

# HOW DOGEARED SCALED & PERSONALIZED RECOGNITION FOR SERVICE ANNIVERSARIES



## Company Info:

Dogearred is an eco-friendly and charity-focused jewelry line based out of Culver City, California. This certified B-Corporation lives by one defining message - to use business as a force for good. Steadily approaching their 25th anniversary, their jewelry is carried nationwide at top-tier retailers.

Industry: Apparel & Fashion  
Employees: 115  
Location: Culver City, CA  
Website: [dogearred.com](http://dogearred.com)

“Dogearred loves Fond! Team members are so excited about the reward options for their anniversary. We will never go back to a simple, boring award system.”

—Francine Campos, Director of People Engagement at Dogearred

## CHALLENGE

Over a year and a half period, Dogearred has grown from approximately 70 to 115 employees, and is continuing to proactively hire. While experiencing such tremendous growth, Francine Campos, Director of People Engagement at Dogearred, was finding it increasingly difficult to oversee their recognition program for work anniversaries.

Francine had created a catalogue of gifts that service award recipients could select from. She had to carry out the logistics for each individual order when an employee chose an award.

The problem with this type of in-house program was three-fold. It was:

**Manually-intensive:** The sole duty of placing and picking up each gift order was time-consuming. It detracted valuable time away from what could be spent on other, more meaningful job responsibilities.

**Not scalable:** As the company continued to grow, Francine knew the time-intensiveness of the in-house program would soon hurt her ability to effectively perform other duties.

**Lacking personalization:** A catalogue of gifts

was limited in terms of choice and did not allow service award recipients to choose what award they truly wanted. Beyond that, the program lacked a personalized message—the kind of individual recognition that really builds an employee’s sense of appreciation.

“We did everything manually and I was silently looking for a solution like Fond. We needed something that would be able to scale as we grew.”

—Francine Campos, Director of  
People Engagement

## SOLUTION

Francine identified a solution with Fond Rewards that spoke directly to the concerns she had with her in-house program. The Fond Rewards platform was easy to use, scalable, and personalized.

What was once a highly administrative and logistical ordeal, became an exclusively digital, efficient and easy process. Instead of manually placing and picking up physical gift orders, Francine can now seamlessly issue rewards credit that service award recipients can redeem on a variety of brands.

Rosio Trujillo, Senior Production Manager, illustrates the ease of use in her own experience. “I used my rewards credit on Amazon because that’s my favorite store, and it really worked great! It’s such a simple process--being able to go in there, redeem your rewards credit, transfer them onto an Amazon gift card, and go shopping.”

According to Francine, “People are so excited when their anniversary comes around! An individual that gave me direct feedback said that she redeemed her credit for an Apple gift card, which she then used to purchase an iPhone. She was sharing that story with everyone!”

While the ease of use of Fond Rewards effectively allowed Francine to scale their program worry-free, it also helped her introduce more personalized recognition. With Fond, Francine is now able to add custom notes of recognition that reflect on each employee’s unique tenure at Dogeared.

Since Dogeared started from humble beginnings, i.e. a garage in Venice Beach, Francine finds it especially important to personally recognize the individuals who have stuck around over the years. “People stick around for a while, and some have even been here since day one. In fact, someone just celebrated their 22nd anniversary.”

Lastly, and most uniquely, among the rewards options is the ability to actually donate the rewards credit through Fond’s partnership with GlobalGiving, a crowdfunding platform for grassroots charitable projects. This resonated immensely with

Francine because it is directly reflective of Dogeared’s core message - to use business as a force for good.

Whether Dogeared is donating a percentage of profits to charity, flying out employees to educate at-risk young women in Cambodia, or using recycled materials in production of their own merchandise, giving back is embedded in its DNA. So the GlobalGiving offering on the Fond Rewards platform naturally appealed to Dogeared.

## RESULTS

Dogeared’s implementation of Fond Rewards allowed the company to acknowledge their employees for anniversary milestones in a way that:

- Alleviated the administrative headache of placing individual gift orders for physical items
- Was operationally efficient enough to keep up with the company’s plans for growth
- Provided both customized and congratulatory messages to acknowledge specific details of achievement for each individual employee
- Was reflective of their core mission in allowing service award recipients to donate their rewards credit to a charitable cause