SUBMITTING A GROUP ACTION
Thank you for contacting the Inside Out Project about leading a Group Action! We are excited to see you change the world through art! Below you will find the guidelines for creating a Group Action.

First off, what is a Group Action?

A Group Action is when one or more people decide to create a project as a part of Inside Out. A Group Action uses 5 or more portraits (of different subjects) to convey a message of a cause that you are passionate about. The portraits will be printed as posters and displayed at a location of your choice.

The Group Leader

The Group Leaders are responsible for organizing the project, being regularly in touch with the Inside Out Team, and mobilizing people to participate in their Group Action. Group Leaders collect and share the personal stories behind each portrait, spread their message over social networks, attract media attention, and can create video content to strengthen their statement.
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 a strong statement, great portraits, and a good location, you can create something both beautiful and powerful!
Think about why you want to participate in Inside Out:
• What story do you want to tell?
• Who are the people you want your project to represent?
• Who do you know and have access to?
• What do you want the posters to stand for?
• Where will you be pasting?

Try to summarize your goal in a **statement** that will give your action a larger purpose. To give you inspiration, here are some 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.”

"Our group action has come together to highlight the power of self-expression that lies within each of us and to celebrate the uniquely magnificent beings that we are!”

“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.”
THE STEPS

- **Find Participants!**
  Use word-of-mouth, social media, and local bulletins to share your project and find people who want to participate, either by having their portrait taken, donating a wall, or contributing to the pasting.

- **Figure out how many portraits you want to take.**
  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, 36x53 in. (90x135 cm). 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 the event with photographs. Be creative and always think about what the final product will look like!

- **Gather portraits from participants.**
  You can ask people to take their own portraits or find photographers to help take portraits. 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):

- one person per portrait!
- only human faces!
- crop to the face!
- no sunglasses!

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!
1. **Try to gather personal statements in addition to the names of your models.** This is optional. Their stories can be very succinct or quite long. They can be a sentence that recalls your action statement or a personal paragraph. It is up to you!

2. **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. We don’t need copies, but keep these for your own records.

3. **Upload the statement to insideoutproject.net** As a group leader, you should create a single Group Action profile. You will be asked to name the Group Action, and provide an Action statement and the location of the Action. If you are having difficulties with the website, get in touch with us at jr@insideoutproject.net and we will gladly assist you.

4. **Send us your pictures via DropBox, WeTransfer, or email.** Please send the picture files in a high resolution (greater than 1 MB). You can also upload the portraits to the website via your group action page if you can’t use the above options.
Please format the file name of your portraits like the following:
city_country_groupleader_participantsnames.jpg (or .TIF)

Examples: New York_USA_JohnSmith_JaneMiller.jpg

DO NOT USE
Spaces; use “_” instead
Dot or foreign characters (like ç é à ü)
No .PNG files, please

5. **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 participant, 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.
Keeping Inside Out free of branding is very important to us. Therefore, sponsors should remain anonymous and no logos may be used in conjunction with any group action.

6. **Provide us with your mailing address.** We ship all the posters together for the group. Please make sure this address is correct and that you are able to receive packages at your address (for example: FedEx cannot ship to PO boxes)! We cannot be held responsible for shipping errors. You will be emailed once all posters have been uploaded and approved. Printing and shipping can take 3-4 weeks from the time we receive your images and donation, so please alert us to any time sensitivities.

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

8. **Document the public exhibitions.** Make sure at least one person is taking pictures of your pasting in the highest resolution possible. Please also take pictures of the portraits decaying! Remember, your images will travel the world so take as many great pictures as possible! You may also record video. The more you extract from your Action, the easier it will be to measure the impact! Collect stories, ask people if the project has affected them, and if so, in what way? We want to know also how you have felt throughout the process, so please do not forget to send us feedback when we send it to you! We can then add everything to your page to make your Group Action more visible: links, press articles and so on!
When you are finished with your action, please email us with the following information:

• High Resolution photographs of your posters in the street. You can send us these files by Dropbox, WeTransfer, or by email. **These are the most important images of your action as they will travel the world and spread your group’s message.**

• Any press links / PDFs that were published about your action.

• Video files or YouTube links that we can share.

Are you ready to be a group leader? **We want you to stand up for what you believe in and help us turn the world Inside Out!**

Detail your plans by registering your action on [www.insideoutproject.net](http://www.insideoutproject.net)

Email us with any questions, concerns, or stories at jr@insideoutproject.net.

For more inspiration, check us out on Facebook, Instagram and YouTube:
[www.facebook.com/insideoutproject](http://www.facebook.com/insideoutproject)
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