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## STRENGTHENING THE VOICES OF CASA STATEWIDE

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### Request for Proposal: Crisis Communications Firm/Consultant

#### **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 74 local CASA volunteer advocacy programs with nearly 10,000 volunteers serving more than 20,000 children in 220 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 crisis communications firm/consultant to have available on retainer to provide both Texas CASA staff and local CASA programs in Texas with crisis communications service when needed. The crisis communications service needed may vary based on the situation, may occur after business hours and on weekend, and may require the creation of talking points, other written materials, and training on how to answer media and stakeholder questions related to the specific crisis.



## **B. Locations**

Ideally, the winning vendor will be based in Austin, Texas, but each of the crisis interactions is likely to happen remotely.

## **C. Deliverables and Duties**

The winning vendor will be available both during traditional business hours and after hours and weekends to respond to a crisis faced by either Texas CASA or local CASA programs.

The deliverable may differ per crisis event, but could include a consultation about the issue, and materials created to use to discuss the crisis with the media, the public or other stakeholders.

Texas CASA staff will be the main point of contact and will connect vendor with the local program if a crisis occurs.

## **D. Minimum Qualifications**

- Experience with crisis communications, media relations, public relations and relationship management
- Experience with nonprofit organizations

## **E. Contract Term**

This contract is for a two-year term, with an option to renew at the end of the term for an additional two years.

## **F. How to Submit a Proposal**

Please submit the following documents no later than close of business on **April 26, 2024**, to [contracts@texascasa.org](mailto:contracts@texascasa.org).

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

- A plan that describes how you will complete the deliverables described.
- An estimate of the timeline to complete the deliverables.
- A description of your prior experience providing crisis communications support.

### **References and Sample:**

- A sample of your work that would be similar to the type of deliverables requested.
- Three references for your prior work. Please provide names and contact details.



**Fees and Quotation:**

A firm estimate of the cost to complete the deliverables. Please include an hourly amount and/or a retainer fee, if applicable.

For questions regarding the contract or proposal please email <mailto:contracts@texascasa.org>.

Selection will be completed by May 3, 2024, by a committee at Texas CASA. Responses will be reviewed and scored against the following criteria:

- Description of experience providing crisis communications services – 50%
- Price – 40%
- Experience with nonprofit organizations – 10%