



TRACY FAMILY FOUNDATION

Capacity Building Program

Request for Proposal

Video Storytelling & Social Media Training

Opportunity for Nonprofits in West Central Illinois

The Tracy Family Foundation is seeking to assist nonprofits and schools in building their capacity by providing video storytelling, social media training, consultation, and assistance. The Tracy Family Foundation is issuing a **Request for Proposal (RFP) to organizations for up to \$4,500**. A maximum of \$3,500 can be used for video storytelling production and video shorts, and a maximum of \$1,000 can be used for social media training, consulting, and/or marketing and boosting social media. The RFP requires a 10% matching contribution from your organization. The 10% (up to a \$450) match may be used for anything related to the Video Storytelling project. Nonprofits and schools, who fit within the TFF Focus Areas, and serve west central Illinois in the counties of Adams, Brown, Cass, Greene, Hancock, McDonough, Morgan, Pike, Scott, and Schuyler are eligible to submit a proposal.

What We Know

Locally, we have found that nonprofits and schools who use social media and storytelling training have increased website hits by up to 50%, volunteerism by up to 40%, enrollment by 10%, and donations by between 15-22%. Video Storytelling can increase donations and volunteerism by:

- Capturing your mission in a passionate story, thus engaging existing and potential stakeholders.
- Inspiring your team and board through branding and clarification of your mission.
- Igniting your viewers' interest, spurring them to support your mission with their time and resources.

Program Options:

Upon being selected, organizations will receive instructions including a list of preferred videography vendors, consultants, and free trainings. Organizations are not required to utilize our list of vendors and may choose the activities and trainings that most suit their needs.

Readiness Factors

The "readiness" factors that will be taken into consideration when selecting nonprofit organizations for the Video Production and Social Media Training capacity building project are as follows:

- ✓ Does the nonprofit organization . . .
 1. Have an existing website?
 2. Have proficiency or ability to measure outcomes as a result of project efforts?
 3. Have a dedicated staff member or volunteer who will be leading these capacity building efforts?
 4. Demonstrate Board support by resolution and commitment to assist with project?

How to Apply

The Video Storytelling Request for Proposal is an on-demand application, meaning organizations may apply anytime throughout the year. Applications are reviewed on a rolling basis. Organizations interested in applying are asked to submit a **Capacity Building Grant** to the Tracy Family Foundation. <http://tracyfoundation.org/apply>

Questions?

Feel free to contact Callie Niederhauser at Callie.Niederhauser@TracyFoundation.org

About the Tracy Family Foundation

The Tracy Family Foundation (TFF) was established in 1997 by the Robert and Dorothy Tracy family to advance innovative, collaborative, and sustainable change in Brown County, Illinois, and the surrounding region through organizations that share the values of family, faith, education, advance innovative, collaborative, and sustainable change in Brown County, Illinois, and the surrounding region through organizations that share the values of family, faith, education, leadership, and community. TFF seeks to cultivate a philanthropic spirit in all generations of the Robert and Dorothy Tracy family by providing opportunities for the family to give and serve together. Find out more at www.tracyfoundation.org.