



GROUP ACTION GUIDELINES

Thank you for contacting the INSIDE OUT Project team about leading a group action. We are excited to see you change the world through art!

Below you will find general guidelines for Group Actions, a how-to for organizing an action.



First of all, you might be wondering, **what is a Group Action?**

→→ For INSIDE OUT Project, a Group Action is one or several group leaders using 5 or more portraits to make a statement for a cause they feel passionate about. These portraits will be printed as posters and wheat pasted in the location of their choice. Group leaders can collect and share the personal stories behind each portrait, spread their message over social networking, attract media attention, and create video content to strengthen their statement, if they so choose.

INSIDE OUT is about **you**, the participant. **You** choose the message. **You** take the portraits. **You** paste the images. We help you along the way.

The goal?

Raise awareness

Draw attention to a cause

Advocate change

Start a conversation

Create global impact

Strengthen your community

Stand up for what you believe in

With INSIDE OUT posters, a great location, and a strong statement, you can create something both beautiful and powerful.

Like this:



Advocating for peace on the border, Juarez, Mexico

Or this:



Protesting for a two-state peace solution in Tel Aviv, Israel

Or even this:



Post-revolution action in Tunisia

So, you want to be a Group Leader. How do you start?

Think about why you want to be a part of INSIDE OUT Project. Is the group action an expression of the unheard voices from your community? What story do you want to tell? Who do you know and have access to? Who are the people you want your project to represent? What do you want the posters to stand for? Try to summarize your goal in a statement that will give your action a larger purpose.

For example, some participants have used INSIDE OUT to:

- Advocate free education on the Thai/Burma border
- Protest LGBT discrimination at Russian embassies across Europe
- Teach kindergarten children about the meaning of identity
- Bring a community together to represent their unique neighborhood/culture

Sample Statements:

- “We believe that educating students involves a strong partnership between the school, the family, and the community.”
- “The time is now. We stand for social change and a two-state peace solution in Israel/Palestine.”
- “Juarez is currently considered to be one of the most dangerous cities in the world. Our objective is to show the other side of the city, the one we don’t see in the media. The people living in Juarez continue their lives despite the violence.”

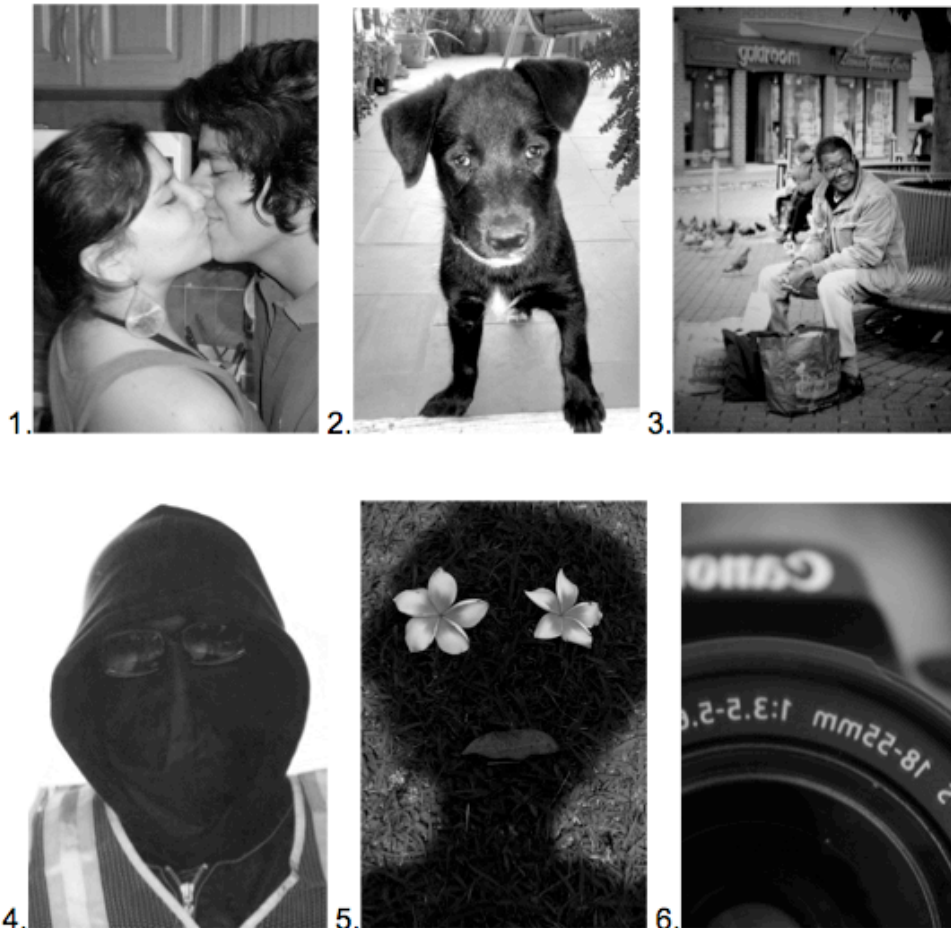
Find participants. Use methods like word-of-mouth, Facebook, and local bulletins, to share your project and find people who want to help, either by having their portrait taken, donating a wall, or contributing to the pasting.

