



## EMILYs List Video Request for Proposal

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### Background on EMILYs List

EMILYs List, the nation’s largest resource for women in politics, works to elect Democratic pro-choice women up and down the ballot and across the country with a goal of fighting for our rights and our communities. Our work is centered around a fundamental vision: Run. Win. Change the World. EMILYs List has raised \$850 million in service to that vision and has helped Democratic women win competitive elections by recruiting and training candidates, supporting and helping build strong campaigns, researching the issues that impact women and families, running one of the largest independent expenditure operations for Democrats, and turning out women voters to the polls. Since our founding in 1985, we have helped elect the country’s first woman as vice president, 175 women to the House, 26 to the Senate, 20 governors, and over 1,500 women to state and local office. More than 40% of the candidates EMILYs List has helped elect to Congress have been women of color.

Visit [www.emilyslist.org](http://www.emilyslist.org) for more information.

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### About We Are EMILY Run. Win. Change the World.

On May 16, 2023, we will be hosting our annual We Are EMILY Gala in Washington, DC. The theme of the gala will reflect our new tagline – Run. Win. Change the World. Our program will acknowledge the historic 2022 cycle in which EMILYs List played an instrumental role; not only in endorsing amazing Democratic pro-choice candidates, but also in centering reproductive rights and sounding the alarm that abortion was on the ballot and Americans are going to vote like it. Our efforts were instrumental in combating the so called “red wave” that Republicans were betting on.

And of course, there is still work to be done. Our goal is to leave our audience feeling energetic about our goals and priorities ahead which are reclaiming the House, growing our majority in the Senate and electing more women to state and local office all over the country who truly reflect the diversity of this nation.

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### We Are EMILY 2023 Video Descriptions

1. **EMILY’s List Branding Video** – At EMILYs List we firmly believe that we can win the decade with women! And we’ve already gotten off to an amazing start with the election of the first women vice president of the United States, Kamala Harris, and other women groundbreakers even as recently as the 2022 cycle, but we know that we’re just getting started. To illustrate this, the goal of the EMILY’s List branding video will be to communicate the positive and meaningful impact that

happens when women are in positions of power. From Gov. Whitmer, who has worked diligently to protect workers rights in Michigan and the civil rights of the LGBTQ community, to Rep. Lauren Underwood who is addressing the Black maternal health crisis, to New Mexico Secretary of State Maggie Toulouse Oliver standing up against election misinformation and threats against election workers; these examples show the impact that is possible when the right women are in charge.

Even after a nearly 50-year precedent was obliterated by the Dobbs v. Jackson Women's Health decision, and millions of people were left without essential health care, EMILYs List played an integral role in the Democratic party defying history in the 2022 midterms; endorsing all of the newly elected Democratic women.

This video should also illustrate EMILYs List's priorities this cycle: taking back the House, holding and growing the Senate majority, and flipping state legislatures with Democratic pro-choice women. It is also important that this video reflects EMILYs List's new branding and creatively promotes our new tagline – Run. Win. Change the World. For more background on our new branding, please refer to the following links:

[EMILYs List Brand Manifesto](#)

[The 19<sup>th</sup>: Emily's List expands focus on diverse candidates and voting rights ahead of midterm elections](#)

This energetic video should describe what EMILYs List is, celebrate our accomplishments (especially within the 2022 election cycle), communicate our priorities and be forward looking.

2. **Video Honoring Nancy Pelosi** -- We will be honoring former Speaker Pelosi for her service as a major part of the event. We would like to introduce this award with a creative and inspiring video to honor her. We are hoping that that video will include footage (both highly produced and self-taped) from political leaders praising Pelosi's service, but would also like to illustrate and celebrate her political career and make a clear connection to EMILYs List.

In 2017, we produced [this video](#) in Speaker Pelosi's honor.

## Video RFP Specs

EMILY's List is seeking bids for the production of two videos for our We Are EMILY Conference and Gala on May 16, 2023.

The videos will be used during the gala dinner program, and then used online and throughout the year at our regional events.

