



Request for Proposals

40th Anniversary Documentary Film & Social Media Video Content

Issued by: Vermont Works for Women

Release date: July 17th, 2026

Proposals due: August 17th, 2026

Submit to: Kate Gluckman, Dir. of Development & Communication, kgluckman@vtworksforwomen.org

1. Organization Overview

Since 1987, Vermont Works for Women has worked to advance gender equity by supporting women and girls to recognize their potential and explore, pursue, and excel in work that leads to economic independence.

By providing career exploration programs and events, training in the skilled trades, career coaching and mentorship, and gender equity workshops, we want all Vermont women, girls, and gender-expansive individuals to feel empowered to make career decisions that best meet their needs and goals.

In May 2027, VWW will celebrate its 40th anniversary with a community celebration honoring four decades of impact. A centerpiece of that event will be a short documentary film that tells the story of VWW's history, mission, and the people whose lives it has shaped.

2. Project Overview & Objectives

VWW is seeking a qualified film maker or video production company to create a documentary-style film and companion social media content that captures VWW's impact over the past 40 years and set a vision for what's ahead. The film should center the voices of program participants, alumnae, staff, and community partners, and reflect the warmth, resilience, and practical impact that define VWW's work.

Core objectives:

- Tell an authentic, emotionally resonant story of VWW's 40-year history and impact through the voices of the women and youth it has served.
- Produce a polished piece suitable for a live audience at a milestone celebration event.
- Generate a flexible library of short-form content VWW can use for ongoing social media, donor cultivation, and grant storytelling well beyond the anniversary event.

3. Scope of Work

3.1 Anniversary Film (10 minutes)

A polished, approximately 10-minute film to premiere at VWW's 40th Anniversary Celebration in May 2027. The film should weave together interviews, program footage, and archival material (where available) into a cohesive narrative arc covering VWW's founding, evolution, and current impact across its program areas.

3.2 Social Media Clips (3-5 clips)

Using footage captured for the anniversary film, produce 3-5 short-form vertical or square clips (approximately 30–90 seconds each) optimized for platforms such as Instagram, Facebook, and LinkedIn. Clips can be cut and repurposed from the film to highlight distinct stories, programs, or impact statistics and be usable independently of the full film, including for use in future fundraising and grant communications.

3.3 Production & Filming

- Film on-camera interviews with a mix of program participants/alumnae, staff, board members, and community or employer partners (final interview list to be developed jointly with VWW).
- Capture B-roll of active programming (including Trailblazers, Rosie's Girls, Women Can Do) at sites to be coordinated with VWW staff.
- Capture staff-focused B-roll reflecting the people and culture behind VWW's programs.
- Coordinate filming schedule and locations with VWW's Development & Communications team.
- Incorporate archival photos, video, or documents provided by VWW where appropriate.

3.4 Post-Production

- Share interview transcripts with VWW for review and comment.
- Editing, color correction, sound design, and licensed music for the full film and all social clips.
- Motion graphics or titling consistent with VWW's brand guidelines (to be provided).
- Captions/subtitles for the film and all social clips.
- At least three rounds of revisions based on VWW feedback on a rough cut, prior to final delivery.
- Delivery of final files in formats and aspect ratios suitable for both event screening (16:9, high resolution) and social platforms (vertical/square as appropriate), along with raw footage (selects or highlights would be sufficient).

4. Timeline

VWW anticipates the following high-level timeline. Exact dates will be finalized with the selected film maker.

Milestone	Target Date
RFP released	July 17, 2026
Proposals due	August 17, 2026
Vendor selected & contract signed	September 4, 2026
Principal filming (interviews & B-roll)	October 2026-February 2027: Must include October 8, 2026 in Randolph VT, and one day during the week of February 22-27, 2027 in Burlington, VT. May also include filming in late October/Early November in St. Johnsbury, VT.
Rough cut review	March 15, 2027
Final 10-minute film & social clips delivered	April 15, 2027
VWW 40th Anniversary Celebration screening	May 13, 2027

5. Proposal Requirements

Interested film makers should submit a proposal that includes:

- Proposed creative approach to telling VWW's 40-year story within the scope described above.
- Company or individual background and relevant experience, including 2–3 samples of past documentary, nonprofit, or brand storytelling work (links preferred).
- Proposed timeline and availability aligned with the schedule in Section 4.
- Itemized cost estimate covering pre-production, filming days, post-production, licensing (music/stock, if any), and final delivery.
- Number of filming days assumed in the estimate, and policy on additional days if needed.
- References from at least two past clients, ideally nonprofit or mission-driven organizations.

6. Budget

VWW has a flexible budget of \$5,000-\$8,000. Film makers are encouraged to propose an approach that delivers the strongest possible story within this range and may note optional add-ons or reductions as separate line items.

7. Evaluation Criteria

Proposals will be evaluated based on:

- Quality and relevance of past work, particularly nonprofit or human-interest storytelling.
- Strength and clarity of the proposed creative approach.
- Team experience and capacity to deliver on the proposed timeline.
- Value and transparency of the cost proposal.
- Responsiveness and fit as a collaborative partner for VWW staff and program participants.

8. Submission Instructions

Please submit proposals as a single PDF to Kate Gluckman at kgluckman@vtworksforwomen.org by EOD on August 17th. Questions may be directed to the same contact. VWW anticipates scheduling brief calls or interviews with finalists during the last two weeks of August.

9. Additional Information

Vermont Works for Women reserves the right to reject any or all proposals, to negotiate with any qualified vendor, and to modify the scope of this project as needed. The selection of a vendor does not constitute a binding contract until a formal agreement is executed by both parties.