

Request for Proposals: Durham Pilgrimage of Pain and Hope Video Curriculum	Proposal Due By: August 3rd. Please send proposals to trodman@durhamcares.org .	Organization name: DurhamCares
<p>Project Overview: A Durham Pilgrimage of Pain and Hope Video Curriculum</p> <p>The Durham Pilgrimage of Pain and Hope is an opportunity to discover how our spiritual journeys are connected to the place we live - Durham, NC. In its current form, the pilgrimage takes a cohort on a weekend journey to immerse themselves in the story of the city and the Biblical story as they reflect with others on what it means for how they live their lives in Durham. The pilgrimage emphasizes stories that are often overlooked and honestly addresses the history of racism and oppression through concrete places and stories. Prior to the COVID-19 shutdowns, we considered creating a virtual pilgrimage as a tool for people who may not be able to participate because of physical limitations. We now realize the need for a virtual offering at any time. We hope to create a 6-8 week video series with an accompanying study guide for groups to journey through Durham’s story and reflect on their own stories and God’s story.</p> <p>For more information about the Durham Pilgrimage of Pain and Hope, visit www.durhamcares.org/pilgrimage</p>		
<p>Project Goals:</p> <ul style="list-style-type: none"> ● Create a high quality virtual pilgrimage curriculum that takes participants through the story of Durham and guides theological and personal reflection for groups. This would include 6-8 short videos featuring sites and individuals that represent key parts of Durham’s - often overlooked - history. ● Work with the DurhamCares team to create, in a timely manner, a product that can be used for marketing as well as meet the criteria for licensing. ● Provide tools and resources necessary for the project marketing. 		
<p>Scope of Work:</p> <ul style="list-style-type: none"> ● Work with DurhamCares Video Curriculum Pilgrimage Advisory Committee on all aspects of work 		

- Work with DurhamCares team to write and record video documentaries for 6-8 sites and/or individuals in Durham. Videos will be approximately 20-30 minutes each and will include the following themes (themes are subject to modest changes):
 - Occaneechi Band of the Saponi Nation
 - Stagville Historic Site
 - Virginia Williams - Royal Ice Cream Sit-In and Civil Rights in Durham
 - Black Wall Street
 - Hayti
 - The Black Church in Durham
 - Tobacco and Textile Industrialists
 - The Latinx Community in Durham
- Create pilot video to be used in curriculum and to fundraise for the rest of the project
- Create design and branding for curriculum series.
- Collaborate with DurhamCares team on creating discussion guide using various forms of media
- Collaborate with DurhamCares team on marketing materials and marketing plan

Considerations:

- There is currently \$15,000 in initial funding to invest in the project - the vendor would ideally be able to complete a pilot video and marketing video within that budget range.
- COVID-19: We want to start filming the project now, which means we would need to follow rigid public health safety measures.

Evaluation Criteria:

- Previous experience.
- Samples of work from previous projects with similar content or style.
- Projected costs.
- Technical and creative expertise.

- Ability to balance confident leadership of the creative process, while also listening well and deeply understanding the vision and ethos of DurhamCares and the Durham Pilgrimage of Pain and Hope.

Submission Requirements

- Write 1-2 paragraphs about why your production company is uniquely suited for this project.
- Share all past work, highlighting 2-3 projects that are thematically similar to the proposed project.
- Share key aspects of your approach to video projects.
- Share proposed budget for the project.

Project Due By: March 31, 2021

Aspirational Budget: \$60,000

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