

# Scope of Work: RAISE Texas Website Content Update

## Project Overview

RAISE Texas seeks an experienced **WordPress contractor** to update and refresh our website content, structure, and formatting. The goals are to ensure accuracy, improve readability and navigation, and reflect current programs, events, and leadership. Work includes updates across [raisetexas.org](http://raisetexas.org) pages (About Us, Our Work, Events, Publications, Join Us, Contact, Support Our Work) and the addition of two new pages for Story Collection and Organizing. We would like to have a look that is as clean and streamlined as Methodist Healthcare Ministries.

## Scope of Work

### ABOUT US

#### 1. Homepage

- Revise key messaging and images to reflect current priorities and initiatives.
- Update links, featured resources, and recent news sections.
- Update 2025 Summit section to highlight upcoming events in 2026
- Our Work: clean up this text and the list
- Member Events and Webinars
  1. Make text for Spring Webinar Series evergreen – Relabel as Training Series for Financial Coaches and Community Partners
  2. Make text on VITA Conference evergreen
  3. Make text on RAISE Texas Summit evergreen
- Clean up Publications and Resources section for easier reading and to better highlight current tools

#### 2. Milestones: Add text for 2024 and 2025

#### 3. Board Members Page: Add photos, titles, and bios for all board members; remove outdated members; create a template for new members to ensure consistent formatting/layout.

#### 4. Staff page: Improve picture quality/size; add LinkedIn links (if appropriate); add bios; create a template we can use for new staff in the future with same format and layout.

#### 5. Our Supporters

- Add this page to the end of the About Us menu, as well as being linked from Home page
- Update with current sponsors and remove outdated ones

### OUR WORK

#### 1. Advancing Financial Solutions

- Update link and add second link to safe affordable consumer loan docs (two docs)

#### 2. Tax Credits

- Shorten and bullet the text for improved readability.
- Make resources easier to see and find on the page.

### 3. Medical Debt

- Add text and link to RAISE Texas one-pager
- Include Community Catalyst logo and partner logos (LCMD, HAAM, Pathfinders, FC)

4. **Driving Policy Change:** Update text

5. **Technical Assistance:** Update text

## EVENTS

1. **Upcoming Events:** Add text of what is coming in 2026

2. **Add On-Demand Webinars Page to this menu with the webinars currently listed on the Upcoming Events page**

- Disable the autoplay on videos when you are on the page.
- Clean up layout – present an easy-to-read list of webinars with short descriptions and consistent links/formatting (no video thumbnails unless it's a best practice you recommend).
- Note: First 5 webinars are part of our Practicing Financial Wellness through a Cultural Lens series – include that overarching title/context in much smaller text - then list the other two webinars with same formatting.

### 3. Publications

- Organize subject for easier navigation
- Add Latest Publications highlight at the top while also including those in the subject lists.

**JOIN US:** Update with info for 2026 membership. Collect information so it is easy to enter in Hubspot but does not automatically go into Hubspot.

**CONTACT US:** Ensure these forms are routed to [info@raisetexas.org](mailto:info@raisetexas.org). Confirm where messages currently go, share any info collected, and implement routing change.

**SUPPORT OUR WORK:** Update page text.

## New Pages

### Story Collection Page

- Create a new page to highlight community and partner stories with short narratives, photos, and links to related initiatives.
- Ensure accessibility and visual consistency with the rest of the site.
- Reference examples: <https://communitycatalyst.org/get-involved/> and <https://communitycatalyst.org/stories/>
- Set up page to collect stories on different issues that we can easily update.
- Work with RAISE Texas on how stories are collected and where the information is routed. Need to include consents to contact and/or share story.

## Organizing Page

### Page title/Lead: Organizing for Economic Justice Matters Now More Than Ever

Hard-won consumer protections and programs that help Texans build financial stability are being weakened or dismantled. Across Texas, too many people are facing rising costs, shrinking safety nets, and financial systems that continue to work against them.

RAISE Texas brings people together to push back—to organize, speak out, and demand a fairer economy. Progress only happens when we make our voices heard and hold decision-makers accountable. Join us in the fight for economic justice. Subscribe to stay informed and learn how you can take action.

Form fields: First Name, Last Name Home Street Address, City, State and Zip Code, Email, Home or Cell Phone  
Check All that Apply for Areas of Interest: Financial Education, Medical Debt, High-Cost Loans, Consumer Protections, Health Coverage, Credit Reporting Protections

Consent Language with Checkbox:

**Yes, I want to join the RAISE Texas advocacy network to stay informed about policy updates and opportunities to take action, like sharing my story, supporting advocacy efforts, and contacting elected officials to advance economic justice.**

*Your trust matters to us. **We'll never sell your information.***

*If you choose to get involved in advocacy or storytelling, we may share limited details with trusted partners, but only with your clear consent.*

### Sitewide Formatting & Information Cleanup

- Standardize fonts, spacing, alignment, and component styles.
- Update outdated information and links; remove duplicates/obsolete content.
- Make language and messaging consistent throughout all pages.

### Contractor Qualifications

- Demonstrated expertise in **WordPress**, content organization, and theme/page builder workflows.
- Familiarity with **accessibility** best practices and mobile responsiveness.
- Ability to implement content changes with clean, consistent formatting and light design refinement using existing brand styles.

### Deliverables

- Updated pages and new pages as listed above.
- Contact routing to **info@raisetexas.org** confirmed.
- Brief **change log** summarizing updates and locations.
- Short training on templates that staff can use for easy updates.

### Timeline

- Target timeline: **Begin immediately upon selection; completion within 4–6 weeks** (proposers may suggest a phased schedule aligned to the scope above).

### **Proposal Instructions**

Please submit:

1. A short cover letter and **relevant WordPress portfolio** (URLs).
2. Proposed **timeline** and cost (hourly and/or fixed fee).
3. Two client **references** (nonprofit/advocacy preferred).
4. Brief notes on your approach to **accessibility** and content organization.

**Submit proposals and questions to:** [info@raisetexas.org](mailto:info@raisetexas.org)