

Photo/Video Content Request

We would love your help capturing photos and short videos we can use on social media to highlight our San Marcos and Encinitas resale stores. CRC's resale stores are an important part of our community programs and provide funding to support CRC. Note: Vertical is best (phone upright) for Instagram and Stories.

Photo ideas: Resale Stores (San Marcos + Encinitas)

Store vibes and spaces

- Exterior storefront sign, entry, window displays
- Seasonal displays
- Checkout area “buzz” (no customer faces unless approved)

Unique and fun items

- Cool vintage pieces, brand-name finds, quirky home goods
- Before/after: item styled on a rack or staged in-store
- Most unique/unusual thrift find

Outfit + styling content

- “Outfit of the Day” using thrifted pieces
- Design an outfit using only items from our resale stores and share a picture or photo
- “Under \$25 look”

People + moments

- Volunteers having fun merchandising, sorting, tagging, staging displays
- Staff/volunteers holding a favorite find
- “Why I love CRC resale” portrait-style photo (with a 1–2 sentence quote)

Recurring themes

- “New arrivals”
- “Color of the week”
- “Thrift tip”
- Other ideas ...

Email your post with the following to: development@crcncc.org.

- **Location** (San Marcos Resale or Encinitas Resale)
- **What's happening**
- **Names of volunteers pictured** (optional)
- **Any context** you'd like us to share (why you volunteer, favorite find, etc.)

Photo permissions and minors

If your photo includes anyone under 18, please only submit if a parent/guardian has approved and a release form is signed. If you're not sure, skip photos with minors or avoid showing faces.

To request a permission form, please reach out to development@crcncc.org