



# The Corps Network

Strengthening America through  
service and conservation

## REQUEST FOR PROPOSAL

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### *Urban to Rural Experience Trip Videographer*

**POSTED:** April 1, 2014

**DEADLINE FOR SUBMISSION:** April 16, 2014 5pm EDT

**SUBMIT TO:** Hannah Traverse, Communication & Grants Assistant:  
[htraverse@corpsnetwork.org](mailto:htraverse@corpsnetwork.org)

#### **Background & Purpose**

Since Sally Jewell was sworn in as Secretary of the Interior, she has placed a high priority on getting more youth outdoors. Her passion for this issue is driven by a number of factors, including the public health and educational benefits, as well as the importance of engaging younger generations in fields related to land management and conservation. In 2012, 38% of Interior Department staff were eligible for retirement and Jewell believes it is vital to invest in our youth now to engage the next generation of public lands stewards. One of Jewell's main proposals to tackle this challenge has been the engagement of youth conservation corps across the country, committing to raising \$20 million in private funds to aide in the expansion of the corps.

The Corps Network, the national association of Service and Conservation Corps, seeks to tap Secretary Jewell's passion for youth to highlight the importance of vital conservation policies – the Antiquities Act and the Land and Water Conservation Fund. By bringing youth from an urban area to the backcountry of a proposed or designated national monument, this project will show the value these lands have to current and future generations and the importance of the Secretary's leadership for conserving them.

The Corps Network (TCN) seeks a videographer to accompany two TCN staff members to Idaho to document an "Urban to Rural Experience Trip" in which young people (ranging in age from 16 – 25) from an urban conservation corps will travel to and camp at Boulder White Clouds National Monument.

Using footage from this trip, the videographer will create a 5-minute promotional video to highlight the important environmental conservation work that Corps complete nationwide.

By showing a youth corps experiencing, and working to protect, one of America's beautiful rural landmarks (Boulder White Clouds), TCN hopes to highlight the importance of Service and Conservation Corps to the health of our public spaces, and the importance of conservation policies – specifically the Antiquities Act and the Land and Water Conservation Fund (LWCF). This trip, and the resulting video, will build awareness among the public and policymakers alike of the conservation efforts of Corps and the importance of the public lands they serve on. Through filming interviews with Corpsmembers as they experience the outdoors, this project will result in the creation of advocacy materials that can be used to raise awareness about the value of outdoor connections and our public lands.

This project will help in ongoing efforts to build the next, more diverse, generation of environmental stewards; build interest in public lands and outdoor recreation; raise awareness about Corps programs and their importance to America's conservation history; enhance public awareness about LWCF; and use young American voices to support the value of the Antiquities Act.

## Proposal Guidelines and Requirements

- This is an open and competitive process.
- This is a cost reimbursement contract not to exceed \$10,000.
- The anticipated period of performance is June 2014 – August 2014.
- Proposals must be received by 5:00pm EDT, April 16, 2014.
- Work to be performed by the videographer must be clearly identified and explained in the proposal.
- Provisions of this RFP and the contents of the successful responses will be included in final contractual obligations and made available to public upon request.

## Contract Terms

The Corps Network will negotiate contract terms upon selection. Contract will be executed upon receipt of a signed agreement, scope of work and budget.

## Budget

Proposal budgets must encompass all development, delivery, production costs, and all charges or other fees necessary to complete the work outlined in the scope of work.

### Your quote should factor-in the following:

1. The amount of time it will take to edit the footage into a 5-minute video
2. Costs associated with editing

All expenses for travel, lodging and meals are covered by The Corps Network (do not add to quote). The videographer will need to provide his/her own video/producing equipment.

## Organizational Background

Corps are comprehensive youth development programs that provide their participants with job training, academic programming, leadership skills, and additional support through a strategy of service that

improve communities and the environment. Corps are a direct descendant of the Depression-era Civilian Conservation Corps, which mobilized about three million young men who dramatically improved the nation's public lands while receiving food, shelter, education, and a precious \$30-a-month stipend.

**Our Mission:** The Corps Network provides critical leadership to the Corps movement and to our nation's Service and Conservation Corps as they harness the power of youth and young adults to tackle some of America's greatest challenges and transform their own lives.

The Corps Network's 100+ member Corps operate in all states and the District of Columbia. Each year they collectively enroll approximately 26,000 Corpsmembers from ages 16-25.

Corps provide a wealth of conservation, infrastructure improvement, and human service projects identified by communities as important.

The Corps Network has played a key role in shaping and securing passage of national service legislation, has achieved a respected status nationally in the youth employment and training field, and has been an active participant in public service policymaking and the development of environmental legislation related to Corps.

## Scope and Design

**Videographer will produce a video that:**

- Films Corpsmembers as they experience the outdoors.
- Highlights the important environmental conservation work Corps complete nationwide.
- Can be used for advocacy to raise awareness about the value of outdoor connections and our public lands.
- Highlights the importance of conservation policies – specifically the Antiquities Act and the Land and Water Conservation Fund (LWCF).

## Resources

- The Corps Network will provide staff members to monitor progress, provide feedback and approval.
- Two staff from The Corps Network will participate on the trip to Idaho.
- The videographer must supply their own filming, video, and editing equipment.

## Evaluation

**The following criteria will form the basis upon which The Corps Network will evaluate proposals:**

- Suitability – The proposed solution meets the needs and criteria set forth in the RFP.
- Experience – Consultant has successfully completed similar projects and has the qualifications necessary to undertake this project.
- Provide 1-2 references from past experiences/projects.

- Value/Pricing Structure and Price Levels – The price is commensurate with the value offered by the proposer. As a nonprofit organization, The Corps Network is able to accept pro bono service and recognize the provider to the full extent allowed by the Internal Revenue Service, including naming the proposer within the product and other collateral as supporter and partner of The Corps Network.
- Staffing – Videographer has appropriate staff to develop the video in the time frame needed.
- Presentation – The proposal is presented in a clear, logical manner and is well organized.
- Preference will be given to candidates in the Washington, D.C. Metropolitan Area.

## Timeline

April 16, 2014	Applications received by 5pm EDT
Late April	Follow-up interview with finalists
Late April / Early May	Selected Consultant notified by phone and letter

## Format

### 1. *Proposal*

Proposals should not exceed 3 pages– 12pt font and no larger than 5MB. Proposals should include in this order:

- A short summary that explains why the project is of interest to you and why you believe you are the right person for the job
- A complete budget with an explanation of expenses
- A timeline of project activities
- Full contact information of the preparer and / or principal
- 1 – 2 references (not counted towards page limit)

### 2. *Cover Letter, Resume, and Work Examples*

All proposals must be accompanied by a cover letter signed by the Videographer, as well as a resume or short bio and work examples as appropriate (links to online videos are fine).

**Completed applications should be submitted via email with a subject line, “Videographer – Urban to Rural Trip,” to:** Hannah Traverse, Communications and Grants Assistant at The Corps Network:  
[htraverse@corpsnetwork.org](mailto:htraverse@corpsnetwork.org)