Soft

Balanced Texture

Too Sharp

TIPS FOR PHOTOGRAPHY AT CRC

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DO'S AND DON'TS OF PHOTOGRAPHY AT CRC

DO

- Follow all staff instructions, especially around avian ambassadors and raptor patients

- Ask staff for guidance on what you should or should not do around birds

- Be aware of your environment and surroundings

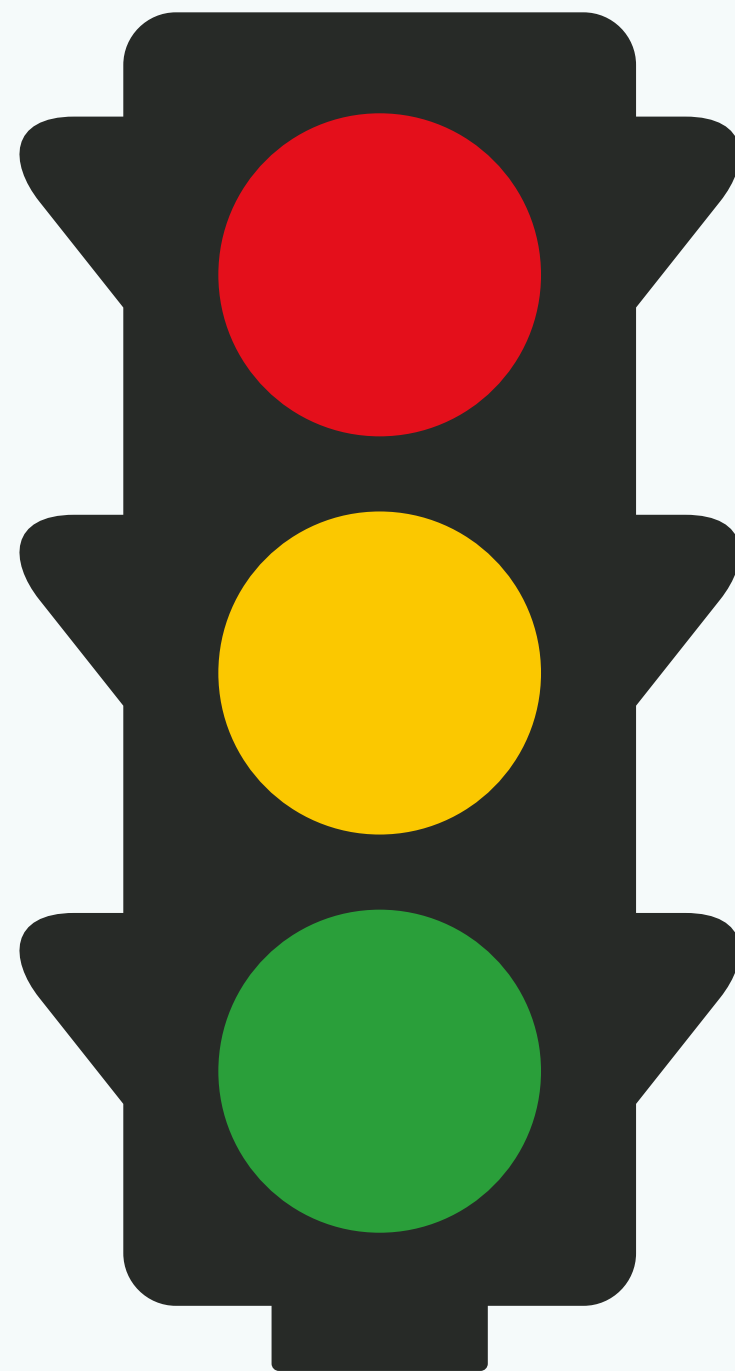- Communicate with staff on what you need to create a better photo

DON'T

- Go into areas off-limits to the public without being accompanied by a staff member

- Move erratically around or behind an avian ambassador or raptor patient

- Invade the personal space of birds, staff, and volunteers

- Go into a photoshoot without a plan

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BIRD BEHAVIOR

As a birds-first facility, the well-being of our avian ambassadors and raptor patients is our top priority. In addition to choosing not to publicize photos of birds in distress, we want to minimize any stress to birds during the photography process.

STOP and Alert Staff
- Any signs of illness or injury
- *Flying* into walls
- *Flying* at you
- Clinging/hanging from chain link

Move Slower or Exit the Enclosure If Needed
- Moving back and forth on perching
- *Panting*
- Hackling
- Clacking/hissing
- Looking up/looking around quickly

Safe to Photograph!
- Sitting still on perch
- Rouse
- Foot tuck
- Preening
- Sunning

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PHOTOS ON THE RAPTOR TRAIL

Lighting:

- Finding good lighting is a challenge on the Raptor Trail. Most of the lighting is uneven and spotty from being in the woods.

- Do your best! Be prepared for changing conditions as the sun moves.

Enclosures:

- For photos of avian ambassadors, use a zoom lens to limit the visibility of chainlink.

- Always stay in publicly accessible areas of the trail, unless a staff member gives you approval otherwise.

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PHOTOS OF GUESTS

Can I take photos of guests on the Raptor Trail?

- **Yes!** These photos are essential to conveying our mission.
  - *"During your visit to the Raptor Trail, you may be filmed, videotaped or photographed by or on behalf of Carolina Raptor Center. Your admission serves as permission for use of your image by Carolina Raptor Center."*

- Always have your volunteer nametag easily visible.

- Be as unobtrusive as possible

- If someone asks you not to take photos of them, respect their wishes.

