

Designing the infrastructure for program engagement

The Challenge

After the very successful and highly publicized execution of their first grant-making contest to award a \$100M grant to address a long-standing major sector issue, MacArthur wanted to share their experience, expertise, and

wisdom with the community by creating a platform that would allow other organizations to run other very large award campaigns, access the amazing proposals put together by contestants, and create a central place for the community to rally around. They tapped PTKO to help them **design an Engagement Architecture that would allow them to expand and build upon their existing technical platform**, orchestrate the MacArthur brand in concert with both the new *Lever for Change* brand and the already well-known 100&Change contest name gracefully, and help them understand how they could effectively use their powerful market clout to drive traffic.



The PTKO Approach

We developed an audience engagement strategy & technical implementation plan in just nine weeks. The *Lever for Change* team was able to quickly understand how their three major web properties would work together, where and how they could use their marketing to drive awareness and interest in the platform, and what technical changes, and more importantly what staff changes & needs they would need to support a multi-contest platform. **Using the easy-to-understand visual diagrams we created for them, they could easily communicate to potential users of the platform how the process would work**, and how they themselves could use their own marketing to support contests, and they successfully launched the platform in record time.



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