Call for Proposals—Storybook Development

Application deadline: November 11, 2026
Engagement period: November 2026–February 2027 (the interviews need to be done by the end of November; content structure and outline need to be done by mid-December)
Submission contact: Helen Zhang, Marketing & Communications Specialist, Helen.Zhang@actiondignity.org
Location: Calgary, Alberta

Project background

ActionDignity works alongside ethnocultural and equity-seeking communities to advance equity through transformational change in communities. This project combines qualitative community-based participatory action research with a storytelling campaign exploring the impact of delayed, unsuccessful or non-recognition of foreign credentials on internationally trained professionals in Alberta. The objective of the project is to generate community-based evidence and build public awareness to strengthen public education and inform policy advocacy and improvements to credential recognition and workforce integration pathways.

The storybook will enable participants to communicate their experiences directly, in their own voices and to help audiences understand the personal, professional, and community impacts of credential recognition barriers in an engaging way, while highlighting participants' skills, contributions, and aspirations. Intended audiences include employers, regulators, policymakers, community organizations, and the broader public.

Creative and storytelling approach

ActionDignity invites proposals from qualified professionals to develop a storybook for our storytelling campaign.

We seek respectful, engaging storytelling that centers participants' agency and lived experience. The work should explore the systems shaping their experiences and avoid stereotypes or portrayals that reduce participants to hardship. Stories must remain faithful to what participants share; editing must not imply views or policy positions they have not expressed.

Scope of work and deliverables

Project planning and coordination

- Attend a kickoff meeting and develop a work plan covering the creative approach and project timeline.
- Collaborate with ActionDignity's research and communications teams to align storybook development with the research protocol, campaign objectives, consent process and brand guidelines.

Conduct interviews

- Conduct 15 interviews of approximately 60–75 minutes each, using questions provided by ActionDignity.
- Provide accurate interview transcripts for research and writing, with a secure handover to ActionDignity.

Written stories and storybook

- Write and edit one story for each of the 15 participants. The length of each story will be discussed and aligned with ActionDignity in the work plan.
- Develop a cohesive editorial structure, including an introduction, story sequence, headings and supporting context supplied or approved by ActionDignity. Check quotations, names and factual details through the agreed review process.

Review and final handover

- Include three consolidated rounds of ActionDignity revisions, with participant review scheduled before final approval.
- Deliver approved final materials.

Optional added value

Applicants may propose separately priced promotional support, such as partner outreach or media pitching.

Roles and responsibilities

ActionDignity will lead the research, provide interview questions and relevant campaign materials, recruit participants, coordinate initial introductions, lead consent and participant support arrangements, and design the book. We will provide brand assets, consolidate feedback and approve the final deliverables. Interview scheduling will be coordinated jointly.

The selected professional will conduct the interviews, complete storybook writing, editing, and provide project management. Applicants should identify any support expected from

ActionDignity, including meeting space, transportation, interpretation, participant honoraria or location access, and clarify which costs their fee includes.

Expertise and qualifications

Applicants should demonstrate the following experience and capabilities:

- A strong portfolio in interviewing and narrative writing, either individually or through a clearly identified team.
- Experience working with ethnocultural communities, newcomers, internationally trained professionals or other communities facing systemic barriers.
- A culturally responsive, trauma-informed approach to interviewing and storytelling, with practical methods for protecting dignity, consent and confidentiality.
- Ability to translate complex experiences and policy issues into accessible, accurate stories for public audiences.
- Ability to collaborate with a community-based research team, manage participant review and deliver within the proposed schedule and budget.

Experience with participatory research, nonprofit advocacy or employment equity is an asset.

Submission requirements

Please submit one PDF proposal containing:

- Applicant profile: a brief introduction, relevant experience, and contact information.
- Project understanding and approach: your proposed creative direction, interview methods, story development process and approach to participant care, consent and accessibility.
- Work plan: key activities, interviewing availability, review stages and milestones demonstrating how the project will be completed by February 28, 2027.
- Itemized budget in Canadian dollars: fees by activity, number of interviewing days, travel, transcription, interpretation or translation and applicable taxes. Identify exclusions, optional services and a proposed payment schedule.
- Portfolio: 2–3 relevant work samples. Explain your role in each sample.
- References: contact details for two relevant clients or collaborators, with their permission; references will be contacted only if needed during selection.
- Disclosures: any actual or potential conflicts of interest, proposed subcontractors and anticipated use of AI tools in transcription, writing or production.

Send proposals to helen.zhang@actiondignity.org with the subject line “Storybook Development Proposal—Unlock Canada’s Talent Storytelling Campaign” by November 11, 2026.

Selection process

ActionDignity will assess proposals based on relevant experience and portfolio quality; understanding of the project; ethical and participatory storytelling methods; the feasibility of the work plan; and overall value for the proposed budget. Promotional networks and outreach ideas may be considered as added value.

Shortlisted applicants may be invited to a discussion or asked for clarification. ActionDignity may negotiate the scope, schedule and budget with the preferred applicant. The lowest-priced proposal will not necessarily be selected. Submission of a proposal does not create a contract or a commitment to reimburse proposal preparation costs.

ActionDignity reserves the right to modify deadlines, change the scope of work, amend this CFP, reject any or all submissions for any reason without incurring any cost or liability, cancel or amend this CFP, negotiate with any agency and select the agency that best meets ActionDignity’s needs without explanation.

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