



# Volunteer Guidance

## Story & Photos

Guidelines for effectively telling the Trailblazer story through text, photos, and video.

Thank you for helping us tell the Trailblazer story and reach more people so we can continue our work in Cambodia. If you have any questions, please message [chris@thetrailblazerfoundation.org](mailto:chris@thetrailblazerfoundation.org)

### Ways to Contribute

Here are a few ways you can help contribute to our communication:

- Collect photos & Video
- Capture stories and TF impact
- Share on social media **trailblazerfoundation** - Facebook, Instagram | TikTok
- Start and share fundraisers'
- Tell friends and family about supporting TF
- Got another idea? Let us know.
- Upload photos to our [Google Drive Folder](#)

### Types of stories

- Filter making
- Installation - wells/filters, latrines
- Work in progress
- Finished latrines and filters - in use
- Bicycle delivery
- Schools
- Agriculture and training

## Short Stories

- Tell personal stories
- Show progress or improvement
- Use names if possible
- Keep the photo and description simple

Trailblazer Foundation  
Siem Reap



Mex Phout used to spend hours getting water, which often caused her family to become sick. Ever since Trailblazer installed a well and filter at her home, she's been able to dedicate her newly found time to farming, basketmaking, and improving her children's education. Donate today.

Trailblazer Foundation  
Siem Reap



We helped install a latrine for Mrs OL Kimhoun. Here's what she had to say about it.

"Since receiving the latrine, my family no longer walks into the bushes. We feel safer and more comfortable having the latrine at home."

## Photos

- Bright and in focus
- Show natural surroundings
- Mix portraits of people with close-up of activity
- Show work in progress (example: building wells or delivering bicycles)
- Show families together, including children
- Videos are also good if they are short moments





## Reference Sites

Some sites we would like to emulate in style and communication

- Charity Water [site](#) | [instagram](#)
- Unicef [site](#) | [Instagram](#)