

**Family Service Agency
Family Support Services Program
Connected Couples, Connected Families Videography
Request for Proposals
Location: Santa Barbara County**

Overview & Objective

Create video and still photography content to promote Family Service Agency's Connected Couples, Connected Families Program (CCCF). This content will be used in social, print, online, and television promotional campaigns that inspires program participation and increase program awareness among potential participants as well as referring partners. These materials will be particularly focused on reaching Spanish speakers and will feature program participants sharing their experiences and stories.

For over 125 years, Family Service Agency (FSA) has been regarded as one of Santa Barbara County's most reliable and effective nonprofit human service organizations. Our mission is to strengthen and advocate for families and individuals of all ages and diversities, helping to create and preserve a healthy community. FSA strives to be a trauma-informed and resilience-oriented organization. Our programs, which served more than 18,500 people last year alone, combine clinical expertise, bilingual and bicultural staff, and close collaboration with other agencies.

FSA's Connected Couples, Connected Families Program is the recipient of a federal grant focused on healthy relationships. Our target population is Spanish-speaking couples and families. CCCF helps strengthen couples' relationships for a happier home life and helps develop more enriching, healthier relationships. Our programming supports parents to become better equipped so they can build healthy environments and overcome major sources of stress. Families in our program get the help they need to become stronger, happier, healthier, and move their children on a path toward a brighter future.

Scope of Work

- Collaborate with program staff to outline messaging and storytelling goals.
- Photo and video shoot and editing (two features, four to six PSAs, and b-roll clips) with one round of feedback and adjustments.
- Interviews with up to four couples and up to three staff. Interviews will be conducted at multiple locations in Northern Santa Barbara County, which could include, but is not limited to, an FSA office, the outdoors or other locations.
- Capture authentic client stories and testimonials that reflect the impact of the CCCF Program.
- Develop engaging and high-quality content to support participant recruitment, community outreach and partner engagement.
- Footage will be shot in HD.
- All footage will be shot in the Spanish language with English subtitles. One footage would be shot in Mixteco with Spanish subtitles.

Expected Final Deliverables

- Final video content delivered in high-resolution digital formats.
 - Two 2-3 minute features
 - Four to six 30-second PSAs: half optimized for social media advertising and half for television advertising, with voice over & graphics
 - Library of three to five 20-30-second b-roll clips (i.e.: couple interacting with each other, father engaging with child(ren), family interacting or playing together)
- Still photography
- Audio files, voice-over for radio advertisement with intro/outro

Project Timeline

Project should be completed within 30 days with one round of feedback & adjustments.

Budget Amount

The budget for this project is \$15k, which includes all planning, filming, editing, and deliverables. Proposals should outline all costs.

Evaluation Criteria

The minimum general proposal requirements include:

- Overall experience of the company and demonstrated results.
 - Our evaluation will include your experience as it relates to the requirements within this RFP, including evidence of past performance, video-sound quality, and technical and artistic effectiveness of past work.

- o Please provide at least two professional references.
- Spanish speaking photographer/videographer and/or second shooter highly preferred. Spanish speaking editor required.
- Budget approach and cost effectiveness
 - o Effective and efficient delivery of quality services is demonstrated in relation to the budget allocation. The allocation is reasonable and appropriate.
 - o Capacity to perform work within the specified timeframe.

Submission Guidelines

Submit proposals to Yeimi Arias (yarias@fsacares.org) and Alison Espínola (aespinola@fsacares.org) by Thursday, February 26, 2026, 5PM PST. Submissions should include a portfolio with at least 2-3 examples of videography projects.