



STRENGTHENING THE VOICES OF CASA STATEWIDE

Request for Proposals: Website Developer for Website Update & Ongoing Maintenance

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 9,000 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 is seeking a website developer to assist in transitioning the Texas CASA website to a new theme that better fits our needs. The new theme template should

improve the overall look of the website while being user friendly for staff making updates.

This requires setting up a staging site, assisting in making edits to the staging site, and switching current site to staging site when ready. The new staging site will address issues with Cornerstone, Essential Grid and any other plugin, update the navigation header and main menu, and improve overall website layout and design. This is not a full website redesign of the template. We are looking to improve the backend usability while making small design changes to page layouts.

Additionally, the website developer will manage ongoing updates and technical issues with the Texas CASA website, Texas CASA Learning Center, local program websites hosted by Texas CASA using multisite and any additional websites added throughout contract term. The developer will help with ensuring plugins stay up to date and testing and installing new plugins when needed. Developer also provides support when there are issues/bugs with the website templates or edits that are needed beyond staff capabilities (i.e. advanced coding).

The website developer:

- works with website hosting provider to ensure site stays active and “healthy”
- provides recommendations on best practices and available updates
- works with plugin developers to fix any bugs
- tests plugins as needed
- provides training to staff as needed and develops tutorial videos as needed

B. Locations

The work will be performed remotely with meetings by videoconference, as needed.

C. Deliverables and Duties

Phase 1: May 2024– August 31, 2024

- Create staging site of TexasCASA.org using Blocksy editor plugin
- Duplicate all content from TexasCASA.org
- Assist in updating pages from Cornerstone to new editor
- Launch new website

Phase 2: Ongoing Support: May 2024 – August 31, 2026

- Works with website hosting provider to ensure site stays active and “healthy”
- Provides recommendations on best practices and available updates
- Works with plugin developers to fix any bugs
- Tests and install plugins as needed
- Provides training to staff as needed and develops tutorial videos as needed

D. Minimum Qualifications

- Three years of experience as a professional website developer/coder.
- Experience working on nonprofit or human services websites.

E. Contract Term

The initial term commences upon the issuance of a contract with Texas CASA and expires on August 31, 2026, with an optional renewal period of 2 years.

Phase 1 deliverables must be completed by August 31, 2024.

Successful completion of contract deliverables and duties within the contract scope are required for contract payment.

F. How to Submit a Proposal

Please submit the following information no later than close of business on **May 3, 2024**, to contracts@texascasa.org.

About the Proposed Work:

- An estimate of the timeline to complete the deliverables.
- A description of your prior experience providing website support and maintenance services.

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 Contracts & Project Manager Caitlyn Perdue at contracts@texascasa.org.

Selection will be completed Friday, May 10, 2024 by a committee at Texas CASA.

Responses will be reviewed and scored against the following criteria:

- Description of experience providing website support and maintenance services – 50%
- Price – 40%
- Experience with nonprofit organizations – 10%