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LONE STAR
LEGAL AID

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**Request for Quote:
Marketing and Branding Assistance**

Apr 2026

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Lone Star Legal Aid (LSLA) seeks proposals from qualified vendors to modify and update a currently existing software project called LACI (Legal Aid Content Intelligence), described below. The objective is to ensure that our publicly accessible self-help content, generally available at <https://www.lonestarlegal.org/resources/self-help/>, is kept up-to-date by alerting our document authors (known as “editors” and “reviewers”) when relevant web resources are updated. When the web resources change, we want to know as soon as possible so we can update our own information resources and self-help tools.

Should you choose to submit a proposal, you will be “Respondent” below.

RFQ AND PROJECT TIMELINE

All responses to this RFQ must be received no later than 5:00 p.m. (US/Central) on April 17, 2026.

Respondents must be prepared to start as soon as possible upon selection due to the time constraints of the project.

Project completion, including issue management, evaluation, final adjustments, and final reporting must occur no later than October 31, 2026.

LACI OVERVIEW

Lone Star Legal Aid’s mission is to protect and advance the civil legal rights of the millions of Texans living in poverty by providing free advocacy, legal representation, and community education that ensures equal access to justice. LSLA is the fourth largest free legal aid provider in the United States. We serve approximately 60,000 square miles, one-third of the state, including 72 counties in the eastern and Gulf Coast regions of Texas, and four counties in southwest Arkansas. Based on the most recent Census data for our service area, there are almost 2 million people at 125% of federal poverty guidelines who are eligible for our services. Many of LSLA’s clients face isolation due to limited literacy, living in rural and remote locations, and language barriers.

As legal professionals, we generate documents that explain the law to various people. These documents are memoranda to other lawyers, both in our firm and outside it. They are letters explaining legal matters to our clients. They are filings in court that explain the law to judges and other parties. And they are legal information that we put up on our website or hand out to the public.

Of course, the law we explain to others is not under our control. Instead, these “Authorities” are laws created by our legislatures, rules adopted by the courts, agency regulations, online forms, and other authoritative explanatory web pages. We need to know when these Authorities change, so we can make sure our explanatory documents are kept up to date.

In the past, this challenge has consumed hundreds of hours of attorney time in reviewing legal authorities, understanding what’s changed, and identifying which of these require us to make changes in the legal information documents that we have written.

We wrote the LACI software to make this task far easier.

LACI, the Legal Aid Content Intelligence software system, tracks our relevant legal documents and allows us to register which external Authorities each document depends on. Texas authorities, as well as

US/federal authorities, are all available online, which means that LACI can check them periodically, and alert our reviewers and editors when a document needs to be reviewed. When the documents themselves change, reviewers and editors are notified to review to make sure LACI continues to have the correct Authorities.

This software is currently in use and has been active since May 2024.

An important part of LACI is the documentation available to individuals interacting with LACI in different roles. Formal training modules teach people, in an interactive format, how to use LACI. Short videos are available to remind users how to perform specific tasks in the LACI environment. And written guides are available for users, administrators, and tech teams installing and maintaining LACI software.

As amateurs we have done our best to create these materials; we're looking to you to help us make them all consistent in both content and appearance, leaving us with the tools and skills to maintain and extend them as LACI grows.

For reference: the code is available under the Affero GNU General Public License version 3 (or later) and can be found in the repository at <https://codeberg.org/LACI>. More information about the project is at <https://lonestarlegal.org/laci>.

WHAT WE NEED

For this project, LSLA is looking for a partner who can create polished versions of outreach materials we've created and create templates and/or kits to allow us and partners to create new ones. The final versions of materials must also be in a format that allows LSLA and partners to update them as necessary. These outreach materials are:

1. Training slides to teach staff how to use LACI. These slides are currently in MS PowerPoint format. The slide decks are used to deliver in-person training on how to use LACI. There are three, each designed to cover an hour worth of material in an interactive fashion.
2. Training videos, 60 – 180 seconds each, reviewing individual topics covered in the training sessions. Importantly, these videos are primarily used as “refreshers”; they do not each incorporate context or previous topics. Someone who starts with the videos and views them out of order may become confused, and that's okay.

