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Request for Proposals (RFP) for Videographer & Animator

Issued by: Lotus STEMM

Project Title: Advancing South Asian Women in STEMM: Breaking Barriers : Building Opportunities

Contract Duration - 6 Months (2026)

Reports to: Roopali Chaudhary, PhD (CEO/ED)

Submission Deadline: September 20 2025

1. Organization Overview

Lotus STEMM is a grassroots not-for-profit organization committed to advancing the representation and success of South Asian women in Science, Technology, Engineering, Mathematics, and Medicine (STEMM). We work to dismantle systemic barriers and build equitable opportunities through research, programming, and community engagement. Equity, diversity, inclusion, and accessibility (EDIA) are embedded in everything we do.

Learn more about us at: www.lotusstemm.org

2. Project Overview

Lotus STEMM is seeking a **creative and experienced Videographer/Animator (individual or agency)** for a **6-month contract**. The selected professional will collaborate with our team to **conceptualize, film, edit, animate, and deliver impactful short videos** that highlight our programs, stories, and workshops related to the Breaking Barriers project. This role requires a strong visual storytelling ability, technical proficiency in video and animation production, and attention to accessibility and inclusion.

3. Scope of Work

3.1 Video Production

- Develop and produce short-form videos (1–5 minutes) for various platforms (web, social, presentations).
- Handle pre-production (storyboarding, scripting support, shot planning).
- Film interviews, events, and b-roll footage (on-site or remote setup).
- Edit and finalize content with motion graphics, lower thirds, and branding.

3.2 Animation

- Create animated explainers/videos to communicate key concepts for training resources.
- Incorporate transitions and visual storytelling elements that align with Lotus STEMM's mission and tone.

3.3 Accessibility Compliance

- Ensure all videos are fully accessible, including:
 - Accurate closed captions and/or subtitles.
 - Descriptive transcripts.
 - Visual contrast and readable text on screen.
 - Considerations for hearing or visually impaired viewers.



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3.4 Platform Optimization

- Deliver videos optimized for:
 - Web and social media (YouTube, Instagram, LinkedIn, etc.)
 - Presentations and public screenings (HD formats)
- Ensure proper aspect ratios, compression, and format compatibility.

4. Contract Details

- Engagement: Proponents are encouraged to propose their own timelines and work methods based on the deliverable-based scope (a detailed workplan with clear deliverables and milestones will be expected).
- Duration: 6 months
- Start Date: 5 January 2025
- Work Mode: Remote (occasional travel may be discussed)
- Reporting to: Roopali Chaudhary, PhD (CEO/ED)

5. Deliverables

- A minimum of 5-10 minute high-quality videos featuring interview(s) with key project members including b-roll coverage, and 2x 15-30 second teaser video for social media and/or high-quality animated video including motion graphics and visual storytelling elements tailored to target audiences, aligned with project milestones.
- 3-4 animated video/explainer (1-3 minutes).
- Finalized videos in formats suitable for web, social, and presentations.
- Accessible versions with captions, transcripts, and clear audio.
- Project files and usage rights transferred to Lotus STEMM.
- Final media delivered by or before June 30, 2026.

6. Proposal Submission Requirements

Please include the following in your submission:

1. A proposal outlining your production process, storytelling vision, and preferred tools or platforms.
2. A brief overview of your background or agency, with **2-3 samples** of previous video/animation work (preferably related to social impact, nonprofits, or equity-focused topics).
3. Proposed schedule with expected turnaround times and delivery checkpoints.
4. A cost estimate for the entire project or per video/asset, including animation and post-production.
5. Describe your approach to making videos accessible (captioning tools, transcript workflows, accessibility best practices, etc.).
6. A short letter explaining your interest in the project and alignment with Lotus STEMM's mission.
7. Contact details for at least **two clients or collaborators** who can speak to your previous work.

Submissions should be sent to **recruitment@lotusstemm.org**. Only candidates selected to move forward in the hiring process will be contacted.

7. Evaluation Criteria

Proposals will be evaluated on:

- Creative storytelling and technical skill in both video and animation
- Accessibility awareness and implementation
- Quality of portfolio and past project outcomes



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- Cost-effectiveness and clarity of proposal
- Ability to collaborate with a mission-driven team
- Alignment with Lotus STEMM's values and commitment to equity

We look forward to your proposals.
