



Agenda

- 1) Moonshine Process
- 2) Project Unveil
- 3) Full Concept



Moonshine Process



What we did

Project: Rosetta Causes

Original Concept:

Rosetta Causes is an idea that gets the entire Rosetta crew directly involved in doing good in their communities and around the world.

It will present Rosetta employees with local and international causes and give them options to be involved - donate time, money, etc.

The Moonshine team will develop the concept from the ground up aiming to create a full business concept.



Team

Jake
Faulstich

Program Management | SLO



Halley
Marsh

Talent Acquisition | CLE



Timeline

Total Time:
8 hours

Timing

3/31 - 10pm PST – Start sprint

3/31 - 10pm PST – Planning

3/31– 11pm PST – Theory

4/1 – 12am PST – Concept

4/1 – 1am PST - Content

4/1 – 2am PST – Brand

4/1 – 3:30am PST – Deck

4/1 – 6am PST – Complete sprint

4/1 – 11am PST – Final Presentation Edits



Theory

Cause work/initiatives give employees a greater sense of purpose and contribute to a more positive agency culture.



Project Unveil



What we made

R * Cause

R*Cause

Through ongoing physical and digital materials and activations, R*Cause will showcase select charitable causes, merchandise, and stories to Rosetta staff with the hopes of enlisting their support through donations, purchase, and earned media.



Objective



Purposefully
elevate Rosetta
above the crowd



Inspire
our staff to be
more amazing



Good
makes the world a
better place



Content

The R*Cause Team will select and present Rosetta staff monthly with:

Cause



charity: water

Gear



Stories



Activations



Monthly email

Notify all
employees of
monthly causes

Blog website

A home for causes,
gear, and stories

Rosetta social

Push updates and
interesting content
through Rosetta
social media

Future

- Local to office region charities
- In-location donation drives
- Talent capabilities donation
- Employee selected causes
- Rosetta match funds



Full Concept



What we did

Contents

1.0 – Theory

2.0 – Concept

3.0 – Brand

4.0 – Content

5.0 – Marketing

6.0 – Team

7.0 – Future





1.0 – Theory

Purpose

Purpose:

Why should Rosetta have a cause concept?

Questions:

- Do other digital agencies have cause concepts ?
- Does cause work / initiatives fuel employee success / enjoyment ?
- Will employees participate in causes if presented with them?



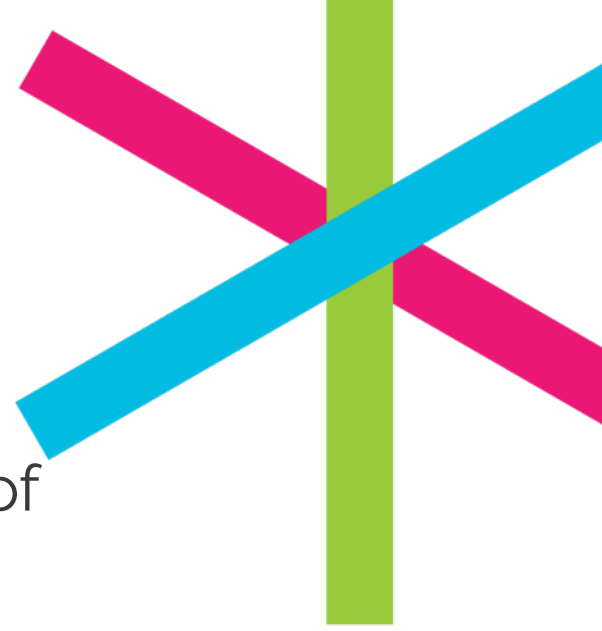
Theory

- Other digital agencies do participate in causes, but don't help facilitate their employees to do so.
- Cause work/initiatives give employees a greater sense of purpose and contribute to a more positive agency culture.
- Employees will participate in causes, particularly if incentivized by the employer to do so.



