



Request for Qualifications - Help Desk Content Production Services

The Need

Arts Alliance Illinois is seeking skilled and creative animators, videographers, editors, and/or illustrators to create exciting video content for the [Arts Alliance Illinois Help Desk](#). These videos will serve as educational material for our Help Desk, which offers resources for creatives across Illinois to help them navigate public funding opportunities.

This initial request for qualifications is intended to gather information about creatives like you we could possibly partner with for this project, including an opportunity to bring your own creative expertise and recommendations to the ultimate shaping of these final assets.

Project Goals

- Increase awareness of public funding for the arts in Illinois through simple, easy-to-digest educational videos. Topics covered could include:
 - Government agencies: who they are and how they help artists
 - How to find public funding that can benefit your creative practice
 - The importance of public investment in the arts
 - Information about specific parts of the funding process.
- Inform Illinois creatives about the Arts Alliance Help Desk and related resources.

Potential Projects

Our team has internally identified a medley of options for how to go about meeting these goals. The sky is the limit! To help with your creative churn, some ideas we've had include:

- A mascot/puppet traveling around the state to talk to artists about public funding
- A series of short videos featuring artists of all disciplines—ceramicists, musicians, dancers, etc—discussing specific educational topics related to public funding
- An animated series of short videos featuring a character applying for or learning about public funding
- Condensed, 90-second snapshots of topics already covered through our [recent public funding webinar programs](#).

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We have a substantial budget set aside for this work that we hope to award to multiple individuals or teams, with an estimated \$10,000-\$20,000 for each team selected. Proposals should outline inventive approaches to sharing complex information. These could be animated, live-action, compiled sourced material, a mix, or anything else based on your skill set.

While video is what we have in mind, please note that we're also happy to receive proposals about other mediums that can successfully communicate the desired information.

Submission Instructions

Please submit your proposal electronically to Jess Schwalb, Public Funding Communications Manager, at schwalb@artsalliance.org no later than **Monday, July 15**.

Please include the following in your submission:

- Resume and website
- 3-5 examples of past work showcasing your work. Work samples that exhibit your creativity, experience creating informational assets, or projects designed for nonprofit organizations will be particularly helpful.
- A short(!) paragraph describing what is compelling about this RFQ and a rough direction you'd like your involvement to take.

We plan to make selections by July 20, with a formal proposal process taking place beginning July 22. See the complete timeline above.

If you have any questions or require further clarification regarding this Request for Qualifications, contact Jess at schwalb@artsalliance.org. ***Please note that Arts Alliance offices will be closed from July 1 - July 13. If you have a question during that period, please send your qualifications along regardless and include the questions there.***

Once we have received your RFQ, our team will reach out to 3-5 submitters about drafting a formal project proposal. Each proposal submitted, regardless of whether it's chosen, will receive **\$300** for their work.

About Arts Alliance Illinois

Arts Alliance fights for arts resources and policies that benefit our members and all Illinois residents. As the only statewide, multidisciplinary organization concentrated on the strength of arts and culture, the Alliance takes on challenges that no single organization or artist can face alone. Our membership is composed of artists, arts educators, arts advocates, nonprofit arts and cultural organizations, and for-profit arts businesses.

About the Help Desk

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Started during the beginning of the COVID-19 pandemic to help creatives navigate federal relief funds, the Arts Alliance Help Desk has since expanded to support creatives across Illinois in finding and applying for public funds for arts and culture. In addition to 1-1 support, the Help Desk provides workshops geared toward early-stage creative business and nonprofit founders, as well as how-to guides on navigating lending, loans, and more.

Arts Alliance Illinois values diversity and is committed to building an inclusive workplace that represents a variety of backgrounds, perspectives, and skills. We encourage Black, Indigenous or People of Color, immigrants, people without college degrees, LGTBQ individuals, people with disabilities, and anyone part of a group that has been historically discriminated against, to apply.