Request for Proposal (RFP)

UWWC Campaign Video Project

Issue Date
May 24, 2019

Proposal Due Date
June 7, 2019

Anticipated Contract Period
June 24, 2019 – September 30, 2019
(Must be completed for introduction at Annual Kick-Off event in September)

Issued By
United Way of Wyandotte County (UWWC)

RFP Contact
Gina McCord
gmccord@unitedway-wyco.org
2019-2020 Campaign Video Brief

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). 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 (Example: Thank You Video; virtual agency tour videos). Any additional items can be negotiated at that time. Consultation for additional items are a part of this contract.

Proposal Preparation and Submission:

DEADLINE FOR SUBMISSION:  Friday, JUNE 7, 2019 – 5:00 pm.  Proposals should be sent electronically to:

Gina McCord
Director of Resource Development
gmccord@unitedway-wyco.org

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

A selection decision will be made by June 21, 2019 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 direct any questions to gmccord@unitedway-wyco.org

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 33 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 30, 2019; *MUST BE COMPLETED to debut at Kick-Off event held in September*

9- **Length**: Approximately 2 – 2.5 minutes

10- **Deliverables**:
   - 1 High Definition (HD) 2019-20 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 $8,500.

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
5- Video debut during Annual Campaign Kick-Off event held in September.

Video Inspiration:
Provided below for information and insight into our campaigns is the Campaign “Look and Feel” and videos from our current 2018-19 campaign and our prior year 2017-18 campaign. The end result being that we are able to tell our story in a creative and powerful way that will invoke emotion and action.

SUBMISSION OF PROPOSAL:
All final proposals must be received by Friday, June 7, 2019 no later than 5:00 pm CST. Proposals received after that time will not be accepted.

Please send electronic copies of proposal to:

gmccord@unitedway-wyco.org
2018-19 "WY NOW" Campaign Video and Graphics: No matter your reason for giving, WHY NOW expressed that the time to give to United Way of Wyandotte County is NOW. Posed as both a statement and a question, the slogan for this concept utilized the WY and WHY emphasizing the importance of finding your reason, or WHY, to give to WY (United Way of Wyandotte County).

Video: [2018-19 UWWC Campaign Video](#)
2017-18 CAMPAIGN “JOIN THE FIGHT” Campaign Video and Graphics:

We fight for the health, education and financial stability of every person in Wyandotte County. Join The Fight. We are better when we all Live United.

Video: 2017-18 UWWC Campaign Video
Provided are videos from other United Ways that have inspired our past video direction or are creative examples for the direction of our vision for the 2019-20 campaign theme emphasizing “Change”, “Be the Change”, “How to get more CHANGE for a dollar”.

Roanoke Valley – That’s A Lot of Change: 
https://www.youtube.com/watch?v=8i_AOvab82c&feature=youtu.be

https://www.uwolc.org/2019-campaign-video

Middlesex United Way: https://www.youtube.com/watch?v=bVuXdTBLumq

UW of Cass-Clay: Change the Story: (too long, but great message) 
https://www.youtube.com/watch?v=ENc52AEjkfA

United Way of Kalamazoo: Together We Can Change The Story 
https://changethestory.org/

Imagine: United Way Livingston County:  
https://www.youtube.com/watch?v=SrBHcY17R0o
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 Sioux Land: 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?”