Results

- Cause initiatives do give employees a greater sense of purpose in their work.
- Purpose of work / a job is extremely important to today's workforce.
- Company values are extremely important to today's workforce – stronger company values increase employee retention / loyalty.



Findings

“For six in 10 Millennials, a “sense of purpose” is part of the reason they chose to work for their current employers.”

[The Millennial Survey 2015 - Deloitte](#)

“This emphasis on personal values continues into the boardroom; the rank order of priorities does not change for senior Millennials. As such, we can expect Millennial leaders to base their decisions as much on personal values as on the achievement of specific targets or goals.”

[The Millennial Survey 2016 - Deloitte](#)



Findings

“ Almost nine in ten (87 percent) [of Millennials] believe that “the success of a business should be measured in terms of more than just its financial performance.”

[The Millennial Survey 2016 - Deloitte](#)

"According to last year's study by Kelly Services Inc., acting in a socially and environmentally responsible manner is what it takes to gain top talent. Nearly 90 percent of respondents said they are more likely to work for an organization perceived as ethically and socially responsible."

[Fast Company](#)



Examples

[Google - Employee Gift Matching](#)

We match Googler contributions to nonprofits they love. We add even more when they volunteer their time or get to work through environmentally-friendly modes of transportation -- whether by foot, bike or kayak. Combined, we've donated over \$50 million to over 12,000 nonprofit organizations.

[Bank of America - Matching Gifts Program](#)

The Bank of America Charitable Foundation Matching Gifts program encourages employees to contribute to qualifying charitable organizations. This program supports employee giving by offering a way to double – up to \$5,000 (US) per person each calendar year – employees' cash or securities contributions to their favorite charitable organizations and thus improve their communities. Annually, the Bank of America Charitable Foundation provides more than \$25 million in matching gifts on behalf of employee donations.





2.0 – Concept

Mission / Objective

R*Cause will help inspire and facilitate charitable actions by Rosetta employees through delivering information about global and local causes, goods, and stories.



Purposefully
elevate Rosetta above
the crowd



Inspire
our staff to be more
amazing



Good
makes the world a
better place



Elevator Pitch

Through ongoing physical and digital materials and activations, R*Cause will showcase select charitable causes, merchandise, and stories to Rosetta staff with the hopes of enlisting their support through donations, purchase, and earned media.





3.0 – Brand

Design

Based on 3

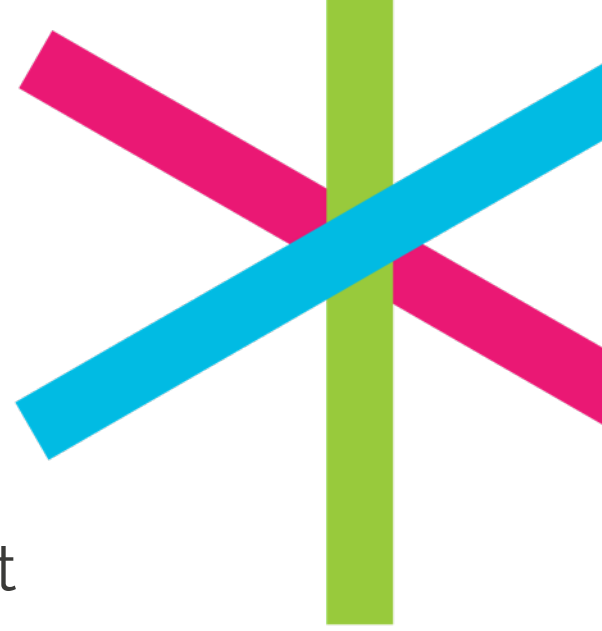
- Synthesis - 3 signifies that there is a synthesis present

