



Kindergarten & Childcare Centre Information

Looking for a photographer?

If your Kindergarten or Childcare Centre is looking for a photographer to take care of your annual children's photographs or fundraising effort, perhaps your search is over. **Wunderkind Photography** offers a simple end-to-end service which aims to minimise impact to the kids and carers during their regular schedule, provide a fun and relaxed experience for the kids, a straight-forward and secure online ordering system for parents and a handy injection of funds for your centre.

How does it all work?

Depending on the size of your organisation, (number of children and groups etc) together we'll make an estimate of how many days would be required to visit each room or group in the centre to ensure all children are photographed individually, as part of their group and with any siblings that also attend the centre. The duration may vary from a couple of days to a couple of weeks. Once we've agreed on the period of time, we try to find a window in the centre's calendar of events for the year which closest matches the centre's requirements and my availability.

A couple of weeks before the photography starts it's a good idea to notify parents of the dates so they are aware when the photography is happening. I can assist with the publicity by providing a flyer or two to display at the centre, but it also helps if the dates are published in the newsletter and displayed on the notice board.

Whilst at the centre I'm careful to work in a non-disruptive fashion and wherever possible fit in with the usual routine and rhythm of the centre. I try to avoid the rush at the start of the day when parents are dropping off kids and settling them in, and also avoid meal times and sleep times for the younger children.

Initially, when I photograph the children I focus on individual shots of each child, which may be set indoors doing activities or outdoors playing, but usually a combination of both. The individual shots are supplemented with at least one shot of the child in their group, plus shots with any of their siblings also attending the centre. At the completion of shooting I typically have a minimum of 8-10 images (usually more) of each child for parents to peruse in their online gallery.

After all children have been photographed I carry out post-production work on the computer to select and upload an online photo gallery for each family. Conveniently, there is a single online gallery per family, so parents with more than one child attending the centre can access the photos of all their children from the one place. This post-production process usually takes from a few days to a week depending on the number of children at the centre.

With online galleries available parents are notified of the details required to access and view their child's images. This notification can take the form of a printed letter (which I provide) delivered to the child's pigeon-hole, or alternatively can be done by way of an email if preferred. The letter contains the family's secure online gallery details which consist of a gallery name and password, unique for each family, and also simple instructions for how to access the online gallery, place an order and make a payment.

The letter also informs parents of the closing date for orders, but it is helpful if this can be also be publicised in the newsletter, on the notice board and/or on flyers displayed at the centre.

Generally, I will also make one or two bonus offers available when ordering. For example, a gift certificate for orders over a certain amount or a free print for signing up to my mailing list or similar. Once an order is placed it is typically fulfilled and delivered in less than 10 days. I offer free pick-up of orders from your centre.

Form a fundraising point of view, I typically offer your organisation a fixed percentage of all orders placed. At the completion of the ordering window I tally the total value of all orders placed, determine the funds raised for your organisation (based on an agreed percentage) and remit those funds.

Wunderkind Photography takes care of most of the leg work to keep the entire process as simple as possible for your centre, carers and parents alike.
