PROJECT OVERVIEW:
Park Pride seeks a digital media agency with experience in nonprofit storytelling to create an exciting and inspiring video to support our Parks for All Campaign, a comprehensive fundraising campaign that will expand our services, deepen our impact, increase funding for parks (especially in low-income neighborhoods in Atlanta), and create more park advocates. The two-minute video will provide an overview of the three-year, $12.8 million campaign, showcase highlights of Park Pride’s impact in Atlanta, and include testimonials from campaign supporters and community members. The work must be complete by March 1, 2023.

ORGANIZATIONAL BACKGROUND:
With a mission to engage communities to activate the power of parks, Park Pride empowers diverse community groups throughout Atlanta, building a network that helps steward parks and greenspaces that meet the needs and reflect the unique character of all communities. Park Pride currently works in the City of Atlanta and DeKalb County.

Since its founding in 1989, community engagement and empowerment have been at the heart of Park Pride’s philosophy and approach. Park Pride’s unique model provides resources, volunteers, and funding to help communities accomplish their visions for their parks. Our programs consist of Friends of the Park (organizing residents to support their local park), Visioning (professional park design services), Volunteer, Grantmaking (providing funding for park improvements), and Fiscal Partners (empowering community groups to fundraise for park improvements using Park Pride’s 501c3 nonprofit status).

MISSION: To engage communities to activate the power of parks.

VISION: An Atlanta where every neighborhood has access to a great park.

PHILOSOPHY: Park Pride believes great parks have the power to improve our quality of life and strengthen the fabric of our cities. When parks meet the needs and reflect the unique character of the communities they serve, they are welcoming places for all members of the community to gather, play, relax, and connect with nature, encouraging mental and physical health and enhancing the resilience of our neighborhoods. This is the power of parks.

CURRENT SITUATION:
This is an important time to be working in parks. The past two years have shown us how vital parks are to our wellbeing and shined a light on the inequity present in access to nature and greenspace. Never has the need for quality parks in every neighborhood been more evident. Likewise, there has never been
a more collaborative energy around addressing these issues. It is with care, intention, and courage that Park Pride is working across sectors to build a stronger, healthier, more equitable Atlanta by launching our Parks for All campaign.

For over 30 years, Park Pride has partnered with communities to activate the power of parks. This year, we’ve deepened our commitment to park equity to advance quality parks for all; we’ve increased grant awards for park improvements, specifically in low-income communities; led Park Visioning services to improve access to parks and greenspaces; and enhanced community outreach and support to Friends of the Park groups throughout the city.

The Parks for All campaign is Park Pride’s most ambitious undertaking in our 33-year history. The campaign will equip us to provide tangible investment, thought leadership, and continuity for parks and recreation in Atlanta, and will deepen our work with key partners in the local nonprofit and governmental sectors. Campaign success will fuel a stronger Park Pride that serves all of Atlanta.

**PROJECT SCOPE:**
- Develop a story board for a 2-minute video that provides an overview of and builds support/excitement for the campaign, showcases Park Pride’s impact in Atlanta, and features interviews of campaign supporters and community member testimonials
- Script and provide required voiceovers
- Coordinate, prepare, conduct, and edit interviews of campaign supporters and community members testimonials
- Collect necessary b-roll and supporting footage
- Obtain licensing for any necessary video components (imagery, music, etc.)
- 3-5 rounds of edits

**REQUIRED DELIVERABLES:**
- One 2-minute video that announces and builds excitement for Park Pride’s Parks for All campaign

**PROPOSED TIMELINE:**
All deliverables completed by March 1, 2023.

**BUDGET:**
Parks for All Campaign Video budget range: $6,000 - $8,000.

**PROPOSAL REQUIREMENTS:**

*Firm Information*
Please provide your agency’s name, address, URL, and telephone numbers. Include name, title and e-mail address of the individual who will serve as your agency’s primary contact for Park Pride. Include a brief description and history of your firm.

**Project Approach**
Please explain your project approach, style, and process. We’re also interested to know what excites you about our project and why you think your agency would be a good fit.

**Provide Biographies of Key Staff**
Please include a summary of experience of all key staff.

**Experience**
Please include a list of projects that are similar to Park Pride’s that your agency has completed. If possible, highlight work you’ve done for an organization similar to Park Pride and provide creative samples.

**Schedule and Timeline**
Please include the proposed work schedule, timeline, and deliverables resulting from each task outlined. The contract is expected to begin October 10, 2022 and should be completed by March 1, 2023.

**Cost**
Please include a breakout of the estimated cost for all work related to tasks and deliverables outlined in the schedule/timeline.

**Deadline**
Please submit your proposal by September 9, 2022.

**Submit To:**
Rachel Maher
Director of Communications & Policy
Rachel@parkpride.org
941-350-4655