Simple

- Simple, to let the causes do the talking

Color Pop

- Uses pops of color to ignite passion and action

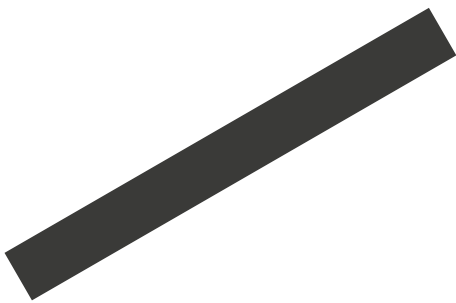


Color

Meaning

- Vibrant color palate to signify optimism
- Rosetta brand colors for consistency

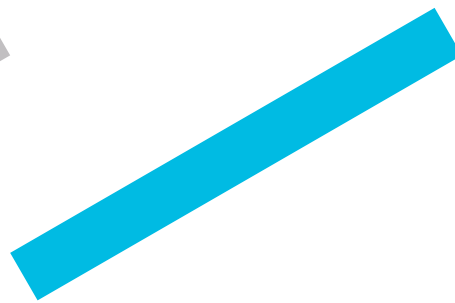
Colors



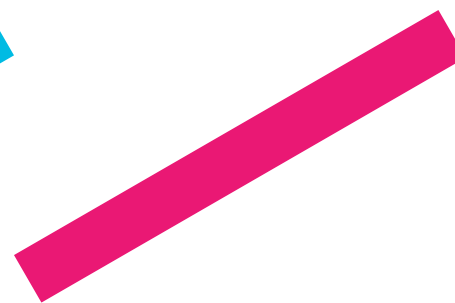
Dark Grey
#3A3A38



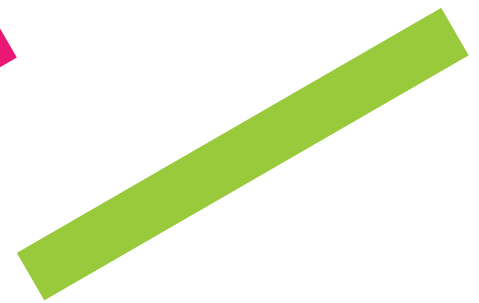
Light Grey
#C1BFC1



Rosetta Blue
#00BBE3



Magenta
#EA1874



Green
#98CA3C



Font

Main Font

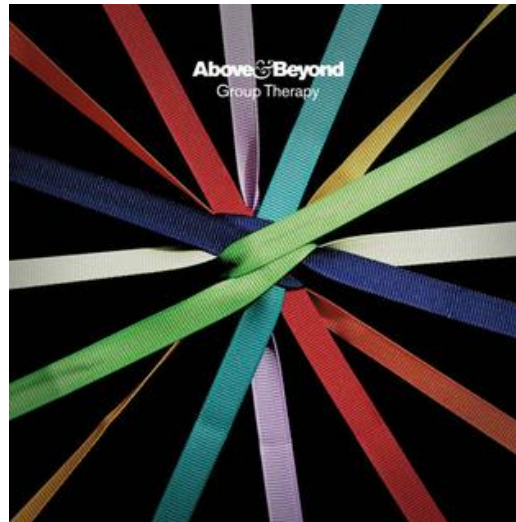
- Raleway Regular

[Available on Google Fonts](#)

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Logo Design Inspiration



dro5a



4.0 – Content

Cause

Objective

- Select and present 1 National cause per month for employees to donate

Content to source

- Name
- Logo
- Inspiring Image
- Basic info
- Broad info
- Link to donate



Cause

Planning

- Jan - [CANTER USA](#)
- Feb - [Be The Match](#)
- Mar - [Too Young to Wed](#)
- Apr - [Autism Speaks](#)
- May - [Malaria No More](#)
- Jun - [Surfider Foundation](#)
- Jul - [Big Cats Initiative](#)
- Aug - [Heifer International](#)
- Sep - [Charity Water](#)
- Oct - [Bright Pink](#)
- Nov - [Feeding America](#)
- Dec - [Save the Children](#)



