

What You See Matters: Using Visuals in Outreach

Using photos of actual people and places can help communicate your message more effectively. But it's important that those people and places speak to your audience. If you're conducting outreach to a Tribal community in Maine, for example, you don't want to include images of people and Tribal patterns representing the American Southwest.

Here are some tips for using your limited MIPPA dollars to obtain images that you can include in your outreach materials.

1. Ask a community member.

You can use some of your MIPPA grant award to pay someone in your community to take pictures. Put out a call on social media, post in local newsletters or papers, or search for someone on freelance sites like Fiverr.com or Craigslist.org.

If a local school or community college offers a photography or art class, ask the instructor about creating an inter-generational project. This is a great way to gather photos as well as stories about Tribal elders.

2. Run a photo contest.

Ask community members to submit their best photos in response to a theme (for example, "Protecting our Elders"). Tell them in advance that the submissions may be used in outreach materials and online. Photographers should request permission of elders

Note: You are not permitted to use MIPPA funds to buy a contest prize. But you can feature the winning photo(s) on postcards, flyers, and other allowable outreach materials purchased with MIPPA funding.

3. Use free online sources.

There are several sites that offer free stock photos you can download for professional use. It's worth exploring these before visiting other sites to pay for images:

- Unsplash.com
- pixelbay.com
- pexels.com

You may want to try different search terms, including "American Indian," "Native American," "Alaskan Native," or the specific Tribe's name or region. Note: Many of these sites will also include links to paid stock photos.



Photo of Native dancer in Barrow, AK by [Zeke Tucker](#) on [Unsplash](#)

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