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PHOTOS IN THE RAPTOR HOSPTAL

Lighting:

- There are varying lighting conditions in the Raptor Hospital.

- The best light is in the surgery room, but sometimes that is not an option.

Wild Patients:

- Our first priority is always getting wild patients the treatment they need.

- Follow any directions given by staff, but politely speak up if you see an opportunity to make a shot better.

PHOTOS IN THE RAPTOR HOSPTAL

Biosecurity:

- While in the Raptor Hospital, please follow any biosecurity protocols directed by staff.
  - This can include: shoe changes, using disinfectant masks, and/or wearing PPE

Blood and Gore:

- Our patients are carnivores, and preparing their diets can be gory.
- Some patients arrive with severe injuries.
- Before assigning you to shoot in the Raptor Hospital, we will check in on your comfort with these environments.
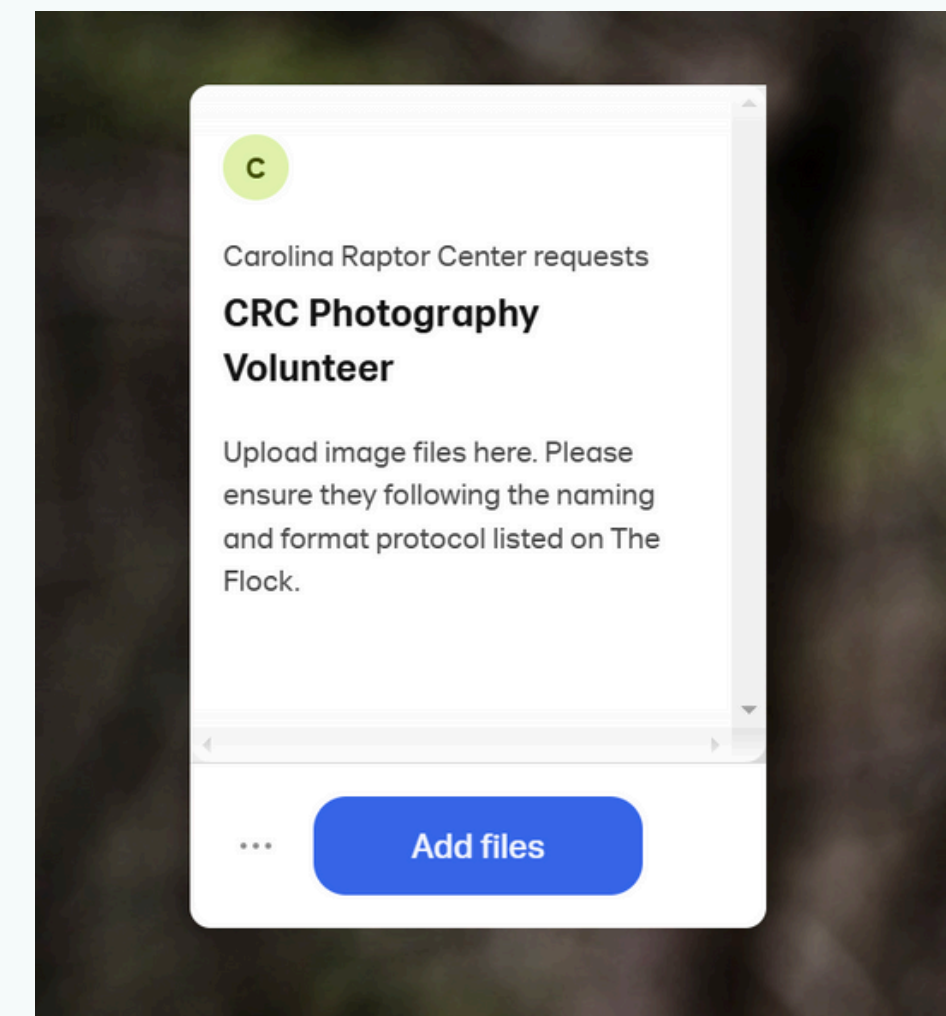
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LOGISTICS & COMMUNICATION

FILES & FILE SHARING

You will share your image files with the Carolina Raptor Center via **WeTransfer**.

- Save images as raw files (.RAW, .CR2, .CR3, etc.) in a sequence named as MMDDYY_ProjectName_LastNameFirstName-#

  - Example: 040525_STEAMDay_JohnSmith-1, 040525_STEAMDay_JohnSmith-2

- If also sharing edited images, export them as a high-quality JPEG with the same naming structure with "-edited" before the sequence #.

  - Example: 040525_STEAMDay_JohnSmith-edited-1

- Send files via WeTransfer at: https://we.tl/r-34UfCT2SRS

  - WeTransfer only accepts files, not folders.

  - WeTransfer can send up to 200 GB of files. If you are sending more than 200 GB, send images in groups.

WeTransfer

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Carolina Raptor Center requests

CRC Photography Volunteer

Upload image files here. Please ensure they following the naming and format protocol listed on The Flock.

... **Add files**

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CONTACT & RESOURCES

If you have questions or problems, please contact:

- **Maggie Stein**, Volunteer Manager
  - mstein@carolinaraptorcenter.org
  - (704)875-6521 ext. 209
- **Rachel Dupree**, Marketing Manager
  - rdupree@carolinaraptorcenter.org
  - (704)875-6521 ext. 119

The Flock

- https://carolinaraptorcenter.org/flock/
- Password: raptorsrock
- CRC information & position-specific resources (link to WeTransfer, etc.)

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