Overall, these videos should convey high levels of energy and enthusiasm, be forward-looking, inspire attendees, and drive them to get involved by becoming donors or increasing their contribution levels. The videos should celebrate the enthusiasm for the upcoming election cycles through the lens of what we can accomplish in the future. A sample of previous work is listed below.

Who is EMILY – We Are EMILY (2022)

<https://www.youtube.com/watch?v=DDXcbtj0xpU>

Before Us (2021)

<https://www.youtube.com/watch?v=CBcIRxVTdf8>

35th Anniversary Video (2020)  
<https://www.youtube.com/watch?v=YKEhYxmeHos&t=1s>

We Are EMILY's List (2020)  
<https://www.youtube.com/watch?v=ujm2N7k3DDU>

We Are EMILY (2019)  
<https://www.youtube.com/watch?v=iTKFSB2e7TQ&t=5s>

Run to Win Campaign Video:  
[https://www.youtube.com/watch?v=ORIX\\_-rXNmQ](https://www.youtube.com/watch?v=ORIX_-rXNmQ)

Stronger Together: The Power of Women Senators (2016 DNC video)  
<https://www.youtube.com/watch?v=guLWBvEmaLU>

EMILY's List Breaking Through 2016 Branding Video:  
<https://www.youtube.com/watch?v=Xds4vete52A>

Our House (2018)  
[https://www.youtube.com/watch?v=gp-3L\\_u\\_xvk](https://www.youtube.com/watch?v=gp-3L_u_xvk)

What Counts (2018)  
<https://www.youtube.com/watch?v=tU0GY2vRxMM>

Proposals, which should be submitted via email, should include a brief description of creative approach, a preliminary budget, samples of other video work, and schedule.

## **DELIVERABLES:**

Two (2) videos:

One (1) – 2-3 minute EMILY's List Branding Video

One (1) – 2 – 3 minute Honoree Video

Final files should be suitable for website and event use, as well as DVD authoring and YouTube upload. EMILY's List will provide static graphics for the top and tail of the video which will require animation. The animation of the logo will be reserved to future use and needs to be consistent with EMILY's List colors and formatting.

All rights will be retained by EMILY's List.

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## **Budget Planning Considerations:**

Locations to shoot the videos may vary. Production budgets should include all costs associated with

planning, crew travel, production, videography, editing, music rights, rights to video assets and any archival footage and delivery of final files (format described above). Vendors must use videographers and actors who are a part of a union.

EMILYs List will assist in providing archival footage (our own and from the award recipient), coordination of video shoots and/or narration with EMILYs List candidates/officeholders and securing final approval of content as needed by the award recipient.

Costs associated with DVD duplication, any EMILYs List staff costs and travel expenses are not the responsibility of the producer and need to be included in the budget for the proposals.

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### **Schedule:**

RFP Approved and Posted – Friday, February 24

Proposals for Videos due – Friday, March 10 at 11:59 PM

Chosen Vender Notified – Wednesday, March 15

Initial Creative Meeting with EMILY’s List –Friday, March 17

Proposed Scripts to client (EL) – Friday, March 24 (at 10 AM)

Approval of Script by EMILY’s List (to vendor) – Tuesday, March 28

Completion Date of rough cuts – Friday, April 14 COB

First edits back from client (EL) to vendor – Friday, April 21 COB

Completion Date of 2nd draft – Wednesday, April 26

Final edits back from client – Monday, May 1, 2023

Completion date of project – Friday, May 5, 2023 COB

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### **Proposal Submissions:**

To: Maya Nelander, Events Director – [mnelander@emilyslist.org](mailto:mnelander@emilyslist.org)

To: Christina Reynolds, Vice President of Communications – [creynolds@emilyslist.org](mailto:creynolds@emilyslist.org)

To: Angelique Cannon, Vice President of Development – [acannon@emilyslist.org](mailto:acannon@emilyslist.org)

cc: Tonya Williams, Director of Strategic Communications – [twilliams@emilyslist.org](mailto:twilliams@emilyslist.org)

*Email submissions preferred, but please let us know if you need to set up a call to discuss specifics around the videos.*