The videos already created are currently in Canva, using a stock audio track for background, voiceover text generated using Amazon Polly (the “Ruth” voice), captions for the voiceover text, a stock background, and stock images, screen shots, and short video demos of various aspects of LACI.

3. Documentation guides in MS Word format. These guides should be no more than 10 pages long, typically 1 – 5 pages, and cover the following topics:
 - a. Using LACI as a “reviewer”.
 - b. Using LACI as an “editor”.
 - c. Using LACI as an “administrator”.
 - d. How to use XPath expressions to monitor part of a web page.

- e. Installing and administering a stand-alone LACI server.
- f. Installing and administering LACI modules in an existing Drupal server.

Respondent will also meet at least once with each organization that has adopted LACI to review the materials developed above, and discuss the feedback received with LSLA to determine if/how the materials described above should be modified in response.

EXPECTATIONS

LSLA will contract with Respondent to perform the work described below. The proposed budget/price only needs to cover the cost of accomplishing the milestones below; LSLA will cover its own software and document storage costs related to this project.

PROJECT SCOPE

Based on experience we expect the development effort to have substantially the following phases. While the first and last phases will be in that order, phases in between can happen in any reasonable order. Please estimate the percentage of total effort for each phase in your response, discuss how you would approach implementation in each phase, and feel free to recommend any additional or alternate approach.

1. **Discovery.**

During the initial phase of the project, meet with LSLA team and representatives from other relevant organizations who have adopted LACI (currently: Texas Legal Services Center, Idaho Legal Aid Services, LawHelpMN, and Atlanta Legal Aid Society), and who are willing to participate, to discuss various initial requirements:

- Feedback on current branding elements: logo, colors, fonts.
- Any initial feedback on the content of the current materials.
- Assessment of the ability of each organization to participate in the creation and maintenance of these materials. Can assume familiarity with MS Word and MS PowerPoint; assess available skills and tools for video creation and editing.
- Any other kick-off activities that are valuable to starting the project.

This phase typically takes between two and four calendar weeks of the project. The meeting can be all together or with organizations individually, or a mix.

2. **Deliver training slides.**

There are currently three MS PowerPoint slide decks, each of which supports a (typically one hour) training session. We developed these to support interactive sessions introducing related topics, allowing participants to ask questions and absorb each topic before proceeding.

Respondent will:

- Create a polished PowerPoint template, using branding elements feedback from the Discovery phase, and apply it to the current slides. Use “styles” and a “slide master” for consistency within a slide and between decks.

- Compare the information on the current slides to the other materials delivered in this project and make sure the information is consistent across all materials. Respondent will need to consult with LSLA to resolve discrepancies where they exist.

An important goal is to make these materials available to the public for use as-is, and to other LACI adopters in a format that allows them to customize them for their specific audience and installation.

Acceptance criteria: Deliver “polished” PowerPoint template incorporating feedback on branding elements. Deliver three PowerPoint slide decks incorporating any updates based on other existing materials and with the common “polished” template applied.

3. **Deliver videos.**

LSLA has developed approximately and no more than 25 short training videos, 60 – 180 seconds each, reviewing individual topics covered in the training sessions. Importantly, these videos are primarily used as “refreshers”; they do not each incorporate much context from previous topics. A viewer who begins watching videos before the training above and who views them out of order may become confused, and that’s okay.

The videos already created are currently in Canva, using a stock audio track for background, voiceover text generated using Amazon Polly (the “Ruth” voice), captions for the voiceover text, a stock background, and stock images, screen shots, and short video demos of various aspects of LACI. If you do not have access to Amazon Polly to generate voiceovers, LSLA can generate the audio tracks when you need them.

