

## **Request for Information – Volunteer Recruitment Campaign**

### **About Texas CASA:**

Texas CASA (Court Appointed Special Advocates) is part of a national volunteer movement that began in 1977 in Seattle when a juvenile court judge conceived the idea of citizen volunteers speaking up for the best interests of children who are in foster care due to allegations of abuse or neglect. Today, the CASA movement has evolved into one of the largest volunteer organizations in the country. CASA volunteers are appointed by judges to watch over and advocate for these children in court, school and other settings; with the goal of reuniting children with their families whenever safe and possible. Volunteers stay with each case until it is closed with the goal of ensuring these children are kept safe and have the opportunity to thrive and grow.

In Texas, there are 73 local CASA volunteer advocacy programs with nearly 10,000 volunteers serving more than 23,000 children in 219 counties across the state. Texas CASA is the statewide organization that provides funding, resources, training and support to these local programs to ensure they can operate effectively and seek out the best possible volunteers who will advocate passionately for the children and families they serve. Texas CASA is a registered 501(c)(3) organization with a mission to support local CASA volunteer advocacy programs and to advocate for effective public policy for children and families in the child protection system

Texas CASA is an inclusive, welcoming and affirming organization that values, celebrates and actively seeks out diverse candidates. We are an equal opportunity employer and do not discriminate against any individual, employee or applicant on the basis of race, national origin, color, creed, sex, age, pregnancy, sexual orientation, gender identity, gender expression, disability, or veteran or citizenship status. People of all identities are encouraged to apply.

### **A. Scope of Request**

Texas CASA seeks a vendor, or a vendor with subcontractors, to conduct our multi-year Volunteer Recruitment Campaign to attract members of the public to become Court Appointed Special Advocates (CASA). This campaign would include content marketing, traditional marketing, collateral materials and grassroots efforts. In addition, the vendor should report the results of those efforts related to increasing the number of volunteers, and when volunteer numbers are stagnant or decreasing, should pivot to correct that.

The vendor(s) can use the current campaign “Every Child Has a Chance – It’s You” or propose new creative initiatives.

**Audience:** The campaign is meant to reach potential volunteers who seek to become a CASA in the State of Texas and get them to commit to volunteering with a focus on diversifying Texas CASA volunteer pool.

## **B. How to Submit a Response**

Please submit the following documents no later than close of business on Friday, February 3, 2023, to Amy Garcia at [contracts@texascasa.org](mailto:contracts@texascasa.org)

### **About the Proposed Work:**

- How long would it take to ramp up this campaign?
- How do you approach developing a statewide media plan?
- How do you measure campaign tactics and how will you handle content that doesn't perform well?
- Can you provide a full-service media strategy or do you have partners you can subcontract with?
- What information would you need to know to conduct a successful campaign that results in an increased number of volunteers?
- Have you ever worked on a recruiting effort before? If so, how did you successfully turn persons interested in volunteering into volunteers.

For questions regarding the contract or proposal please email the Communications Team at [communications@texascasa.org](mailto:communications@texascasa.org).