



Request for Proposals:

Video & Photo Project: Showcasing Long-Term Care Careers and Life in Minnesota for New Americans

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OVERVIEW

The **LeadingAge Minnesota Foundation (LAMF)** is seeking proposals from qualified and experienced video production firms to develop a compelling video and photography series. The selected partner will be responsible for planning, producing, and translating a series of videos and a library of photos that authentically portray the experiences of New Americans—immigrants and refugees—working in long-term care (LTC) roles and living in Minnesota.

The goal of this project is to introduce New Americans to the opportunities and realities of working in careers in long-term care and life in Minnesota. To ensure successful integration into Minnesota communities, New Americans need access to information that accurately showcases what it is like to work in LTC and live in Minnesota. This project will depict a day in the life of a long-term caregiver in Minnesota, for employers to use, which educates potential new American employees, and new American employees being onboarded in the following themes:

1. **A Day in the Life of a Long-Term Caregiver** – Offering an authentic glimpse into long-term care roles, including diverse career pathways, the benefits of a career in this workforce, and resident-centered duties within Minnesota’s long-term care settings. This will also include information on “what to expect,” such as serving residents of all genders, strategies for navigating cultural differences, paycheck deductions, and career advancement opportunities.
2. **Life in Minnesota** – Highlighting key aspects including but not limited to seasons/climate and weather response tips, urban/suburban/rural lifestyles, common pastimes, and cultural norms that shape daily living in the state.
3. **Success Stories** – Amplify the voices and stories of New Americans working in senior care setting by uplifting their successful caregiving journeys, to encourage and support other New Americans to join this profession.

The deliverables will be translated/multilingual, as necessary, to ensure broad accessibility and reach to New Americans in Minnesota.

This project is administrated by the LeadingAge MN Foundation, a subsidiary of LeadingAge Minnesota, the state’s largest association of over 1,100 mission-driven organizations serving older adults in the places they call home. Our Foundation uses grant dollars and tax-deductible contributions to support initiatives that transform and enhance the experience of aging.

This project is made possible through support from the New Americans Long-Term Care Workforce grant from the Minnesota Department of Human Services.



PROJECT DETAILS

Project Duration:

June 2025 – November 2025

Project Deliverables:

- **Library of five 2–3-minute videos**
- **Library of images showing diverse residents and caregivers**
- **Multimedia Creative Content for promotion on social media platforms**
- **Translations or subtitles for content developed**

PROPOSAL SUBMISSION INSTRUCTIONS

Deadline: Proposals are due at noon, **12:00pm on Monday, June 2nd, 2025**. Any incomplete bids or bids received after the deadline will be disqualified and not considered.

Submission Format: Proposals must be submitted in one PDF formatted document via email to [Kirstan Ketter](#), Foundation Project Manager at LeadingAge Minnesota Foundation.

Notification of Selection: All proposals will be notified no later than June 9th, 2025.

Contact: For questions, please contact [Kirstan Ketter](#), Foundation Project Manager at LeadingAge Minnesota Foundation.

PROPOSAL REQUIREMENTS

Please include the following information in your proposal submission.

Organization Information:

- Organization name, DBA, address, and phone number
- Organization main contact name, email address, and phone number
- Brief description of organization's services and history

Project Execution:

Please describe in detail your ability to execute on the following project activities, along with associated costs for each good or service:

- **VIDEO PRODUCTION & CREATIVE CONTENT**

Produce compelling video narratives that reflect real-life experiences of Minnesota long-term caregivers and life in Minnesota communities. Feature new American caregivers and integrate multilingual storytelling and video scripts tailored to immigrant/refugee audiences. Coordinate locations, subjects, b-roll footage, and all necessary permissions for filming, including onsite filming at LTC facilities.

- **PHOTOGRAPHY**



Create a library of images showing culturally diverse caregivers and residents. This library will also include images of diverse elders in settings outside of long-term care sites, engaging in everyday activities.

- **TRANSLATION**

Advise on the translation of spoken and written content, on-screen text, and captions for each video. Provide professional voiceover recordings in selected languages and embed high-quality subtitles into the videos for accessibility.

Required Experience:

Please describe your relevant experience with the following required and preferred criteria. Please include examples of past work and/or any relevant data or metrics from past projects or clients to demonstrate your organization's level of experience and/or ability.

- Experience creating and producing video, photo, and multi-media content creation across diverse platforms.
- Experience successfully adapting and promoting content to culturally specific audiences.
- Experience clearly communicating conceptual and literal messages to Minnesotans, by integrating multiple languages into film and content creation.

Preferred Experience:

- Experience with aging services organizations or knowledge of the aging services field.

Cost:

Please include a bid for your total services, up to \$55,000.00. Please also include an itemized pricing to show separate prices for each element of your bid.

SELECTION CRITERIA

Proposals will be evaluated based on the sections listed in the following priority order:

- Project Execution
- Required Experience
- Preferred experience
- Cost

Targeted vendors from businesses with active certifications through the following entities are encouraged to apply:

- [Minnesota Department of Administration's Certified Targeted Group, Economically Disadvantaged and Veteran-Owned Vendor List](#)
- [Metropolitan Council's Targeted Vendor list: Minnesota Unified Certification Program](#)
- [Small Business Certification Program through Hennepin County, Ramsey County, and City of St. Paul: Central Certification Program](#)