Respondent will:

- Create a template video, using branding elements feedback from the Discovery phase, with the following elements:
 - A LACI-specific background.
 - A background audio track under an appropriate license for us to redistribute (e.g., Creative Commons). Stock assets need to be available to us under an appropriate license for us to redistribute (e.g., Creative Commons). Some example sources are listed in Appendix A at the end. It would be appropriate to attribute assets to their source on the outro slide.
 - A common 10-second intro and outro.
- Deliver a set of elements, grouped by video, used in each video:
 - Audio files with computer-generated speech.
 - Images, screen shots, and video demos used in the video. Stock assets need to be available to us under an appropriate license for us to redistribute (e.g., Creative Commons). Some example sources are listed in Appendix B at the end. It would be appropriate to attribute assets to their source on the outro slide.
- Training for the LSLA personnel on how to assemble these assets into a video. The tool used should be one that is available to most if not all of the organizations who participate in the Discovery process above.

- Compare the information in the current videos to the other materials delivered in this project and make sure the information is consistent across all materials. Respondent will need to consult with LSLA to resolve discrepancies where they exist.

An important goal is to make these materials available to the public via YouTube for use as-is, and to other LACI adopters in a format that allows them to customize them for their specific audience and installation.

Acceptance criteria: Deliver a “polished” PowerPoint template incorporating feedback on branding elements. Deliver three PowerPoint slide decks incorporating any updates based on other existing materials and with the common “polished” template applied.

4. **Deliver guides.**

LSLA have created documentation guides in MS Word format. These guides should be no more than 10 pages long, typically 3 – 5 pages, and cover the following topics:

- a. Using LACI as a “reviewer”.
- b. Using LACI as an “editor”.
- c. Using LACI as an “administrator”.
- d. How to use XPath expressions to monitor part of a web page.
- e. Installing and administering a stand-alone LACI server.
- f. Installing and administering LACI modules in an existing Drupal server.

Respondent will:

- Create a polished MS Word guide template, using branding elements feedback from the Discovery phase, and apply it to the current guides. The template must use “styles” to enforce consistency within each document and between guides.
- Compare the information on the currently available guides to the other materials delivered in this project and make sure the information is consistent across all materials. Respondent will need to consult with LSLA to resolve discrepancies where they exist.

An important goal is to make these materials available to the public for use as-is (as read only PDF exports), and to other LACI adopters in a format that allows them to customize them for their specific audience and installation. Using “styles” would make it easier for adopters to customize to their institution’s colors and fonts.

Acceptance criteria: Deliver a “polished” MS Word template incorporating feedback on branding elements. Deliver updated guides incorporating any information based on other existing materials and with the common “polished” template applied.

5. **Finalization: Feedback and finished product.**

Respondent will meet at least once with each of the organizations that participated in the Discovery Phase to review the materials developed above, and discuss the feedback received with LSLA to determine if/how the materials described above should be modified in response. Completed deliverables will incorporate all the feedback obtained during this phase.

We expect this last phase to take up at least 10% of the total project time.

COMMUNICATIONS WITH LSLA

Communication with LSLA on a regular basis will be important to the project's success.

Generally, LSLA expects to meet with Respondent weekly.

For any other communications outside regularly scheduled meetings, LSLA and Respondent commit to responding to email messages from the other by the next business day, unless circumstances make this unreasonable.

SUBMISSION REQUIREMENTS

All responses must be twenty-five (25) pages or fewer (not including references and samples of comparable work), concise and well organized, and demonstrate how your proposed services, approach and methodology, experience, and terms meet or exceed LSLA's requirements. All proposals must also contain the following:

RESPONDENT INFORMATION

1. Respondent's full name, address, telephone number, email, and website.
2. Your submission point person. Please include title, phone number, and email address.
3. Company overview, including a brief history, mission, number of employees, and number of years in operation.
4. Client mix: tell us what percentage of nonprofit, government, and commercial clients you serve.
5. Two (2) recent references concerning your experience with the type of work described in this RFQ. Indicate the reference's name, a brief description of the services provided, and the name, title, telephone number and email address of an individual who is knowledgeable about your work and who may be contacted by our evaluators.