Figure out how many portraits you want to use. This depends on how many subjects you have to photograph, how much wall space you have, and how many people are available to help you paste. Note: Some of the most moving actions we have seen have been small, with only a handful of posters. Sometimes less is more! If you want to do a larger pasting, you will need more time, resources, and planning. We will support you either way!

Find a public location to paste your posters. From walls to windows to roofs, there are many ways to make your statement. Work with your community to get access to these locations and share your intentions with them. All of the posters we print are vertical portraits, 36 x 53 inches / 90cm x 135cm. If you cannot gain permission to use a wall, you may paste illegally (if you’re willing to take the risk). Another option that has worked for some groups is to hold the posters (or march with them) in a public space and document with photographs.

Gather portraits from participants. You can ask people to take their own portraits or find photographers to help take everyone's portrait. Portraits do not have to be professional quality, as long as they are over 1MB in size at 100 dpi and capture the subject's face. Some things that don't count as faces are: pets, backs of heads, groups of people, and inanimate objects.

→ Here are some examples of portraits that do NOT follow the guidelines (these are all submissions we received):



- [1] We know you love taking pictures with your loved ones, but we only accept portraits with one person per portrait.
- [2] Dogs are cute, but we are looking for human faces only.
- [3] Please crop into the face!
- [4] Okay, there is probably a face under there, but we want to see it. No need for the disguises.
- [5] This is special, but we like real faces better.
- [6] You are not tricking us! We know you took a photo of your camera instead of your face.

→ Need some inspiration? Here are some examples of portraits that we love!



*TIP: The best portraits are expressive, emotional, and captivating. They are more than pictures of smiling faces; they seem to reflect the personality and story behind the face.

Get authorization from the people in the portraits. If you are taking photos of others, they must give you permission to upload their picture to the site as well as paste their portrait publicly. When you upload to the site, make sure you read the terms of service. You can have subjects sign release forms, available on the website. If participants are under the age of 18, have the parent or guardian sign for them.

Upload the portraits and statement to insideoutproject.net. As a group leader, you should create a single group profile and upload all of the member portraits as a collection. You will be asked to name the group, and provide the group statement and the action location. Each image file should be at least 1MB at 100dpi. If you are having difficulties with the website, get in touch with us at jr@insideoutproject.net and we will gladly assist you.

Please format your portraits file name as the following:

City_country_groupleader_participantsname.jpg (or .TIF)

Example: Paris_France_JohnSmith_JaneMiller.jpg
Los_Angeles_USA_JohnSmith_AdrianDoe.TIF

DO NOT USE

- Spaces; use “_” instead
- Dots or foreign characters (like ç é à ü)
- Don't use .PNG files, please.

Encourage participants to donate and support Inside Out. Once the portraits are uploaded and approved, you will receive a link that will lead you to a special PayPal account we are using to collect donations. The suggested amount is 20 USD per poster, which covers production & shipping costs (i.e. ink, paper, and postage). All extra funds go to supporting other groups who cannot afford to donate. If your group cannot donate, we may be able to subsidize your action thanks to other participants' generosity. Email us at jr@insideoutproject.net. Subsidized posters are sent based on available funds, demand, and global geographic equality.

Provide us with your mailing address. We ship all the posters together for the group. Please make sure this address is correct! We cannot be held responsible for shipping errors. You will be emailed once all posters have been uploaded and approved.

Printing and shipping takes 3-4 weeks from the time we receive your images and donation, so please alert us to any time sensitivities.

Organize the action. Gather any necessary materials – wheat paste, squeegees, glue, brushes - and schedule a time and team for pasting. Videos are available on the website to explain how pasting works.

Document the public exhibitions. Make sure at least one person is taking pictures of your pasting in the highest resolution possible. You may also record video. You can then upload the photos, copies of articles talking about your action, a link for your video on YouTube or Vimeo, and press links to the website and share your project with the world!

→→ When you are finished with your action, please update your action's account on the website with the following information:

1. High-resolution photographs of your posters in the street. These are the most important images of your action, as they will travel the world and spread your group's message
2. Any press links / PDF's that were published about your action.
3. Video files or YouTube links that we can share on the INSIDE OUT Channel.

Please format your wild images as the following:

City_country_groupleader_number.jpg (or .TIF)

Example: Paris_France_JohnSmith_01.jpg
Los_Angeles_USA_MarieSmith_01.TIF

DO NOT USE

- Spaces. Use “_” instead
- Dots or foreign characters (like ç é à ü)
- Don't use PNG files, please

Are you ready to be a group leader?

Detail to us your plans by registering your action on www.insideoutproject.net.

For more inspiration, check out INSIDE OUT on Facebook and YouTube.

www.facebook.com/insideoutproject / www.youtube.com/theinsideoutchannel

