

“Building with Local Wood” Video Series Request for Proposals

Introduction

NEFF seeks a videographer to support a storytelling initiative that connects forest stewardship with sustainable building construction as part of a [USDA-funded Advancing Markets for Producers initiative](#). The project will produce a video series that uses real-life building projects to inspire and empower design professionals and builders to use more New England wood in their own projects. We seek a videography partner who is not only technically skilled, but also highly organized, adaptable to evolving project timelines, and capable of crafting compelling narratives from a mix of planned and opportunistic content.

Project Description

NEFF seeks to produce five to six high-quality videos, each 3-6 minutes in length. In addition to capturing original content, the videographer will play a key role in shaping this content into a cohesive video series—using both newly captured and contributed assets to edit and produce the final videos.

The video series will feature five or six building projects that utilize local wood products and are in design or under construction in several New England states, including Connecticut, Massachusetts, and Maine. The building projects to be featured represent a diverse portfolio of project types and were selected because they demonstrate the aesthetic, economic, and ecological value of utilizing local wood. They also center on partners who are willing to share their project publicly and tell the story of their use and procurement of wood, including the processes, design decisions, supply chain partnerships, and tools that made it possible.

Content Creation:

This engagement will span approximately 18-20 months and involve capturing footage across multiple project sites at varying stages of development—from early design through construction and completion. In addition, the selected videographer will document some upstream elements of the supply chain, including visits to forests and mills, to capture examples of forest management practices and wood processing facilities that contribute to the materials used in these projects.

The videographer will work collaboratively with the NEFF team to plan and execute periodic, efficient site visits, while also incorporating supplementary content such as mobile phone videos, photography, and assets provided by NEFF and external partners. We will build a rich, organized repository of visual material that will be available for the videographer to use in creating the video series, in addition to the new footage they capture for this project.



Video Series Structure, Format, & Style:

- The NEFF team intends to design and deploy the videos as a series, with each video treated as a chapter in a larger story arc. Current themes/topics for each chapter include the following (but are subject to change):
 - New England-grown Building Products (forestry)
 - Designing with the Forest in Mind (building design)
 - Making Durable Goods from the Woods (milling & sourcing)
 - Living & Working in Locally Grown Buildings (office space and housing)
 - Learning & Gathering in Locally Grown Buildings (buildings for the arts, recreation, and education)
 - [Optional] Building Impact with Local Wood (capstone; reflections)
- The videos would be produced on a rolling basis and released periodically over the source of the engagement (roughly one video every four months).
- It is desired that the videographer provides NEFF with both horizontal and vertical video content to facilitate extraction of short (15-45 second) clips for use on social media.
- These videos should have a consistent visual style in terms of music, tone, etc., which will generally align with NEFF brand guidelines.

Project Context & Background

In April 2025, USDA announced that the Advancing Markets for Producers (AMP) initiative would replace the Partnerships for Climate-Smart Commodities (CSC) opportunity launched in 2023. NEFF re-oriented its \$32 million CSC grant toward the goals of AMP, which include increasing productivity of commodity production and improving markets for those commodities. NEFF's [AMP "Northeast Timber Production & Market Expansion Program"](#) is now underway and will continue through spring 2028.

The goals of this program include the following:

1. Provide incentive funds to implement forest management practices that accelerate the development of high-quality wood products and enhance the health and productivity of New England forests
2. Build markets for the full range of forest products (including low-grade wood) so that such practices will eventually be self-sustaining and economically viable

The market development components of the project include:

1. Build Market Demand for Wood Building Materials
 - General Wood Utilization Marketing & Outreach
 - Mass Timber-Specific Design Guidance & Inspiration
2. Pilot Projects to Demonstrate Local/Regional Wood Use & Sourcing Transparency

The video series described in this RFP will advance the market development components of the AMP project, including spotlighting the aforementioned pilot projects.



Budget & Payment Terms

We are seeking proposals for an intermittent video production period spanning 18-20 months, with a maximum budget of \$40,000. Preferred payment schedule is: 40% upfront upon signing, 30% after completion of the first three videos in the series, and 30% upon completion of final three video(s). Vendors may propose alternative models if they believe it better aligns with their workflow.

Submission Requirements

Please provide a brief proposal that describes your interest in this project, your approach, and relevant experience and/or perspectives, as well as links to three or more examples of previous work.

Submit applications to: Jennifer Shakun at jshakun@newenglandforestry.org

Application deadline: Friday, May 22, 2026

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