



Video Campaign Consultant – Request for Proposals

MAAC is seeking proposals for video campaign services. The intent of the Request for Proposals (RFP) is to identify and select an experienced video consultant.

MAAC is a 501(c)3 nonprofit organization. Founded in 1965, MAAC was formed by a group of community leaders seeking to bring access to better opportunities for families in San Diego County's southern region. Today, MAAC builds on its roots in economic development and advocacy as we work towards equity and justice for communities throughout San Diego and Imperial Counties. We proudly serve nearly 100,000 people each year and have a regional economic impact exceeding \$200 million.

Our wide range of programs focus on five pathways: economic development, education, health & well-being, housing, and advocacy & leadership development. Since our beginnings, MAAC's focus has remained constant: to assist individuals and families in creating the lives they want and deserve.

MAAC's Philanthropy & Communications Team is looking for support in creating a series of documentary videos that highlight MAAC's mission of maximizing self-sufficiency with families and individuals through high-quality programs and advocacy in our communities within our five pathways of service. These videos will be used as a fundraising and marketing tool to attract support and engagement with our mission and programs.

I. Scope of Work

- Create one video (approximately 3 minutes long) for a fundraising event that showcases MAAC's Pathways of Service. This video can incorporate stories, interviews, and video captured for the shorter series of videos described below.
- Create short videos for social media/e-mail marketing that showcase a program participant and funding partner/event sponsor (estimated five 1–2-minute videos; the number of short videos may change based on secured event sponsorships at \$15K level or above).
- Deadline of October 18 for all six videos –sponsor availability may change this timeline.
- Scheduling start will depend on confirmation of sponsors and program participants with a goal to begin filming in June/July.

We are looking to refresh our video style and are open to new ideas to elevate our storytelling. Here are examples of previous videos, there are more on the MAAC Facebook page as well:

<https://fb.watch/dbySPvyQcg/>

<https://fb.watch/dbyXMheOzx/>

<https://fb.watch/dbz0hUFbn/>

II. Eligibility Requirements

MAAC is seeking an experienced video campaign consultant with the following qualifications.

Please address these points:

- Professional background with examples of work.
- Proven capability to perform quality work on schedule.
- Knowledge, skills, and experience relevant to video campaigns for nonprofit marketing and fundraising.

III. Responding to the RFP

Each response to the RFP must include the following information:

- A response to the Eligibility Requirements and Scope of Work set forth above.
- Provide a list of at least two (2) references from clients.

IV. Filing Deadline

Please submit your proposal by Wednesday, May 15, 2024. All proposals should be sent via email in PDF format to Laura Camou at lcamou@MAACproject.org. If there are any questions prior to submission, please send via email by **Tuesday, May 07, 2024**. An interview may be required.

MAAC anticipates selecting the consultant by **Friday, May 31, 2024**, with the project beginning upon contract execution. Once selected, consultant(s) will need to provide certificate of insurance, proof of workers comp, and W9.