
Organization Overview

Texans for Safe and Drug-Free Youth (TxSDY) is a 501c3 non-profit that works to engage communities in preventing youth substance use. We work with other non-profit organizations, state and local governments, schools, and families to implement evidence-based prevention approaches that keep young people healthy and safe.

Project Overview

This project has two parts 1) update the TxSDY website to be more mobile and user friendly, and 2) create an ongoing and engaging social media presence for the organization across multiple platforms to engage and grow target audiences.

The TxSDY website needs:

- The ability to be updated more easily (will likely require rebuilding on a different website; currently utilizes Wordpress)
- Alignment with TxSDY branding
- Content and copy updates – please indicate if your team has copy writing expertise
- A mobile friendly design
- The ability to host videos and other resources – connect directly to our Vimeo account
- Easier/more intuitive navigation

TxSDY social media needs:

- Updated LinkedIn
- Creation of a social media posting calendar
- Creation of social media content and regular posting
- Increased number of followers and engagement

Goals

- Have an engaging website that serves as a resource for parents, youth, college campus staff, community coalitions, prevention advocates, impaired driving advocates

- Have a mobile friendly website
- Have active and engaging social media posts
- Increase our social media followers and engagement

Target Audience

Parents

Grandparents

Decision Makers

Youth

College Students

Community Coalitions and Prevention Partners

Overall Timeline

Website

- Planning 2 weeks
- Content Development 4 weeks
- Website design 2-3 weeks
- Testing/ Review 1-2 weeks

Social Media

- Monthly Planning and Content Calendar
- Weekly Content Creation and Posting

Proposal Submission Requirements

Please provide the following information:

- Company overview
- Explanation of the component(s) of the project for which you are submitting a proposal (ie., website, social media or both)
- Explanation of why your company is ideal for this project
- Samples of similar work
- Website development process outline/plan AND/OR organizational social media approach and plan

- Background and capabilities of lead team members involved in the website development and/or those involved in the social media project

Contact Information

Please submit your proposal and any questions to:

Operations

operations@txsdy.org

You can also contact the office through the operations email if you would like to schedule a time to discuss this project prior to submitting a proposal.