

Case Study

Integrated Marketing

Calvert Foundation – Ours to Own

<http://ourstowntown.org>

Client

Calvert Foundation enables people to invest for social good. Calvert connects individual investors with organizations working around the globe, developing affordable housing, creating jobs, protecting the environment, and working in numerous other ways for the social good. Learn more about the issue areas our investors are addressing.

Calvert Foundation is a Community Development Financial Institution (CDFI), a type of financial institution providing community development financing and services to underserved communities in the US.

Challenge

The Calvert Foundation sought to digitize their community-centric social investing programs to expand the program and its effectiveness. Their city-specific social investing programs were to be launched progressively thereby the foremost challenge was to create a web/mobile platform that would be easily scalable and distributable in regard to user traffic, content management, attribution models, performance tracking, and outbound marketing as additional cities were brought online. Secondly, architecting an A/B testing process for messaging, imagery, call-to-actions, etc. to optimize investment, advocacy and engagement goals. We were given the directive to engineer a solution to deliver these capabilities.

Services Rendered

Insights: Analysis & validation | Re-framing strategies & models | Business model recommendations | Execution options

Development

Database design/architecture | Data migration | Server & client-tier programming

CATALYSTS

CLOUD

Setup Amazon Web Services VPN virtual private network, EC2 webserver, RDS database and Cloud Watch services to reduced TCO Total Cost of Ownership, speed deployment, reduce downtime and increase scalability

SOLUTION ENGINEERING

Selected software and setup end-to-end model to test business model hypotheses and goal performance

INTEGRATED MARKETING

Integrated Wordpress and Engaging Networks platform with Google Analytics, Tag Manager and Search Console to produce an end to end marketing ecosystem that increased performance tracking and conversion tracking capabilities across email, banner and direct marketing campaigns

A/B TESTING

Improved campaign messaging using Google experiments across the integrated marketing platform

Program Management: Outbound marketing | SEO | Programming

Solution

After examining the functional requirements and considering budget limitations our solution team and Calvert decided upon a highly customized deployment of Wordpress to manage content, a combination of Google Analytics/Tag Manager and 3rd party services to track usage, conversion goals, A/B testing experiments and a custom built investment platform <http://vested.org> . Our strong Hypotheses Modeling activities resulted in the ability for the client to create a “new city” setup in a few easy steps and required minimal technical expertise. The investment platform was highly user friendly, integrated into their accounting and reporting platforms and met all investment industry compliance requirements.

UI/UX screenshots



ourstown.org – Website View



The Ours To Own movement is coming to cities across the country. We've already invested millions in our first two cities – Denver and Minneapolis/St. Paul – and Baltimore and Oakland are up next.



OUR COMMUNITIES ARE OURS TO OWN. JOIN THE MOVEMENT TODAY.

<input type="text" value="First Name"/>	<input type="text" value="Last Name"/>	<input type="text" value="Email Address"/>	<input type="text" value="Zip Code"/>	<input type="button" value="SIGN UP"/>
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Ours To Own **INVEST**

EARNING RETURNS AND CREATING LOCAL JOBS

5280 Waste Solutions has tripled in three years, bringing innovative recycling solutions and new jobs to Denver

Starting at \$20, you can earn returns by investing in businesses and organizations that are creating more vibrant neighborhoods, more local jobs and stronger communities.

INVEST TODAY

HOW THE OURS TO OWN INITIATIVE WORKS

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- 1 Small investments — \$20 and up — are pooled together to provide funding that communities need to grow and thrive.