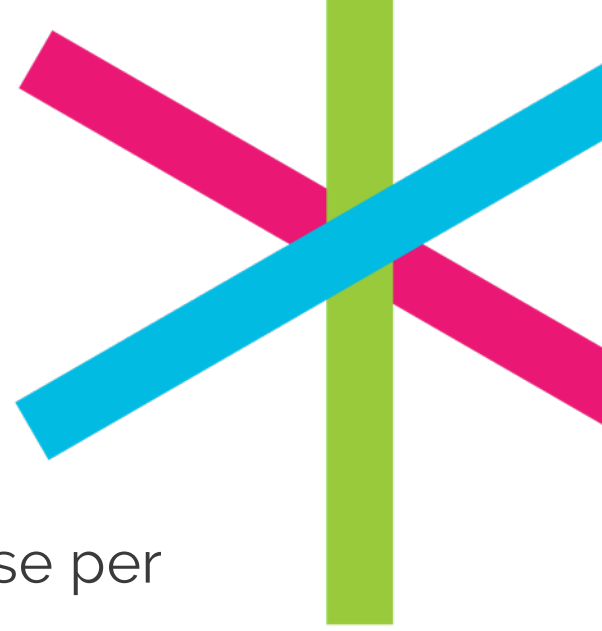
Gear

Objective

- Select and present 1 item where purchase supports a cause per month for employees to purchase

Content to source

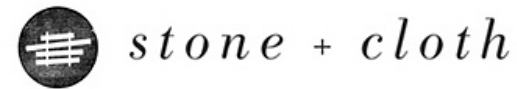
- Cause Name
- Cause Logo
- Inspiring Image
- Item Image
- Basic info
- Link to purchase



Gear

Planning

- [Falling Whistles](#)
- [Red](#)
- [Charity Water](#)
- [Stone and Cloth](#)
- [Toms Shoes](#)
- [Mac Viva Glam](#)



Stories

Objective

- Select and present multiple stories about causes, news, and Rosetta employees doing good.





5.0 – Marketing

Generating Program Interest



Interest Card

Objective

- Direct placement to Rosetta potential/new employees

Uses

- Recruiting table
- New Hire packet

Update

- Once/year

Office Posters

Objective

- Raise broad awareness about the program

Uses

- Hang on in-office message boards

Update

- Monthly

Town Hall Slide

Objective:

- Establish program legitimacy by leadership

Uses:

- Leadership talk through monthly program updates

Update:

- Monthly

Inspiring Employee Support



Monthly Email

Objective

- Notify all employees of monthly causes

Content

- Cause of the month
- Gear of the month
- Cause story of the month

Syndicated

- Monthly

Blog Website

Objective

- A home for causes, gear, and stories

Content

- Cause of the month
- Gear of the month
- Cause stories

Updated

- Monthly +

Integration w/ Rosetta Social Media

Objective

- Push updates and interesting content through Rosetta social media

Content

- Cause of the month
- Gear of the month
- Cause stories

Syndicated

- Weekly +



6.0 – Team

Setup

What

- Create Website / Templates / etc.

Frequency:

- One Time

Team

- Project Manager - 30 hrs.
- Designer - 60 hrs.
- Content - 30 hrs.
- Creative Engineer - 40 hrs.
- QA - 30 hrs.



Ongoing

What

- Create & syndicate cause content

Frequency:

- Ongoing (weekly/monthly)

Team

- Project Manager - 5 hrs/wk
- Designer - 5 hrs/wk
- Content - 5 hrs/wk
- Creative Engineer - 2 hrs/wk





7.0 – Future

Future Ideas



Local Charities

- Along w/ the 1 national charity, R*Cause selects 1 local cause for each Rosetta office

In-Location Donation

- Cause drives for physical donations in Rosetta office locations (i.e. food / clothing drives)

Capabilities Donation

- R*Cause would select local/national causes where employees can donate their individual talents (design / tech / etc.)

Future Ideas

Employee-Select

- Allow employees to choose/vote on which causes will be selected for the monthly spot

Matching Funds

- Rosetta to match employee donated funds up to a capped amount





For more information, email jake.faulstich@rosetta.com.