



## UNITED RELIGIONS INITIATIVE

*Global Support Office • Development & Communications*

### CALL FOR PROPOSALS

#### URI Global Content Creator & Social Media Ambassador Program

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| <b>Program Type</b><br>Stipend-Based Content Creator Engagement | <b>Program Duration</b><br>9 Months (Renewable Annually)                                 |
| <b>Administering Office</b><br>URI Global Support Office (GSO)  | <b>Positions Available</b><br>Multiple                                                   |
| <b>Stipend Amount (monthly)</b><br>Commensurate with experience | <b>Application Deadline</b><br>August 1, 2026<br><b>Program Start</b><br>August 24, 2026 |

### 1. Background & Purpose

The United Religions Initiative (URI) is a global grassroots interfaith organization whose purpose is to end religiously motivated violence and to create cultures of peace, justice, and healing for the Earth and all living beings. With more than 1,200 Cooperation Circles (CCs) active across eight regions, URI's most powerful stories live in the communities, villages, schools, and gathering places where its members do their daily interfaith and peacebuilding work.

URI is looking to make the good news widely available on social media and to provide visibility to amazing initiatives being implemented by network members at the grassroots. Through the Global Content Creator & Social Media Ambassador Program, URI will establish a decentralized cadre of local communicators embedded in our regions, equipped to capture authentic stories and amplify them to the world.

#### Target Audience:

- **Primary: Young people aged 18 to 35.** Those already active in interfaith work and those curious about it, whom URI aims to reach, inspire, and welcome into the movement. Content decisions about platforms, formats, and tone are made with this audience first.
- **Secondary: Prospective and existing supporters and donors.** Individuals, partners, and funders who want to see the tangible impact of URI's work on the ground, and whose confidence and generosity sustain it.
- **Tertiary: The wider URI community and public.** Existing members, Cooperation Circles, and the general public, who help amplify URI's stories and strengthen its global reputation and reach.

By the end of the program, URI will have a consistent, professional stream of authentic regional stories that reaches young people aged 18 to 35, deepens the confidence of supporters and



donors, and strengthens URI's standing with its wider community. It will give visibility to the remarkable work happening every day across URI's eight regions, led by our regional offices, Cooperation Circles and Individual Members, and lay the foundation for a decentralized content network that grows year over year.

## 2. Program Overview

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The URI Regional Content Creator & Social Media Ambassador Program ("the Program") will engage talented communicators from URI's regions to serve as storytelling partners of the Global Support Office. Selected individuals will gather, produce, and share high-quality content that showcases the daily impact of URI Cooperation Circles (CCs), regional initiatives, and member activities, and URI's purpose worldwide.

### 2.1 Program Goals

- Lift up and amplify the good work being done by members of the URI network globally
- Increase the volume and quality of region-generated content shared on URI's global digital platforms.
- Amplify stories of peace, justice, healing, and interfaith cooperation from diverse cultural contexts.
- Build a sustainable, professional network of URI-affiliated communicators in priority regions.
- Strengthen the global URI brand while preserving regional voice and cultural integrity.
- Support fundraising and donor engagement through compelling, mission-aligned storytelling.

### 2.2 Content Scope

Content Creators are expected to produce photo and video content for various social media platforms, including, but not limited to, Facebook, Instagram, WhatsApp, and YouTube, across the following categories:

- Cooperation Circle spotlights and member profiles
- Event coverage (interfaith dialogues, peace gatherings, training workshops, youth programs)
- Regional impact updates and milestone announcements
- Testimonials from community members, CC leaders, and program beneficiaries
- Behind-the-scenes and day-in-the-life content from URI's regional work

**Formats:** Content will be produced in the formats that best reach our audiences, primarily short-form vertical video:

- Short-form vertical video (Instagram Reels, YouTube Shorts, and similar), the priority format for reaching young audiences
- Photo carousels
- Single photos with captions
- Stories (Instagram, Facebook, WhatsApp)
- Longer-form video for YouTube (interviews, mini-features, event recaps)
- Written posts and captions

#### What the work includes:

- Sourcing accurate information about the Cooperation Circles, initiatives, and communities being featured



- Script creation based on provided materials, reports, and other documentation
- Obtaining informed consent from the people featured
- Content recording, editing, and formatting in software and apps such as Edits, CapCut, and Canva, among others
- Capturing enough context for each piece (names, location, and background, with consent) so content can be verified and reused
- Disseminating created content through personal and professional networks
- Sharing original content before editing for future use, which is stored and categorised according to the needs of the GSO Communications Team and shared during the onboarding process
- Engaging with URI's online audience in comments on all mentioned platforms

### **3. Program Structure & Timeline**

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#### **3.1 Program Duration**

The Program is structured as a 9-month engagement, running from the agreed Start Date through the Close Date. High-performing Content Creators in good standing will be invited to renew annually, subject to continued funding availability and program review.

