

## Request for Proposals - Digital Production Partner

### About Initiatives of Change (IoC)

IoC is a faith-based organisation that works with people of all faiths and none.

We are a movement of people who come from diverse backgrounds, all with one common belief that all change starts with one single step. We believe that change starts with oneself and our core practice is listening in silence to divine inspiration or the inner voice as a source of truth and renewal.

We believe in the values of honesty, unselfishness, love and purity at the heart of what we do. We focus our work in three areas: ethical leadership, sustainable living and trust building. Within each of these themes, we deliver training courses, events and programmes.

Website: <http://uk.iofc.org/>

Facebook: <https://www.facebook.com/InitiativesOfChangeUK>

Twitter: [https://twitter.com/iofc\\_uk](https://twitter.com/iofc_uk)

Instagram: [https://www.instagram.com/iofc\\_uk/](https://www.instagram.com/iofc_uk/)

SoundCloud: <https://soundcloud.com/initiativesofchangeuk>

YouTube: <https://www.youtube.com/user/lofcfilms>

LinkedIn: <https://www.linkedin.com/company/initiatives-of-change-united-kingdom>

### Scope of work

IoC requests proposals from agencies that can create and produce high-quality videos, podcasts and professional images.

We run several events throughout the year, mainly around major awareness days – such as World Human Rights Day, World Refugee Day, International Women’s Day, Interfaith Week, National Hate Crime Awareness Week. We would like these events to be filmed and produced as a video with key highlights. Photographs of the events are also requested.

We produce several podcasts throughout the year, which fall into two categories:

- episodes based on the theme of the events we organise and
- episodes based on a focused topic according to our content themes of personal change; trust building; building sustainable communities; and leadership and accompaniment.

We also require videos that specifically demonstrate the impact for our projects (6 max) that will be shared on the website and social media.

### Building trust across the world’s divides

## What we need

lofC seeks a digital agency, from 1<sup>st</sup> April to 31<sup>st</sup> December 2020, who will work collaboratively with the lofC Comms team on the design and visioning of podcasts, photos and videos to complete the following:

- 5 event videos (3 mins max), audience photos and 5 recorded interviews of speakers
- 6 impact videos, one for each of our projects
- Project photography – capturing action shots from workshops
- Podcasts – One per month (8)

Shooting will occur mainly at our London office where we also have access to a soundproof studio to use for podcasts. There might be occasions where the work location will be outside London, but we will let you know in advance.

### Digital Production Partners' role:

The selected digital production partner(s) will fulfill the following:

#### Project Management:

- Ensure alignment with overall project timeline and budget
- Work with lofC team to set and track project milestones and provide updates
- Include lofC in quality control of a development work and deliverables

#### Creative Design:

- Provide creative direction that incorporates the lofC brand
- Work with lofC to set the direction for filming, including but not limited to: identifying shot lists based on content narratives, and developing talking points and/or scripts for film participants for interviews and voiceovers where applicable
- Work with lofC to set the direction for recording podcasts, including but not limited to: identifying and developing talking points and/or scripts for interviewees and voiceovers where applicable

#### Filming and Editing:

- Work with lofC to develop a framework to create impact videos
- Prepare on-site locations for filming. Preparations may include, but are not limited to scouting the location prior to filming and adapting the filming approach to ensure minimal disruption to the users in the building
- Edit final production professional grade copy and upload final edited version to YouTube and for podcasts, Soundcloud.

## Building trust across the world's divides

- Provide shortened versions of impact videos for social media.

### lofC's Role

#### Project Management:

- Provide creative brief to provide clear direction, vision, messaging, and narratives for content
- Establish the overall project timeline
- Work with partners to set project milestones, track project status, identify potential challenges, and facilitate solutions
- Coordinate interviewers and develop interview questions

#### Filming and Editing:

- Assist in identifying shot lists and develop interview content
- Generate a list of interviewees, schedule filming, and secure all necessary permissions/media releases prior to filming
- Contribute input into brand consistency and collaborate with graphic designers, if necessary
- Prepare locations for the interviews, including key points to be discussed in interviews
- Serve as the final decision maker and approve and/or require changes on all final products

#### Intellectual Property:

Initiatives of Change (lofC) is the sole owner of all content and materials developed under this RFP. lofC retains the distribution rights to any content or materials to exercise as it deems appropriate. Selected partner(s) may not use, reuse, distribute, publish, or base derivative works upon such materials without the express consent in writing of lofC. The selected production company may use the final edited video for use in company portfolio and on social media. The logos of the selected production company will be credited at the end of the video.

### **Budget**

The budget for this project is £ 17,000 to £18,000.

### **Proposals**

Proposals should include the following:

A. Technical Proposal: A proposal summary including: related experience: evidence of successful service of projects of similar scope as detailed above, including demonstration of ability to work collaboratively with project partners as well as experience with non-profits.

B. Recommendations: list at least two professional references from current or past clients. Organization name and contact information must be provided.

C. Cost Proposal: Please include any non-profit rates or in-kind donations of services that may be included.

D. Work Sample: Two samples of relevant digital production work products

Email proposals with links and work samples to IofC at [comms.uk@iofc.org](mailto:comms.uk@iofc.org).  
Proposal and work samples must be received by 5:00 PM on Friday, 20 March.