



## **Request for Proposals (RFP)** ***Planned Giving Video Project***

### **Organization Overview**

World Renew, an agency of the Christian Reformed Church in North America (CRCNA), is a Christian, bi-national, non-profit, international development and disaster response organization with home offices in Burlington, Ontario (Canada) and Grand Rapids, Michigan (U.S.A.).

### **Project: Planned Giving Acquisition Video - Content Development and Production**

World Renew seeks to engage an agency or individual experienced in non-profit video script writing, creative development and production, with proven experience specifically in developing non-profit videos. Experience in developing planned giving acquisition videos is a definite asset. The final product will consist of one 2.5 to 3.5 minute long bi-national planned giving acquisition video in two final versions: one for Canadian use and one for US use. 3-5 samples of planned giving acquisition videos developed by the agency or individual for the non-profit sector will be expected. World Renew's deadline for completion of the planned giving video project is December 18, 2020.

### **Requirements**

The agency or individual selected will be experienced preferably in the development and production of planned giving videos, and will be able to demonstrate capacity to take this project from inception to completion. Experience in working with international development and humanitarian assistance organizations is a definite asset. World Renew supports diversity and inclusion, and welcomes applicants who can also demonstrate this commitment.

Please submit your proposal comprising: 1) a letter of interest that outlines your qualifications, availability, and your fee; 2) Samples of 3-5 videos, (planned giving acquisition videos are a definite asset) you have developed from inception to production on or before October 13, 2020 to World Renew, attention: Rebecca Bermonte at [rbermonte@worldrenew.ca](mailto:rbermonte@worldrenew.ca)

The 3-5 sample videos which are mentioned above must be submitted *at the same time as your proposal* for your proposal to be considered.

**Thank you!**

*World Renew is not bound to accept any or all of the proposals received.*

## **Terms of Reference (ToR)** *Planned Giving Video Project*

### **Background**

As an agency of the Christian Reformed Church in North America (CRCNA) World Renew's core constituency is from within the CRCNA. In recent years World Renew has seen its constituency expanding beyond the protestant denomination of the CRCNA, to individuals and churches who are also supportive of World Renew's commitment to put into practice our belief in God's love of justice and restoration in His world.

### **Objective of the Planned Giving Video Project**

The main objective of this project is to create an impactful, faith-based planned giving acquisition video that illustrates the meaningful and life-giving legacy donors can leave in God's world through their support of the varied work of World Renew's international development and disaster response work. Important components of this project include **script-writing, creative development oversight, and production**, while utilizing existing photo and video assets. Video/photo asset-gathering in countries where we work, or in North America, will not be possible at this time. As this video will be utilized in both Canada and the United States, there will be 2 country-specific versions of the same video with differences in: contact information; potentially in spelling; and, possibly in some script content reflecting differing institutional partnerships. **Proposals should include samples of 3-5 planned giving or other videos you have developed from inception to final production specifically for the non-profit sector.**

### **Methodology and Key Deliverables**

The methodology for the planned giving video project will include but not be limited to the following:

- Write, Develop and Produce one 2.5 to 3.5 minute long video, versioned for 1) Canada 2) The US
- Provide creative oversight of the project, drawing on your extensive knowledge and experience in the area of both planned giving acquisition video development and in the non-profit sector.
- Faith-oriented language will be an essential component of the script writing, as the core constituency viewing this video will either be long-time members of the Christian Reformed Church in North America, or of other Christian faith communities.