

Society for Women's Health Research (SWHR) Anniversary Video Interview Series

The Society for Women's Health Research (SWHR) is seeking a trusted, national video editing team to develop a series of up to an estimated six stakeholder interview videos for SWHR's 35th anniversary. Planning and filming will take place in 2024 through a project completion date to be mutually determined in February 2025.

You are invited to respond to this RFP with a detailed proposal to accomplish this task, including a timeline, total costs, and deliverables. The RFP herein includes background on the organization and describes the purpose of this video campaign and other specific requests related to the proposal. Those responding to this RFP should feel free to make suggestions within their proposal that could amplify the campaign and its goals.

Request

The Society is celebrating 35 years of making women's health mainstream in 2025 and would like to create a set of videos that reflect on the organization's progress and lay out a vision for the future of women's health research. We envision these videos compiling excerpts from a series of an estimated six key stakeholder interviews. These videos may be similar to [30th anniversary video series](#), but they will involve interviews with a new set of expert interviews and should feel unique to the 35th anniversary.

The team's primary contact for this project will be SWHR Senior Communications Manager Monica Lefton (monica@swhr.org). SWHR will provide background information about the 35th anniversary theme, video questions and topic areas, a list of interviewees, and other design considerations, and the full SWHR style guide. SWHR will work with the video team to schedule all interviews (intending to capture all interviews in-person in Washington, DC if able), and an SWHR staff member will attend the recordings.

About SWHR

SWHR is a non-profit organization dedicated to improving women's health through science, policy, and education while promoting research on sex differences to optimize women's health. SWHR was founded in 1990 with the goal of addressing unmet needs and research gaps in women's health. Throughout the year, SWHR is engaged in programs that relate to diseases, conditions, or life stages that either differently, disproportionately, or solely affect women. SWHR is based in Washington, D.C.

Timeline

- Sept 2024: SWHR to select video team
- Oct: Finalize interview questions, speaker list. Invite speakers for recording.
- Nov 2024: Conduct video interviews. Begin video edits, deliver first draft of videos.
- Dec 2024: Edit, review videos.
- Feb 2025: Final videos delivered to SWHR and shared online.

Budget

SWHR has budgeted \$5,000-8,000 for this video request. This budget includes video interviews and final clips for an estimated six stakeholders including 3 rounds of video edits. The designer will be responsible for delivering all final videos in compatible file formats and any other relevant materials to SWHR by an agreed upon February 2025 date.

Submission Instructions

Please provide the following information to Senior Communication Manager Monica Lefton over email at communications@swhr.org **no later than Friday, September 13.**

- Contact Information:
 - Name
 - Address
 - Email
 - Phone
- Experience and video portfolio
 - At least 3 links to relevant video examples
 - Number of years in operation
 - Top clients and date in which you partnered with them
- References
 - At least two references for clients you have worked with within the past 5 years
- General overview of design process
 - Project management approach
 - Any additional resources required from SWHR
 - Any questions relevant for SWHR
- Estimated budget, including number of hours and tentative cost breakdown for work