

# Request For Proposal

QUAKER VIDEOS

BY

THEE QUAKER PROJECT

PROPOSALS DUE BY: JANUARY 31, 2025

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## Our Background

We are a small Quaker startup organization with big dreams and [a pilot video project](#) already in place. We are seeking a team or a single videographer to help launch our full weekly Quaker video project for a modern online audience.

## Project Overview

We are launching a weekly video project with a blend of Quaker Meeting profiles, FAQ Quaker explainer videos, and viral content. We are seeking a person or team to spearhead the logistics of *Quaker Videos* and to create half of the content for its initial 6 months.

## Project Goals

The goals of this project include:

- i. Launch a weekly video project with engaging, professional and spiritually interesting video content.
- ii. Build an audience of Quakers and seekers on youtube, tiktok, and other video platforms.
- iii. Increase the visibility of Quaker Meetings and the Religious Society of Friends as a whole.

To reach these goals, THEE QUAKER is now accepting bids in response to this Request for Proposal.

## Scope of Work

- i. Create 3 monthly meeting profile videos (like [this one](#)).
- ii. Create 9 other creative Quaker-themed videos of your choosing (after a staff-wide brainstorm session), in collaboration with our filmmaker and E.D. (these can be anywhere from simple & easy to ambitious productions).
- iii. Run the logistics of the *QuakerVideos* project.
- iv. Be an active member of *Thee Quaker* creative team.

## Our Budget

We are offering \$30k for this contract.

## Target Deliverable Schedule

Project Launch: Summer 2025

We hope to start releasing content in the Summer of 2025, and run weekly videos for 6 months.

## Evaluation Metrics

THEE QUAKER will evaluate bidders and proposals based on the following criteria:

- Experience with video production.
- Past performance and history with viral video.
- Familiarity with Quakerism and ability to navigate Quaker spaces and conversations.
- Projected costs.

## Questions Bidders Must Answer To Be Considered

- i. How will you approach content strategy for an audience of Quakers and seekers?
- ii. What are some (Quaker-themed) video ideas you would like to pursue?
- iii. How do you make spiritually-rich video content?

## Submission Requirements

Bidders must adhere to the following guidelines to be considered:

- Only bidders who have answered all questions in this RFP will be considered.
- Proposals must be sent in by JANUARY 31. Bidders who are interested in submitting a proposal should inform ADMIN@THEEQUAKER.ORG no later than JANUARY 25.
- Include samples and references with your proposal.
- Proposals should not be more than 3 pages.
- A proposed schedule must be included and clearly expressed.

## What We're Looking For in Potential Vendors

You have experience with the Quaker world and can navigate Quaker spaces easily. You have a background in online media and marketing. You have some professional video or photography experience and want to learn more. You have worked with clients and know how to patiently walk a client (or community of clients) through the video-creation process.

[\*\*SUBMIT PROPOSALS HERE\*\*](#)

For questions or concerns connected to this RFP, we can be reached at:

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