



STRENGTHENING THE VOICES OF CASA STATEWIDE

Texas CASA RFP – 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 over 9,500 volunteers serving nearly 24,000 children in 219 counties across the state. 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 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 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, contractor, 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.

A. Scope of Request

Texas CASA is seeking a full-service marketing Agency to create, implement, and manage an innovative, statewide integrated recruitment campaign that inspires Texans of all walks of life to take the first step in becoming a CASA volunteer.

Note: Currently, we consider the first step is defined as completing a contact form for the local program closest to them at www.BecomeACASA.org. All current marketing includes a call to action to www.BecomeACASA.org.



The campaign is a statewide recruitment tool to target and engage a wide, diverse pool of potential volunteers with special emphasis on Hispanic, Black, male, rural, urban, LGBTQIA+, and faith-based audiences.

B. Deliverables and Duties

- Conduct marketing and consumer research and utilize that information to identify campaign strategies and tactics to most effectively reach and engage the diverse audience of potential CASA volunteers across Texas (as outlined within the scope section).
- Develop yearlong marketing plan, timeline, and budget.
- Create collateral that corresponds with the marketing plan.
- Execute and manage overall marketing plan, timeline, and budget.
- Track and measure campaign and all campaign components:
 - Collaborate with Texas CASA to identify and set relevant overall campaign and tactic-specific marketing metrics and measurement parameters.
 - Create monthly dashboards to provide campaign insights.
 - Deliver quarterly proof of performance reports across all marketing tactics.

Note: Texas CASA is currently running a campaign with the tagline: “Every Child Has a Chance – It’s You®” This tagline resonates well with our audience and has proven effective when tested. Agency may utilize the current tagline or refresh the campaign with its own ideas based on what the Agency and Texas CASA deems as the most effective approach.

C. Current Challenges

- Recruiting volunteers who reflect the diversity of the children in the foster care system.
- Tracking the potential volunteer from when they complete a contact form to when they become a volunteer. Texas CASA does not have access to individual volunteer information, only aggregate data. Individual volunteer information is known to the local program where the volunteer is located.
- Volunteerism is currently down across the U.S. and the state of Texas.

D. Budget

The budget for the initial term contract (one year) is \$1.2 million all-inclusive, meaning all costs associated with the development, execution, and management of the campaign deliverables outlined in section B, and any associated costs such as Agency fees, vendor fees, production costs, media buys, creative, photography, videography, etc. shall all be covered in the \$1.2 million budget.

In addition, the Agency's proposal must include a plan to provide added value match to increase the paid media spend and total marketing budget.



E. Preferred Qualifications

- Prior experience and demonstrated success creating, developing, implementing, tracking, measuring, and managing successful large scale statewide integrated marketing campaigns.
- Demonstrated expertise in:
 - Branding/Brand development
 - Advertising/Content development (storytelling, graphic design, copywriting, etc.)
 - Digital marketing (social media, streaming, etc.)
 - Traditional marketing (print, radio, TV, etc.)
 - Media planning (including negotiation, buying, trafficking, and oversight)
 - Grassroots marketing
 - Public relations/Media relations
 - Marketing metrics (tracking, measurement, reporting, etc.)
 - Wordpress Website experience (design, content creation, implementation)
- Proven success developing a marketing campaign for a nonprofit organization.
- Proven success soliciting engagement from diverse populations.
- Proven success marketing to and engaging with audiences in Texas.

F. Contract Term

The initial term commences upon the issuance of a contract with Texas CASA and expires on August 31, 2024, with the option to renew for three one-year periods at Texas CASA's sole discretion.

- 1st Renewal Option: September 1, 2024 through August 31, 2025
- 2nd Renewal Option: September 1, 2025 through August 31, 2026
- 3rd Renewal Option: September 1, 2026 through August 31, 2027

G. Selection Process

This will be a two-part selection process.

In the first round, Texas CASA will score RFP responses based on campaign experience and innovation, nonprofit campaign success, success marketing and engaging with diverse audiences, and marketing measurement tools and capabilities.

The top Agencies will move to the second round.

In round two Agencies will be asked to present campaign concepts to the review committee and further explain and illustrate how they will fulfill the scope of work and deliverables, and duties.

H. How to Respond to Round 1:

Please submit the below list of items no later than close of business on **June 8, 2023**, to contracts@texascasa.org.



I. Round 1 Responses Should Include:

1. Example of the Agency's prior experience and demonstrated success creating, developing, implementing, tracking, and measuring successful integrated marketing campaigns.
2. At the Agency's discretion, if you have additional illustrations of campaigns that are similar to the recruitment campaign Texas CASA is seeking that you would also like to include please do.
3. Demonstrations of the Agency's proven success conducting successful campaigns for nonprofit organizations.
4. Additional examples of the Agency's capabilities listed in section E (if not previously illustrated in campaign examples for items 1 or 2 above).
5. Demonstrations of the Agency's proven success targeting and soliciting engagement from diverse populations (specifically Hispanic, Black, and male audiences).
6. Demonstrations of the Agency's familiarity with the populations and markets in Texas.
7. An example and explanation of how the Agency leverages added value to increase paid media spend. Added value defined as airtime, promotional events, products, partnerships, or other features.
8. An illustration of the steps, process, and tools the Agency takes/uses to initiate, plan, execute, manage, track, and measure a campaign and projects for a client.
9. An outline of the Agency team that will support the Texas CASA project.
10. A description of how the Agency identifies effective marketing metrics and measures the effectiveness of a campaign.
11. A sample of a marketing dashboard and tracking report.
12. A description of what steps the Agency takes if tracking results indicate underperformance.
13. A sample of a project budget that illustrates how the Agency manages and tracks budgets.
14. A description of the timeline needed to ramp up in order to begin an integrated marketing campaign for Texas CASA.



For questions regarding the contract or proposal please email Contracts & Project Manager Caitlyn Perdue at contracts@texascasa.org prior to **Monday, May 22, at 5 p.m. CT.**

Agency will be contacted regarding their response no later than end of day on Friday, June 16, 2023.