



Request for Proposal: 40th Anniversary + “About Us” Video for RSF Social Finance

ABOUT RSF SOCIAL FINANCE

[RSF Social Finance](#) is an impact-first financial services organization revolutionizing the meaning of money. Together with our community, we put resources to work toward regeneration. Since 1984, we’ve innovated finance tools and invested in healthier food systems, thriving arts communities, whole-child education, cleaner climates, racial justice, and more.

We nurture a living system of change-makers, investors, donors, and social enterprise leaders who use capital differently than the crowd. By offering investment notes, donor advised funds, and loans, we mobilize money toward positive change that can be felt today, tomorrow, and on the horizon.

Our products include:

- **Social Investment Fund notes for social impact investors:** With as little as \$1,000, any individual can purchase an investment note that RSF invests directly in social enterprises.
- **Donor Advised Funds for donors and philanthropists:** With as little as \$5,000, donors can make a charitable contribution to a fund held at RSF, receive an immediate tax deduction, and then recommend grants from the fund over time.
- **Loans for social enterprises:** With capital from our Social Investment Fund, RSF makes loans to mission-driven organizations that earn regenerative (social, environmental, and financial) returns.

What we value:

- **Care:** We act from a place of care first, honoring the lived experiences that make us who we are and listening deeply to the needs of our community.
- **Courage:** Transformation isn’t achieved through business as usual. We proudly take the path not yet traveled to unlock deeper impact.
- **Connection:** We prioritize relationships—with ourselves, each other, and the world around us. Trust and shared understanding emerge when we’re connected.
- **Collaboration:** The strongest steps we take toward progress are those taken together. We believe true solutions are built with rather than for.

OUR VIDEO: WHAT WE'RE LOOKING FOR

In 2024, we're celebrating our 40th anniversary. We're proud to have been a pioneer of today's impact investing movement, and to have activated more than \$1 billion dollars through grants and loans since our inception.

We would like to create a video to celebrate the impact that we've achieved with our community of like-minded changemakers committed to activating money for social good.

And we need your help to do it!

Using different cuts of the same footage, we would like to create several short videos.

40th anniversary celebration video

- Objective: celebrate 40 years of impact at RSF, tracing our history and evolution since 1984 and ending by looking toward the future
- Where we'll use it: at our 40th anniversary celebration in Berkeley on November 7
- Length: 3-4 minutes
- What it will include: interviews with RSF founding members, interview with borrowers for whom RSF had a foundational impact, B-roll footage of borrowers and RSF team
- Audience: attendees of 40th celebration (current and former investors, borrowers, donors, staff, and board)

About Us video

- Objective: serve as the "front door" to the "RSF house" -- give people a clear picture of who we are, what we do, and what we value, even if it's the first time they're hearing of us.
- Where we'll use it: everywhere! This video will be front and center on our website, as a follow-up or pre-watch for first meetings with potential donors, investors, and borrowers, on social media and as a "quick link" in email newsletters
- What it will include: interviews with RSF borrowers about RSF impact, VO describing product offerings, B-roll footage of borrowers and RSF team
- Length: around two minutes
- Audience: anyone engaging with RSF for the first time – primary potential investors, secondary potential borrowers, tertiary general interested parties

Social media snippets:

- 5-8 separate 30-second cuts from the above that we can use for social media, including:
 - What we do: one video sharing an overview of our product offerings
 - Who we support: three videos zooming in on each of our three main focus areas (climate and energy, food and agriculture, education)
 - Impact stories: 1-2 videos offering a deeper dive on a single borrower

PROJECT DETAILS:

- Proposed general timeline (working towards our 40th anniversary celebration on November 7th, at which we'll debut our 40th anniversary video in person). **If you feel that a different structure would more effectively deliver a video by November 7th, please let us know in your response to this application.**
 - Applications due: July 19
 - Interviews: July 22-26
 - Contract signed: July 31
 - Project kickoff: August 2
 - Gather required information: August 5-9
 - Storyboard + plan travel logistics: August 12-23
 - Filming: complete by September 20
 - Editing + review + final draft of 40th anniversary video: complete by October 18
 - Editing + review + final draft of "About RSF" video complete by November 30
 - Editing + review + final draft of social media snippets complete by December 15
- Filming sessions would include:
 - One half-day with RSF staff at our offices in San Francisco
 - One half-day with a long-time RSF investor (TBD) at his or her home in the San Francisco Bay Area
 - Two separate half-days on site with RSF borrowers (TBD) in the San Francisco Bay Area

OTHER DETAILS:

- **Who you'll work with:**
 - [Will McAneny, Communications Manager](#): will serve as project lead and point person for this project. Will will be your RSF partner in our regular checkins, accompany filming sessions, coordinate the brand assets you'll need to incorporate into the video, and review at interim stages throughout the project.
 - [Jasper van Brakel, CEO](#): will join kickoff and key review stages, as well as signing off on the final product. He will also be a key partner in the "storyboard" stage, recommending long-time RSF partners who should be interviewed.
 - [Kathleen Paylor, VP of Impact Investing and Philanthropy](#): will also join kickoff and key review stages, as she will be using this video in meetings with potential investors. Will recommend investors that we should interview for the video.
 - [Michael Jones, VP of Lending Business Development](#): will join the kickoff meeting. He will also recommend borrowers that we should interview and visit for the video, and will either accompany those site visits or recommend another member of our lending team to join.
 - [Vic McKellips, Community Engagement Manager](#): will field initial applications, join kickoff meetings and key review stages, and provide general support throughout this project as needed.
- **Organizational rebrand:** You're joining us in the middle of a website redesign and full rebrand, which will launch together with the 40th anniversary video on November 7. The look and feel of the video will match the new brand and messaging, not what's currently on our website. Will will provide all of the new assets you'll need in order to produce a video that aligns with our new brand.
- **How we'll work together:** RSF's small and mighty team is nimble and highly collaborative. However, we haven't worked together on a video project quite like this before. That means we'll be looking to the production team we select to be true partners in this work.
- **Project budget: \$15-\$20K**

HOW TO APPLY

Please submit a proposal that includes the following information to Will McAneny, Communications Manager, at will.mcaneny@rsfsocialfinance.org by July 19.

- Information about your business
- Overview of your working style
- Team structure / who we'd work with on this project
- 2-3 examples of similar videos you've created (ideally for a mission-driven organization)
- Contact information for 2-3 references (ideally the same as the samples you share above)
- Any proposed changes to our timeline or project structure
- Price you'd charge for this project

Thank you for considering this video project for RSF. We look forward to hearing from you!