

Donate time and talent to build something real

Company philanthropy should not only be about supporting charities with financial donations. It should be about putting one's expertise to use for a good cause, donating time and talent.

That is why we decided to begin helping non-profit organizations overcome web communication challenges. We can provide the change because that is what our company does, and they benefit from the results. It's like taking on a new project, but this one is for free.

The idea is simple. Spend one weekend crafting a new website and the other bits and pieces that create the mosaic of online communication. In other words, put one of the many weekends in your life to better use. Switch off your television, don't go out, and spend 48 hours more working in the office. We've named this initiative "LB Give Back 2012."

For our first project we decided to help a small organization called 3lobit. These fine folks help people with autism and Asperger's syndrome integrate into society and live happier and fuller lives. The project weekend kicked off on Friday evening, when we held a short brainstorming session with the team. We analyzed two weak points in the current online presentation of 3lobit: the lack of clarity in

communicating their activities and an old logo with outdated graphic communications.

We then met early on Saturday morning. The city was still asleep, but the Lighting Beetle office was buzzing. The 3lobit team joined us as well and we went over all the ways they help people with autism and Asperger's. We identified the website's target groups and made sense of the site's structure.

It was great to see members of our team immerse themselves in this challenge. They all took it very seriously and were constantly in flow - talking to the client, listening to their needs and challenges, and crafting solutions.

After consuming an awful lot of coffee and sleeping less than is imaginable on a weekend, we were close to approaching our goal. The team worked tirelessly on communicating the main activities of 3lobit in a comprehensive way. After drawing wireframes and focusing on the text of the website, our talented graphic designer created a fresh look for 3lobit's new website. Our developers started breathing life

into the designs. The bits and pieces were coming together.

After 48 hours of hard work, we were exhausted but very happy because we had achieved our goal. We created a tangible difference for 3lobit and their online communications. Our contribution was worth over €10,000. But more importantly, we are able to help 3lobit get their message across and thus attract more support for an important cause - to help people with autism and Asperger's integrate into society.

The initiative helped us to refine our skills. First, in making sense of the craziness of an all-hands-deck on approach. Second, in making effective decisions to stick to the ultimate goal - finishing the website's design in a single weekend. Providing tangible results to the nonprofit gave our company added value as a side benefit.

Another added benefit was the team-building spirit that we experienced over the course of the weekend. The project was purely voluntary, yet most of the team showed up. Each of us was driven by the others' motivation and together we crafted a real result, making a noticeable difference.

We were also able to learn a lot about the challenges people with autism and Asperger's syndrome have in every day life. This was an even more powerful experience as one of the 3lobit team members has Asperger's. Her input into the process was very valuable and



she provided us with a different perspective on a lot of questions, many of which we were able to incorporate into the website changes.

Despite the lack of sleep and low physical energy, we came back to work on Monday feeling very motivated. Seeing the fruits of one's work and the happiness it brings to others is a great reward for the effort we put into LB Give Back 2012.

This personal interaction with people working at a nonprofit was a very strong experience. It further deepened our commitment to helping these organizations with real work, not only charitable donations. We were very satisfied with the outcome and are committed to making this an annual event here at Lighting Beetle. We cannot wait to help other nonprofits with their design challenges in the future.



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