

# Request for Proposals

---



701 Pennsylvania Ave., NW, Suite 131, Washington, DC 20004  
(202) 628-8164

[www.vetsprobono.org](http://www.vetsprobono.org)



## **Introduction**

---

The Veterans Consortium Pro Bono Program is planning to develop a web video to promote the Program's services to veterans and the public. This Request for Proposals is to solicit a vendor partner with the skills, experience and vision to support this effort.

The Program is a nonprofit organization that recruits and trains volunteer attorneys who provide legal representation to financially qualified veterans or their family members who have a meritorious appeal at the US Court of Appeals for Veterans Claims. Information about the Program may be found at [www.vetsprobono.org](http://www.vetsprobono.org).

## **Project Overview**

---

A critical organizational goal is to expand the number of veterans whom we serve. To support this goal, we are searching for a vendor to create a 2 – 3 minute web video for posting on our website, YouTube and other appropriate webpages.

## **Budget**

This project has a budget of up to \$7,000.

## **Time Frame**

This project would need to be complete by July 31, 2012

## **Proposal Format and Information Required**

---

Your response should include all of the following information:

1. An outline and timeline for the project implementation, including deadlines.
2. Your expectations of the Program:
  - a. Staffing: what staff members or skills will you need the Program to give you access to in order to facilitate the project?
  - b. An estimated budget, which includes:
    - i. Development of script
    - ii. Recording sessions



- iii. Design of overall concept
- iv. Travel and administrative expenses
- 3. Your staff that will be involved with the project, including:
  - a. The project manager
  - b. Any other key employees involved in the project
  - c. Any subcontractors you will be working with or third-party products you will be using
  - d. Any other terms and conditions relevant to the project
- 4. Experience with nonprofits' clients, especially veterans
- 5. Examples (through web links) of web videos developed in your work on comparable projects
- 6. Three references from nonprofit organizations that can address how you successfully executed similar projects.

## **RFP Process**

---

Send Electronic Proposals to:

Camille Soleil

Executive Director

At: [CamilleS@vetsprobono.org](mailto:CamilleS@vetsprobono.org)

## **Confidentiality**

Your proposal will be shared with key Program staff and Board members. Until a proposal is accepted, it will only be available to the evaluators.

Your organization guarantees that this RFP and all work and materials will be confidential. This RFP and all associated work is the proprietary information of the Program. It may be used only to prepare a proposal for the Program.



## **Due Date**

A complete proposal must be delivered electronically to the Program by March 30, 2012.

## **Evaluation Criteria**

**Plan and budget for deliverables.** You should have a comprehensive project plan for meeting all of the deliverables and competitive bidding for implementation and ongoing operations.

**Vendor's skills and capabilities.** Demonstrate the skills, history and organization required to deliver the project and work well with the Program.

**Shared and demonstrated understanding of the project goals.** Demonstrate the understanding of the Program's mission, business and desired goals for the project.

## **Questions**

Please contact Camille Soleil at [CamilleS@vetsprobono.org](mailto:CamilleS@vetsprobono.org) or (202) 628-8164.