

Telling Platohedro's Story



Six weeks with MakeSense, helping an arts-and-technology nonprofit explain who it is and reach new supporters.

THE ORGANIZATION

Platohedro is a nonprofit in Medellín with artistic and technological education programs and artistic residencies. It supports children, teenagers, young adults and women through an approach that pairs psychosocial support with education and new opportunities.

THE CHALLENGE

Our first meeting ran two hours, across five PowerPoints and eleven reels. Platohedro had no concise pitch about who they were, so our campaign began with helping them communicate their identity to international donors.

WHAT WE BUILT

- 1

A streamlined, easier-to-navigate redesign of the website
- 2

A redesigned Patreon with more financially accessible payment options
- 3

A Vaki crowdfunding page for Latin American audiences
- 4

A new LinkedIn, plus recommendations for their TikTok account
- 5

Posters, emails and promotional videos
- 6

A list of potential donors for the campaign

ONLINE PRESENCE TRANSFORMATION

					
Limited presence	Instagram clarity	LinkedIn legitimacy	TikTok reach	Fundraising content	Enhanced presence
Unclear social media, underused platforms	Pinned video, highlight reels, program overviews	Developed profile, networking, job descriptions	Existing reels uploaded, quality maintained	Multilingual materials, impact videos, success reels	Clear communication, credibility, support

DONATION STRATEGY EVOLUTION

- 1 • Patreon only

Platohedro relied solely on Patreon for donations, causing confusion
- 2 • Exploring options

Team brainstormed alternative donation platforms
- 3 • Platform analysis

Researched GlobalGiving, GiveButter, GoFundMe and Vaki
- 4 • Multitiered approach

Decided on a multitiered strategy to simplify donations
- 5 • Colombian focus

Launched a Vaki specifically for Colombian donors
- 6 • Matinee education

Focused the Vaki on the Matinee children's education program
- 7 • Tailored descriptions

Wrote descriptions specifically for Colombian donors
- 8 • Vaki as alternative

Gave donors an alternative to Patreon, diversifying donation channels