



Hundley Foundation Request for Proposal (RFP)

Introduction

The Hundley Foundation, a distinguished non-profit organization dedicated to fostering education and empowerment within underserved communities, is excited to invite qualified individuals or teams to collaborate on enhancing our new website. We are seeking the expertise of skilled professionals in Photo Editing, Content Organization, and SEO Optimization to elevate the visual appeal, structure, and search engine visibility of our online platform.

Background

The Hundley Foundation has been tirelessly committed to creating positive impact by providing educational resources, mentorship programs, and community initiatives. As we strive to expand our reach and make a difference in even more lives, our website serves as a vital hub for information, inspiration, and engagement.

Scope of Work

The scope of work entails the following key responsibilities:

Photo Editor

- Curate and refine existing visual assets for aesthetic excellence and alignment with our brand identity.
- Enhance selected images to ensure cohesiveness and visual impact throughout the website.
- Offer recommendations for additional visuals that can enrich the online experience.

Content Organizer

- Categorize and organize images and graphics into intuitive albums and sections for effortless user navigation.
- Collaborate with web designers to ensure a seamless integration of visual content within the website's architecture.
- Foster a cohesive and engaging visual storytelling experience.



SEO Specialist

- Optimize image attributes including file names, alt text, captions, and descriptions to maximize search engine visibility.
- Implement strategic keywords and meta tags to improve image and overall website SEO.
- Provide insights to enhance the website's discoverability and ranking.

Deliverables

- Curated and edited images that align with the Hundley Foundation's mission and ethos.
- Organized visual content that promotes user-friendly navigation and engagement.
- Improved SEO attributes for images and associated web content.

Budget

The budget for this project is set at \$1,500. This budget is allocated for the combined efforts of the Photo Editor, Content Organizer, and SEO Specialist roles.

Timeline

Immediate availability is preferred. The project duration is expected to span approximately [insert estimated duration] from the commencement of the contract.

Qualifications

Prospective candidates or teams should possess the following qualifications:

- Demonstrated proficiency in photo editing, content organization, and/or SEO optimization.
- A portfolio showcasing relevant work, demonstrating expertise in website optimization and visual curation.
- Familiarity with image optimization best practices and website user experience principles.
- Excellent communication, collaboration, and attention to detail.



Proposal Submission

Interested parties are invited to submit their comprehensive proposals to shannon@hundleyfoundation.org by **September 5th, 2023**. Proposals should include the following:

- Brief overview of qualifications and relevant experience.
- Proposed approach detailing task breakdown and responsibilities.
- Estimated timeline and key milestones.
- Budget breakdown and itemized costs.

Evaluation Criteria

Proposals will be evaluated based on the following criteria:

- Relevance of experience and expertise in photo editing, content organization, and SEO optimization.
- Alignment of the proposed approach with project objectives.
- Feasibility of proposed timeline within the available budget.
- Effective communication skills evident within the proposal.

Contact Information

For inquiries and proposal submissions, please reach out to Shannon Abdul-Wahab at shannon@hundleyfoundation.org. We eagerly anticipate the opportunity to collaborate and enhance the Hundley Foundation's website for an enhanced user experience and meaningful impact.

Warm Regards,

Shannon Abdul-Wahab
CEO Hundley Foundation
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