



HOPI CREDIT ASSOCIATION

A Native Community Development Financial Institution (CDFI)

Request for Proposal Web Site/Social Media/Branding Development

I. Statement of Purpose

Hopi Credit Association (HCA), a 501 (c) 4 non-profit organization on the Hopi Reservation in Keams Canyon, AZ, seeks proposals for contracted web site, social media, and organization branding development. All applicants must have relevant experience.

Hopi Credit Association's mission is to "enhance the quality of life by providing lending, financial education, and training opportunities for our Hopi Senom to become informed consumers".

We are a certified Native Community Development Financial Institution (CDFI) loan fund that lends to the Hopi people of Northern Arizona. In addition to loans, we provide financial education.

II. Scope of Work

Web Site

- Create a flexible, informative, interactive web site that is easy to maintain and update

Social Media

- Create HCA social media presence.

Branding

- Create a brand logo and scheme for HCA.
- Provide logo for use in promotional items.

Training

- Provide training to HCA staff to maintain web site and social media platforms.

All content, coding, and graphics will become the sole property of HCA.

III. Specific Strategies

- Increase awareness of the HCA mission and services.
- Retain current clients and gain new ones
- Strengthen relationships with community partners, members, and donors
- Improve business efficiencies
- Present comprehensive information and resource in an easy-to-use format
- Increase site promotion activities

- Integrate brand messaging
- Deliver a consistent image
- Deliver a scalable, maintainable foundation

IV. Term of Contract

Four-month contract: February 15, 2021 – June 15, 2021

V. Cost Proposal

Proposals are requested to submit a project price, include each service and detailed fee schedule. If your proposal excludes certain fees or charges for services such as subscriptions, web hosting sites, etc., please provide a list of excluded fees with explanation of the nature of those fees.

Selected proposers will be paid monthly with an approved invoice. Any adjustments, additional expenditures, or other service outside the scope of this proposal must be pre-approved.

VI. Proposal Submission

Questions and completed proposals may be submitted to Alissa Charley by email at lisa@hopicredit.us or mail:

Hopi Credit Association
ATTN: Alissa Charley
PO Box 1259
Keams Canyon, AZ 86034

Proposals are due by 5:00 p.m. Arizona time on Friday, January 29, 2021. Selected proposal will be notified by February 5, 2021. Contact number: 928-738-2205