

Request for Proposals

Video Producer & Content Creator (Contract)

Michigan Coalition to End Domestic and Sexual Violence

Organization Overview

The Michigan Coalition to End Domestic and Sexual Violence (MCEDSV) is dedicated to the empowerment of all the state's survivors of domestic violence, sexual violence, and human trafficking. Our mission is to develop and promote efforts aimed at the elimination of all domestic and sexual violence, including human trafficking, in Michigan.

MCEDSV's vision is to serve as Michigan's catalyst for creating empowered and transformed individuals, communities, and societies committed to building a lasting legacy of equality, peace, and social justice—where domestic violence, sexual violence, and human trafficking no longer exist.

Purpose

MCEDSV is seeking proposals from qualified videographers or video production contractors to support the organization's video initiatives. The selected contractor will produce engaging, high-quality video content to raise awareness about MCEDSV and educate the community on domestic violence, sexual violence, and human trafficking.

This work includes producing videos that feature people (such as trainers, advocates, and partners), as well as videos that rely on slides, voiceover, graphics, or animation when on-camera filming is not appropriate or needed.

Video content will include training videos, promotional materials, and informational content, and will be used across MCEDSV's website, online training platforms, social media channels, and other outreach materials.

Scope of Work

The selected contractor will work collaboratively with MCEDSV staff while also managing projects independently from concept through final production. Responsibilities may include:

- Filming live, human-centered video content, including trainings, interviews, and promotional materials
- Producing training videos that may include presenters, slides, voiceover, and/or graphics
- Creating videos that use animation, slides, or visual storytelling when filming individuals is not appropriate
- Editing video content for use across websites, online learning platforms, and social media
- Producing short form clips from longer videos for marketing and outreach purposes
- Collaborating with staff to ensure video messaging aligns with organizational mission, training goals, and trauma-informed values
- Providing creative direction and recommendations to strengthen clarity, quality, and engagement
- Developing simple templates, guidance, or tools to support staff in preparing content (for example, slide formatting, scripting, or recording guidance)
- Coordinating filming schedules with staff and program partners
- Delivering finalized edited video files in appropriate formats, along with raw footage as requested
- Providing reasonable revisions as needed
- Ensuring all content reflects trauma-informed and survivor-centered values
- Other related tasks as mutually agreed upon

Contract Term

This is a limited-term independent contractor engagement beginning upon contract execution and running through September 30, 2026.

The contractor will manage their own schedule in coordination with project needs.

Estimated Workload

MCEDSV anticipates up to approximately 80 hours per month, depending on project needs and production schedules.

Deliverables

Deliverables may include, but are not limited to:

- Training videos of varying lengths (short modules to longer-form content)
- Videos to support MCEDSV online trainings
- Social media video clips and promotional segments
- Informational videos for website and outreach use
- Edited video files formatted for digital platforms
- Raw video footage as requested
- Project collaboration and planning with MCEDSV staff

Specific deliverables will be determined in coordination with MCEDSV staff throughout the contract period.

Contractor Qualifications

Proposals should demonstrate the following:

- Demonstrated experience in videography and video editing
- Ability to produce high-quality video content across multiple formats (live-action, training-style, and/or slide or animation-based content)
- Ability to manage projects independently from planning through final production
- Strong communication and collaboration skills

- Ability to translate complex or sensitive topics into clear, engaging visual content
- Strong attention to detail, quality, and storytelling
- Ability to work efficiently while maintaining high production standards
- Ability to provide structure, guidance, or creative direction to support internal team workflows

Preferred qualifications include:

- Experience producing training, educational, or instructional video content
- Experience working with nonprofit or mission-driven organizations
- Familiarity with trauma-informed and survivor-centered approaches

Equipment Requirements

The contractor must provide their own:

- Video, lighting, and audio equipment as needed for the project
- Video editing software and production tools

Travel

Occasional travel within Michigan may be required to film training events or related programming.

Compensation

The budget range for this contract is \$45 – \$65 per hour, depending on experience.

Contractors will invoice MCEDSV for hours worked in accordance with the independent contractor agreement.

This engagement will be structured as a 1099 independent contractor agreement. The contractor is responsible for providing their own equipment and managing their own taxes and insurance.

Proposal Requirements

Interested contractors should submit the following:

- Resume or CV
- Brief statement of interest describing relevant experience and approach to the project
- Links to a portfolio or video work samples (including, if available, both live-action and training or animated content)
- Proposed hourly rate within the stated range

Submission Instructions

Proposals should be submitted electronically to:

applications@mcedsv.org

Equal Opportunity Statement

MCEDSV does not discriminate on the basis of race, color, religion, sex, pregnancy, national origin, political affiliation, sexual orientation, marital status, disability, genetic information, age, membership in an employee organization, retaliation, parental status, military service, or other non-merit factor.

MCEDSV is committed to building a team that reflects a broad range of experiences, perspectives, and backgrounds. We welcome proposals from individuals of all backgrounds.