SUBCONTRACTORS

If subcontractor(s) are proposed to complete this project, a description of the services provided by the subcontractor(s), their location, and the Respondent's contract management process and selection criteria for subcontractors. State the percentage of work performed by subcontractor(s).

PRICING AND PRICING METHODOLOGY

Please submit a single firm fixed price (FFP) bid for the work outlined above. Payment will be made upon milestone completion, and not on an hourly or time-and-materials basis.

Please estimate a percentage of overall time for each of the phases or proposed milestones in the technical scope. The total should sum to 100%. Please also include an estimate of how long in weeks you anticipate it will take to complete the milestones in the technical scope. Please explain any factors that may affect your estimate.

LSLA is a 501(c)(3) tax exempt organization.

Pricing must include all overhead costs needed to complete the work in the proposal.

EXPERIENCE AND REFERENCES

- Describe your experience working with any non-profit organization for whom you provided a similar service.
- Specify the approximate percentage of business you received in the past year for creating marketing and outreach materials for customers.
- Describe your knowledge and experience creating marketing and outreach materials, with a focus on how you enable clients to update, extend, and maintain the materials, including technical scope and communications.
- Detail your quality assurance plan or process.

- List your personnel who will manage the services provided. This list must identify a point of contact who will manage the development process as well as a point of contact to manage business questions. Small organizations and individuals can name the same person in both roles.
- Describe your proposed project and team organization. Identify key employees and/or supervisors.
- List the certifications and credentials and experience of staff members, contractors, and subcontractors who would perform the work.
- Provide a statement on whether the Respondent or any employee of the Respondent is related by blood or marriage to an LSLA employee or resides with an LSLA employee. If there are such relationships, list the names and relationships of said parties. Include the position and responsibilities within the Respondent’s organization of such Respondent employees.
- Describe your ability to meet scope requirements Section A – Project Scope and B – Communication.
- Provide samples or descriptions (links would be great if you can provide them) of your work on other similar projects.

OTHER INFORMATION

Applicant is encouraged to provide other information or material, within the 25-page limit, that it believes is relevant to LSLA’s evaluation or that provides additional features or value to LSLA. Some examples of additional value may be experience with and ability to provide documentation for LSC grant reporting requirements and/or abilities or accomplishments in user experience assessment, testing, and design.

Our budget for this project is US \$15,000.

Respondents must submit responses and documents in their technical proposal in the order above. Proposals must reference each paragraph/subparagraph number along with Respondent’s response as outlined above.

PREFERRED METHOD OF CONTACT

We prefer to communicate via email. Please submit questions relating to this RFQ by email to laci@lonestarlegal.org. All questions and answers will be shared with all participating Respondents via LSLA’s web site.

Please include “**RFQ for LACI Marketing Assistance TIG24**” in the subject line of your email when sending questions and final proposals.

AVAILABILITY DURING RFQ RESPONSE PERIOD

The individual(s) involved in this project can typically be reached by email between 8:00 a.m. and 5:00 p.m. US/Central Time. Please allow 24 to 48 hours for response time.

- March 30, 2026: RFQ opens.
- Through April 17, 2026: Available for questions. All questions must be submitted in writing. Questions and answers will be posted to a public page along with this RFQ.
- April 17, 2026, 5:00 PM US/Central: Deadline for Respondents to submit responses.

COST OF RESPONSES NOT INCLUDED IN BUDGET

Neither Lone Star Legal Aid nor the Legal Services Corporation will pay any contractor costs associated with preparing responses or proposals submitted in response to this RFQ.

EVALUATION OF PROPOSALS

The evaluation team will first evaluate the technical proposals and score them as described below. These scores will be used to create a short list of firms for further consideration; Respondents not on the short list will not be eligible for further consideration.

After the final technical proposal scores have been calculated, the price proposals will be evaluated and scored, with a total score for each Respondents to be calculated. LSLA will then select one finalist. Should LSLA and that finalist not be able to negotiate an agreement, LSLA reserves the right to select and negotiate a contract with a new finalist. Candidates not selected will be notified by email after a contract is finalized.

