



NurturePA, Inc. Photography RFP

Description of Need

NurturePA, Inc. seeks to hire a photographer to capture images that can be used in our online and print marketing.

Our goal is to capture interaction between moms and their young children. This may include, but is not limited to:

- Moms reading to a baby and/or young child
- Moms laughing, smiling and interacting with a baby and/or young child
- Moms playing indoors with a baby and/or young child
- Moms playing outdoors with a baby and/or young child
- Moms cuddling with a baby and/or young child
- Moms taking a walk with a baby and/or young child
- Moms feeding a baby and/or young child
- A baby and/or young child playing on his/her own
- A baby sleeping

We would like to plan several mini sessions within one larger session. Each mini session would include a different mom and her child. Each mother/child will likely only participate in a few of the actions listed above. In some cases, a father and/or multiple children may participate.

We would like to arrange 6-10 mini sessions on the same day – each one lasting approximately 30 minutes. However, we are flexible on the number of sessions as well as the timing and are open to the recommendations of the photographer.

About NurturePA

Our Mission: NurturePA's mission is to provide an innovative text messaging program that creates meaningful relationships between volunteer mentors and parents to promote infant mental health and early literacy.

To learn more about NurturePA, visit www.nurturepa.org.

Photographer Experience and Background

- 1) What is your background in photography?
- 2) What is your education/training as it relates to photography?
- 3) How long have you been a photographer?

- 4) What type of photography do you typically do?
- 5) Do you have experience working with babies, young children and their parents?
- 6) Please provide samples of your work. More specifically, we'd like to see samples of the work you've done photographing children and families.
- 7) Do you have insurance?

Location

We would like this day of mini sessions to take place in a studio.

If you have a studio...

- 1) How many people can it accommodate?
- 2) What types of areas/backgrounds are available?
- 3) What type of props do you have available? We are mostly looking for baby/child related props, such as a stroller, highchair, baby seat, crib, children's books, etc to help the mother and baby look more natural in the scenarios described above.
- 4) What does the client have to provide? We can provide baby equipment/props, if needed.
- 3) Is there a private space for a mother to nurse her baby, if needed?

Scheduling

- 1) Do you work on weekends?
- 2) Between what hours are you available on the weekend?
- 3) What is your availability during the months of February and March?
- 4) For how long do you typically book your photo shoots? Is there flexibility?

Pricing Scale and Deliverables

We anticipate needing a photographer for roughly 3-4 hours. During that time 4-6 families will be photographed for about 20-30 minutes/ per family. We would like to receive all photos electronically in hi-res format. We would like to have the rights to reproduce any/all photographs.

- 1) Please provide a price estimate for this project. If pricing varies depending on certain factors (ie in your studio vs in another home), you may provide two estimates.
- 2) Approximately how many photos will you edit and share with us?
- 3) Will you provide documentation that says NurturePA owns the rights to reproduce/use the photos?

Submitting a Proposal

Please answer all questions and submit to Kara Droney (kdroney@nurturepa.org) by Sunday, January 27. Any questions can also be directed to Kara (kdroney@nurturepa.org).

Please note references may be requested two references, preferably from clients whose photo shoot included photographing a child.