

## **Request for Proposals National Forest Foundation Video Editor**

**Background and Statement of Work:** As the National Forest Foundation grows and solidifies our brand, we look to begin a long-term relationship with a video editor. This person or agency shall provide consistent video editing services for most, if not all, videos produced by the NFF.

### **Information Requested**

If interested in submitting a bid for this project, please provide a proposal for the above statement of work by providing:

- technical approach
- work experience
- cost
- capacity for this project
- experience in similar projects
- understanding of how to adhere to and apply brand standards and guidelines

Specific requirements are detailed below.

### **I. PROJECT OVERVIEW AND REQUIREMENTS**

#### **General Specifications**

(a) Description of Work – This Request for Proposals is for services related to National Forest Foundation video editing including the following:

1. Receive and review all raw footage captured by on-site videographers.
2. Catalogue and organize footage for easy reference by the NFF for future projects.
3. Review video and campaign creative briefs and outlines to produce videos that meet the objectives.
  - i. We anticipate capturing content for approximately 10 storytelling packages this year, each with multiple video deliverables for digital outreach.
  - ii. A typical campaign package could include video deliverables such as: 2-4 minute hero video, :30 sec cut downs, 1 min vertical cuts and can be

used to reach our target audiences through paid and organic social, email, and web traffic.

4. Create videos in line with our brand and video guidelines.
5. Provide at least two rounds of reviews to NFF team.
6. Deliver final video files via NFF DAM, Canto

The Contractor shall identify what they can supply in terms of materials, labor, equipment, supplies, supervision, quality control, and incidentals required to complete the work described.

- (b) Project Location – This work can be completed remotely.
- (c) Work Schedule – Videos would be created on an on-going basis based on marketing needs of the organization. The NFF would work with the editor to build out a plan and timeline for anticipated videos in the calendar year. Additional projects may be added as needs arise, pending funding availability.

### **Prohibited Telecommunications Services and Equipment**

If applicable, Contractor is responsible for compliance with the prohibition on certain telecommunications and video surveillance services or equipment identified in 2 CFR 200.216.

### **Federal Exclusion Verification**

The selected Contractor will be required to affirm that neither it nor its principals are presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from participation in this transaction by any Federal department or agency.

## **II. REQUIRED COMPONENTS**

### **Contractor Qualifications**

- (a) Past Experience – Please provide a brief explanation of previous work experience for video editing services with nonprofit partners. Share how you've helped translate brand guidelines into compelling storytelling via video.
- (b) Work Process – Please share how you hope to work alongside the NFF for a mutually beneficial relationship. How do you like to work and create successful products?
- (c) References – Please provide three professional references that can speak to past performance.

## **Pricing Schedule**

Contractor shall provide an hourly rate for the work in the proposal.

### **III. SUBMISSION, EVALUATION, AND CONTACTS**

#### **Contractor Selection Process**

This is a request for proposals only and bids furnished are not offers from the National Forest Foundation. This request does not commit the National Forest Foundation to pay any costs incurred in the preparation or submission of the proposal or to contract for supplies or services.

The NFF will use the Evaluation Factors below to review each submitted bid. Based on the outcomes of that selection process, the NFF will notify successful and unsuccessful bidders by Friday, March 28, 2025, and will prepare a separate contract document.

- Hourly Rate – 35%
- Quality Previous Work History – 35%
- References – 15%
- Contractor availability – 15%

#### **Point of Contact**

Please submit any questions about the project in writing to the Point of Contact.

Hannah Featherman  
National Forest Foundation, Communications Manager  
[hfeatherman@nationalforests.org](mailto:hfeatherman@nationalforests.org)

Responses will be shared with known interested parties by email or otherwise posted at <https://www.nationalforests.org/rfp>.

#### **Bid Submission**

Submit bids via email to [hfeatherman@nationalforests.org](mailto:hfeatherman@nationalforests.org) with email subject line of “Video Editor Proposal” by Friday, February 28, 2025.

#### **Equal Opportunity Provider**

In accordance with Federal law and U.S. Department of Agriculture policy, the National Forest Foundation is prohibited from discriminating on the basis of race, color, national origin, sex, age, religion, political beliefs, or disability.