The total score available will be 100 points. The proposals will be evaluated using the criteria below.

- **Knowledge and experience:** Proposals will be evaluated on the certifications described in the SUBMISSION REQUIREMENTS section above and Respondent's collective knowledge and experience with technologies relevant to the project.
- **Quality of work plan submitted:** Proposals will be evaluated on the quality of the work plan submitted.
- **Quality of samples of prior work:** Proposal will be evaluated based on the quality of samples provided.
- **Proposed fees:** Proposals will be evaluated on reasonableness of proposed fees.
- **Estimate of time required:** Proposals will be evaluated on how long it is estimated to take to accomplish the project goals.

LSLA RIGHTS

LSLA reserves the right to:

- Accept or reject any or all responses, or any part thereof.
- Waive any informalities or technicalities contained in any response received.
- Conduct discussions with respondents and accept revisions of proposals after the closing date.
- Make an award based upon various selection criteria.
- Request clarification from any respondents on any or all aspects of its proposals.
- Cancel or re-issue this RFQ at any time.
- Retain all proposals submitted in response to this RFQ.
- Invite some, all, or none of the respondents for interviews, demonstrations, presentations, and further discussion.

CONFIDENTIALITY

During the selection and project execution phases, LSLA may give you access to LSLA's confidential or proprietary information. You agree not to use this information for your or any third-party's benefit and will not disclose this information to any person who does not have a need to know.

LSLA will not under any circumstances disclose any information submitted by Respondent to any other Respondents, except the questions and answers described above. LSLA will not disclose any information submitted by Respondent to LSLA to any other parties until after the contract is finalized.

FREEDOM OF INFORMATION ACT

The Freedom of Information Act (FOIA) and associated federal regulations may require LSLA to disclose certain documents to the public, including portions of your proposal. Generally, LSLA will not release any documents that would cause competitive harm to a Respondent or potential Respondent.

You are encouraged to label any confidential information contained in your proposal to facilitate LSLA's ability to withhold it from disclosure.

APPENDIX A: SAMPLE AUDIO SOURCES

The audio from most of our videos comes directly from Canva's Stock music list. However, below is a list of free music audio websites that can be used for commercial and noncommercial.

| Website | What you get | Audio is best for | License permissions |
|---------------------------------------|------------------------------|---|--|
| YouTube Audio Library | MP3 Audio | YouTube videos, presentations, training media | Free commercial and non-commercial use. Some Creative Commons tracks require attribution. See License. |
| Creative Commons | MP3 Audio | Allows you to search for free audio on multiple platforms | License requirements vary based on audio sources. |
| Pexels Music | Background Videos with Music | Short videos, web projects | Free use. No attribution required. See License. |
| Soundstripe | MP3 Audio | Websites, presentations, social media, video backgrounds | License depends on plan. |

APPENDIX B: SAMPLE ICON AND VIDEO IMAGE SOURCES

Here is a sample list of websites that offer free commercial and noncommercial use of images and icons for websites, presentations, and video content. These website images are samples of what can be used for content creation.

| Website | What you get | Images are best for | License permissions |
|------------------------------|------------------------|--|---|
| Unsplash | High-resolution photos | Websites, presentations, social media, video backgrounds | Free for commercial and noncommercial use. No attributions required (although they would like you to). See License. |
| Pexels | Photos and videos | YouTube videos, presentations, marketing content | All photos and videos on Pexels can be downloaded and used for free. See License. |
| StockSnap.io | Photos | Presentations, videos marketing content | Free use. No attribution required. See License. |
| Legal Icons | Icons | Websites, presentations, videos | No commercial use (we qualify). |
| Google Fonts | Icons | Presentations | Free use. No attribution required. See License. |
| Undraw | SVG illustrations | Websites, presentations, videos | Free noncommercial use. No attribution required. Cannot be used to train AI. See License. |