#### **3.2 Onboarding Requirements**

All selected Content Creators must complete the following before beginning active content production:

- Attend the virtual Orientation Session with the URI GSO Development & Communications team
- Complete URI Brand & Style Guide training
- Review and sign the Content Creator Agreement
- Set up or provide access credentials for required platforms (Google Drive, social media handles)
- Submit a short introductory bio and profile photo for the URI Content Creator Directory visible on the URI website and social media channels

### **4. Roles & Responsibilities**

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#### **4.1 Content Creator Responsibilities**

Each Content Creator is expected to:

- Submit all content for GSO Communications team review via the designated shared platform before publication
- Produce a minimum of 5 original content pieces per month (photos, videos, written stories, or social posts) aligned with URI messaging priorities, as per the agreed plan upon the completion of the onboarding
- Adhere to URI's Brand & Style Guidelines in all published materials
- Attend weekly virtual check-in meetings with the GSO Communications team
- Submit a brief monthly activity report summarizing content produced and community engagement
- Respond to GSO communications within 3 business days



- Notify GSO promptly of any content that involves sensitive communities, conflict situations, or child protection considerations
- Participate in an end-of-program portfolio and performance review

## **4.2 URI Global Support Office Responsibilities**

The GSO Development & Communications team will:

- Provide Content Creators with access to URI's Brand & Style Guide, messaging frameworks, and editorial calendar
- Review and approve submitted content within 2 business days
- Facilitate weekly group virtual calls for peer learning and coordination
- Feature approved content on URI's global website, social media channels, and donor communications
- Provide feedback and editorial support to help Content Creators grow their skills
- Fulfill all of URI's contractual obligations toward Content Creators, including timely stipend payments, in accordance with the agreed schedule and the terms of the Content Creator Agreement

## **5. Stipend & Compensation**

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### **5.1 Stipend Structure**

Content Creators will receive a monthly stipend for the duration of the 9-month program. Stipend amounts are determined based on regional cost considerations, the scope of deliverables, and the availability of program funding. Final stipend amounts will be communicated to selected applicants during the offer stage.

### **5.2 Additional Support**

In addition to the monthly stipend, URI may provide:

- Access to basic digital tools and platforms needed for content production (e.g., Canva Pro, cloud storage)
- Training resources and capacity-building workshops
- Letters of Recommendation upon satisfactory program completion
- Recognition in URI global communications and annual reports
- Priority consideration for future URI communications and consulting opportunities

## **6. Eligibility**

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### **6.1 Who May Apply**

Applications are welcome from individuals who meet the following criteria:

- Active member, CC leader, or trusted collaborator within the URI network
- Demonstrated experience in photography, videography, social media content creation, or written storytelling/journalism
- Access to a smartphone or camera capable of producing quality photos and short videos, and experience with video editing apps/software is preferred



- Reliable internet access sufficient for submitting content and attending virtual meetings
- Proficiency in English and/or the primary language of the region they represent
- Agreement to adhere to URI's Charter Principles, including respect for all traditions and non-discrimination

## 7. Application Requirements

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### 7.1 Required Application Materials

All proposals must include the following components:

**1. About You:**

- Your full name, region, and Cooperation Circle affiliation
- CV
- The language(s) in which you can create content and communicate with the GSO team
- Links to any social media accounts or platforms where you regularly publish content, with approximate audience size if you'd like to share it
- A few examples of content you've created (photos, videos, written stories, or social posts), as links or a portfolio with previous work

**2. Video Introduction (60–90 seconds).** Record a short video introducing yourself and answering this prompt: tell us about a favorite URI moment, or a moment from interfaith or community work, that has inspired you.

**3. Social Media Review & Ideas.** Take a look at URI's Instagram (@uriglobal) and Facebook (@UnitedReligionsInitiative) accounts and share three concrete ideas you would bring to life as a Content Creator. These can be content ideas, format suggestions, or improvements, whatever excites you.

Please submit all required application materials to: [hellocomms@uri.org](mailto:hellocomms@uri.org) with the subject line “GCC Application [YOUR NAME + REGION] by **August 1, 2026**”

## 8. Policies & Ter

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### 8.1 Intellectual Property & Content Usage

By participating in the Program, Content Creators grant URI a non-exclusive, royalty-free, worldwide license to use, reproduce, edit, publish, and distribute all submitted content for URI's organizational purposes, including fundraising, donor communications, public relations, and digital media. Content Creators retain authorship credit and personal portfolio rights. URI will attribute content to the creator whenever practicable.

### 8.2 Brand Compliance

All content produced under this Program must comply with URI's Brand & Style Guide. Content Creators may not publish URI-branded content without GSO review and approval. The GSO Communications team reserves the right to request edits, decline to publish, or remove content that does not meet brand or mission standards.

### 8.3 Child Safeguarding & Community Protection



URI is committed to the safety and dignity of all people, especially children and vulnerable community members. Content Creators must obtain informed consent before photographing or filming individuals, must not feature identifiable children without signed parental consent, and must follow URI's Child Safeguarding Policy at all times. The GSO team will provide guidance and consent form templates during onboarding.

#### 8.4 Grounds for Termination

URI reserves the right to terminate a Content Creator's participation in the Program, with or without cause, including in the following circumstances:

- Failure to meet monthly content minimums for two or more consecutive months without prior notice
- Publication of unauthorized or off-brand content in URI's name
- Publication of AI created materials (without prior written approval)
- Violation of URI's Charter, Purpose and Principles or relevant URI policies
- Misrepresentation in the application or program materials
- Conduct that brings URI into disrepute

In cases of termination for cause, stipend payments may be withheld for the period in question.

#### 8.5 Renewal Terms

At the close of the 9-month program period, the GSO will conduct a performance review for each Content Creator. Renewal offers will be extended to individuals who have:

- Consistently met or exceeded content delivery minimums, performance, and quality requirements
- Demonstrated commitment to URI's brand and mission standards
- Maintained positive working relationships with the GSO Communications team

Renewal is subject to continued program funding and organizational priorities. The GSO will notify Content Creators of renewal decisions no later than 30 days before the current term's end date.

### 9. Contact & Questions

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For questions about this Call for Proposals, eligibility, or the application process, please contact:

**URI Global Support Office — Development & Communications**

**Email:** [hellocomms@uri.org](mailto:hellocomms@uri.org)

**Website:** [www.uri.org](http://www.uri.org)

**Instagram:** [@uriglobal](https://www.instagram.com/uriglobal)

**United Religions Initiative — Building Cultures of Peace, Justice & Healing**

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