

Rotary Charities of Traverse City

50th Anniversary Video

Videographer & Producer Scope of Work

Background

Rotary Charities of Traverse City is preparing for its 50th anniversary (2026–2027). As part of this milestone, Rotary Charities will produce a short-form anniversary video that reflects on the organization’s history and legacy while connecting past learning to present-day outcomes and future direction.

The anniversary video is intended to:

- Serve as a **look-back and legacy piece** for the 50th anniversary
- Complement a legacy-focused 2026 Annual Report and a future-focused 2027 Annual Report
- Align with an era-based anniversary timeline and broader anniversary communications
- Function as a durable storytelling asset that can be used beyond the anniversary year

Rotary Charities seeks a **Videographer/Producer** (individual or team) to lead video production in close collaboration with Rotary Charities staff and other creative partners.

Purpose of the Role

The Videographer/Producer will be responsible for planning, capturing, and producing a high-quality anniversary video that integrates:

- Stakeholder interviews
- Historical photos and archival materials
- Present-day b-roll that visually reflects Rotary Charities’ work, community, and place

The role emphasizes **collaboration, flexibility, and creative interpretation**, with the understanding that the final narrative and structure will be refined iteratively as historical research and synthesis are completed. Research synthesis is expected to be substantially complete by **summer 2026** to support report writing and video refinement.

Scope of Work

1. Pre-Production & Planning

The Videographer/Producer will collaborate with Rotary Charities staff and designated creative partners during a pre-production phase to establish a shared understanding of the video's goals, tone, and approach.

Responsibilities may include:

- Participating in planning conversations to align on high-level video concept and direction
- Coordinating with Rotary Charities staff to align interview goals and logistics
- Advising on interview setup, locations, and technical considerations
- Developing a high-level production plan and shooting schedule

Detailed storyboarding or scripting is not required at the outset and may evolve as research findings emerge.

2. Stakeholder Interviews (Filming)

The Videographer/Producer will film approximately **15 stakeholder interviews** in coordination with Rotary Charities staff and the History & Legacy Research Consultant.

Key parameters:

- Rotary Charities staff will manage interview scheduling and logistics
- Interviews will be conducted jointly for research and video purposes to avoid duplicative interviews
- Interviews may include board members, staff (past and present), community partners, and other stakeholders

The Videographer/Producer will:

- Capture high-quality video and audio recordings of interviews
 - Coordinate with the researcher to ensure interviews meet both documentation and storytelling needs
 - Provide recorded interview files for use in research and production workflows
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3. Archival & Historical Materials Integration

The video will incorporate historical photos, documents, and other archival materials to reflect Rotary Charities' evolution over time.

Responsibilities may include:

- Reviewing archival materials identified by Rotary Charities staff and the research consultant
- Advising on visual treatment of archival content (e.g., incorporation alongside present-day footage)
- Digitizing or preparing archival assets for video use, as needed

Rotary Charities will support access to existing digital archives and assist with locating materials.

4. Present-Day B-Roll & Visual Storytelling

The Videographer/Producer will capture present-day b-roll that reflects the breadth and depth of Rotary Charities' work and its relationship to community and place.

This may include:

- Natural landscapes and place-based imagery
- Community spaces and nonprofit environments
- Visual indicators of systems change, collaboration, and learning

Present-day footage is expected to serve as the primary visual language of the video, with archival materials used selectively and intentionally.

5. Post-Production & Editing

The Videographer/Producer will lead post-production of the anniversary video.

Responsibilities may include:

- Editing interview footage, b-roll, and archival materials into a cohesive narrative
- Incorporating music, sound design, and titles as appropriate
- Producing a primary video cut (estimated 5–7 minutes)
- Revising the video in response to Rotary Charities staff feedback

Optional or secondary cuts (e.g., shorter excerpts) may be scoped separately.

Deliverables

- One primary anniversary video (approximately 5–7 minutes)
- Final video files in formats suitable for web and event use
- Access to raw or lightly edited interview footage and b-roll, which will be the property of Rotary Charities of Traverse City

Specific deliverables and formats will be finalized collaboratively.

Collaboration & Communication

The Videographer/Producer will work closely with Rotary Charities' communications leadership and coordinate with the History & Legacy Research Consultant and Freelance Writer.

Rotary Charities will serve as the primary decision-maker and provide:

- Editorial guidance and feedback
- Access to interview subjects and archival materials
- Coordination support for interviews and logistics

Regular check-ins are expected throughout production.

Timeline (Estimated)

The video production timeline is intentionally flexible to align with the broader anniversary schedule.

- Pre-production and planning: Anticipated in **spring 2026**, proceeding iteratively alongside history and legacy research
- Interview filming: Anticipated in 2026
- Editing and refinement: mid-to-late 2026
- Final video release: Some time between October 2026 and October 2027

Exact timing will be coordinated with Rotary Charities staff as research and campaign production evolves.

Desired Qualifications

- Demonstrated experience producing documentary-style or organizational videos

- Ability to integrate interviews, archival materials, and present-day footage into cohesive narratives
 - Strong collaboration and communication skills
 - Experience working with nonprofit, philanthropic, or community-based organizations preferred
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Proposal Expectations

Interested videographers/producers should submit:

- **Production approach:** A brief description of creative and technical approach to similar projects
- **Relevant work samples:** Links to comparable video projects
- **Proposed scope and work plan:** High-level outline of how the project would be executed
- **Budget and fee structure:** Estimated cost for the scope described
- **Availability:** Availability during the anticipated production window

Respondents may propose optional add-ons or variations, clearly labeled.

What Success Looks Like

A successful engagement will result in:

- A compelling, high-quality anniversary video that reflects Rotary Charities' learning, evolution, and enduring impact
- Effective collaboration across research, writing, and video production roles
- A flexible, responsive production process that adapts as research insights emerge

Success will be measured by the video's ability to engage audiences, complement other anniversary materials, and remain relevant beyond the anniversary year.

How to Respond

Interested videographers/producers are invited to submit a brief response via email to **Miriam Owsley at mowsley@rotarycharities.org** that addresses the following:

- **Approach and experience:** A short description of relevant experience and how you would approach this scope of work
- **Proposed scope:** Confirmation of which components of the scope you are responding to (including whether proposing as an individual or team)

- **Proposed fee:** A project-based fee for the scope described
- **Assumptions:** Any key assumptions that inform your pricing or approach
- **Availability:** Confirmation of availability across the anticipated production window

Responses should be concise and focused on fit, approach, and collaboration style.

Responses are requested by March 13. Following initial review, Rotary Charities will schedule conversations with selected respondents in **late March** to further assess fit and working approach.

Notes on Scope

This scope focuses on video production and editing. Historical research, narrative framing, writing, and broader communications strategy are scoped separately.