



United Way of Wyandotte County 2018-2019 Campaign Video Brief

June 28, 2018

Prospective Bidder:

United Way of Wyandotte County (UWWC) is seeking an independent contractor to provide visually compelling images along with a moving script that illustrates UWWC's commitment and passion to help children, individuals, and families in Wyandotte County as described in the details contained in our Request for Proposal (RFP) listed below. Project Sections and Timelines are included in the Scope of Work. This RFP includes the majority of all items needed; however, additional items may be needed as the project moves forward. Any additional items can be negotiated at that time. Consultation for additional items are a part of this contract.

Proposal Preparation and Submission:

Proposals will be accepted until 9:30 AM on July 9, 2018. Proposals should be sent electronically to:

Gina McCord

Director of Resource Development

gmcord@unitedway-wyco.org

Any proposals received after this date and time will not be considered.

A selection decision will be made by July 13, 2018 and notification of selection/non-selection will be sent on or around that date. Should there be questions, a list of all questions and answers will be maintained and emailed to each potential bidder.

Please provide in your proposal all fee/cost information, including but not limited:

- Hourly rate(s), any set up fee(s), and/or any other fees required for the below mentioned services.
- Provide past experience information with portfolio of previous projects
- Please recognize that UWWC is a 501(c)(3) organization when providing rate/fee information.

About the UNITED WAY OF WYANDOTTE COUNTY:

United Way of Wyandotte County is a locally run nonprofit that raises funds and provides programming in three main impact areas in Wyandotte County: *health, education and financial stability*. Annual workplace campaigns, grants, and other revenue sources currently support more than 50 programs provided by United Way and more than 30 partner agencies. Our mission is to increase the community's understanding of human needs and to mobilize resources to meet those needs. You can find more information on our website www.unitedway-wyco.org

REQUEST FOR PROPOSAL

SCOPE OF WORK:

Provide a high definition (HD) campaign video consistent with the campaign message and design that is brand compliant and aligned with the approved United Way of Wyandotte County marketing plan. Free-lance video consultant will work directly with the director of resource development to develop and implement the following:

Services Requested:

UWWC is seeking consultant and video production services for the following items. Please submit a proposal addressing your ability to provide services related to the following topics:

- 1- **Video:** Create video to tell an inspiring story of social service collaboration in Wyandotte County. Engage in pre-production research and development of creative and powerful ways to tell the United Way story.
 - Provide United Way staff with creative options.
 - Once a direction has been selected, engage in all prep work needed to ensure a smooth production.
 - This may include interviewing United Way clients and partners.
- 2- **Narration:** Provide Storyboarding/Script writing.
- 3- **Production:** Provide complete turnkey production services including direction, crew, equipment, locations, sets and talent.
- 4- **Location scouting**
- 5- **Directing and art direction**
- 6- **Professional on-camera and voice over talent** as well as expert casting and direction of non-professional (real people) on-camera and voice over talent.
- 7- **Post-Production:** Off-line editing, on-line editing, motion graphics, animation, special effects, and/or sound design.
- 8- **Timeline:** Latest completed product date: August 20, 2018
- 9- **Length:** Approximately 2 – 2.5 minutes. *Note: Last year's video was 2:10 minutes-see below*
- 10- **Deliverables:**
 - 1 High Definition (HD) 2018-19 Annual Campaign Video
 - Digital file formatted for use on internet – 1080p HD
 - 1 Standard Definition (SD) copy of finished video for mechanical playback
 - 1 additional video with English subtitles



11- Localization and Diversity:

- Localization | Showcase Wyandotte County through images or VO
- Diversity | We must always consider diversity with race, gender, age, role, and [impact areas](#)
- Comprehensive storytelling that provokes understanding and emotion or action.

12- **Budget:** UWWC has an approximate budget of \$5,000.

Video Utilization:

- 1- Campaign Rallies: Rallies are held at companies that hold United Way workplace campaigns. Example of rally locations include: railroad break rooms, conference hall, warehouse, lunch rooms, etc. Rallies can be 10-200 people depending on location.
- 2- Internal networks: Some companies will run the video on their Intranet or closed circuit company channels.
- 3- Social Media, UWWC Website, Email campaigns
- 4- Other United Way campaign events

Video Inspiration:

2017-18 UWWC Campaign Video: [2017-18 UWWC Campaign Video](#)

2017-18 Campaign Look & Feel - Current UWWC theme and campaign graphics:

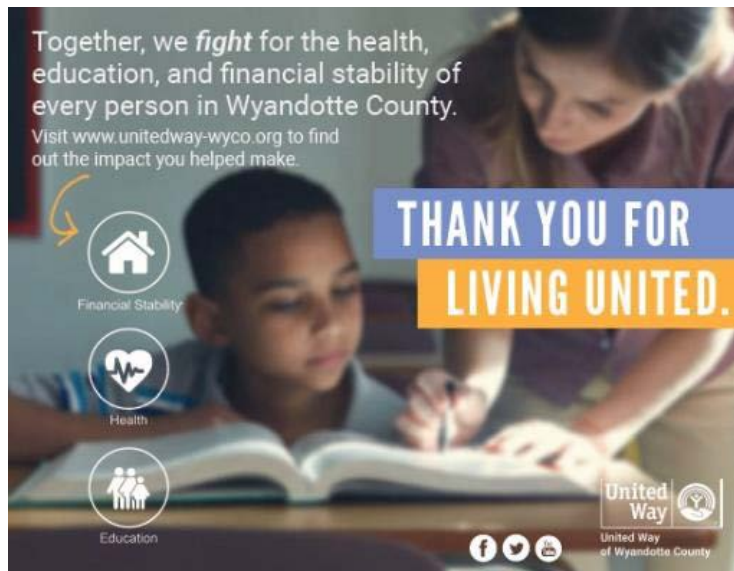
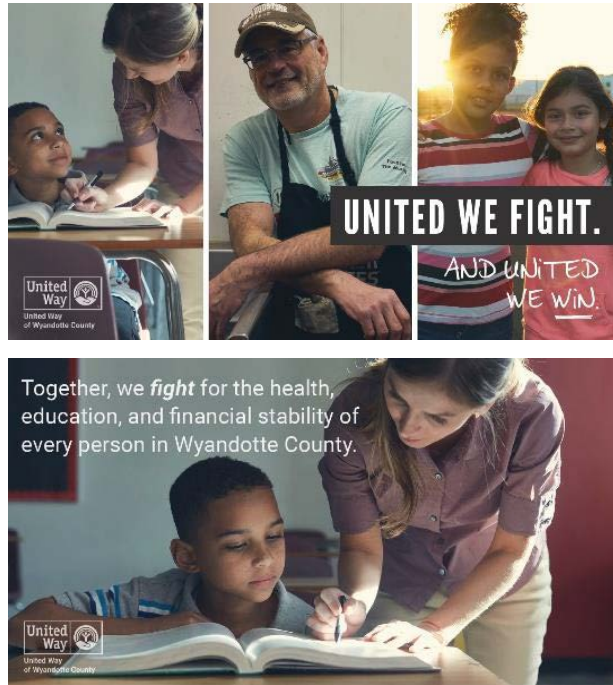
We fight for the health, education and financial stability of every person in Wyandotte County.



United Way of Wyandotte County

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LIVE UNITED





Below are United Way videos that have inspired our direction. Comments below show what parts of the video we were drawn to. Will want to incorporate the “Fight For” credo theme into the video.

Imagine: 2017 Winning United Way Video – Livingston County:

<https://www.youtube.com/watch?v=SrBHcYI7R0o>

Large Inspiration: leads with challenges, ends with solutions

UW of Houston: <https://www.youtube.com/watch?v=jOAVz2kSZ6Y>

Major inspiration: interviews and dialogue on what UW does – Why United Way?

UW Richland-Wilkin: <https://www.youtube.com/watch?v=vb6airohYww>

Like the “You did that” concept with bright visuals of what “you” did.

Southern Tier (2016): <https://www.youtube.com/watch?v=7sJhb3ZZ2dQ&t=51s>

Narrative of challenges – invest locally – improve community

UW Sioux Land 2016-17: <https://www.youtube.com/watch?v=jJZW4bjdDf4>

Kids as narrators

UW Lower Mainland: <https://www.youtube.com/watch?v=5p3wyQ6BCBw>

Information piece of “what do you do with all that money?”

Various other campaign videos with UW fight theme:

https://www.youtube.com/results?search_query=United+Way+2017+videos

Variety of UW campaign videos surrounding the “Fight For” theme

Below are non-United Way videos that have inspired our direction. Comments below show what parts of the video we were drawn to.

Sunflower House Courage Video: https://www.youtube.com/watch?time_continue=8&v=RF-qllxy1A

BIGGEST INSPIRATION – like the pace, questions, information

Bucket Board: <https://vimeo.com/122449408>

Like the feel and fast paced storytelling, edginess, uses of sound editing and music at the end

Peace One Day: <https://vimeo.com/28399327>

Use of different interviews (editing), authenticity