Cause Marketing Menu

Papa John Pizza Office Parties – Use VSUW code UNITEPHX when ordering pizza, wings, salads, garlic knots and desserts. Papa John’s will give you 20% off the entire order with a 10% donation back to VSUW hunger programs.

School Beautification Project – Invite a vendor or business partner to join the cost of a school beautification project with VSUW. School can be in the neighborhood of your business. Endless possibilities!

Office Ice Cream Social – Company purchases ice cream and toppings for all employees. VSUW joins on-site with Encouragement Card activity. Ask employees for a donation and creativity in writing Encouragement Cards for students.

Host a Peanut Butter and Jelly Drive – Encourage employees to bring in their favorite flavor of jelly for our WeekEnd Hunger Backpacks program.

Cookie Exchange – Similar to a bake sale, ask employees to bring in their favorite cookies for the event. All cookies are placed on tables and employees can walk through and pick their favorite ones to take home. Charge by the container or by the pound.

Midnight Breakfast – If your organization has a third shift, charge employees for a midnight breakfast served by executives and other day employees. Can also be done with a second shift crew.

Volunteer Event – Organize a group of employees to participate in the Day of Caring on or around September 11th. Work with VSUW to plan a volunteer event and ask employees to donate $9.95 in celebration of VSUW’s 95th Anniversary.

Bake Sales – Team members bake their favorite dessert, selling each item for 95-cents to celebrate Valley of the Sun United Way’s 95th Anniversary.

Zoom Happy Hours – Pay “cover charge” for Zoom link to happy hour. Possibly invite bartender from local restaurant to give tutorial on cocktails/wine tasting.

Online Raffles – Company donates items and Online raffles tickets. Encourage competition between departments and/or different days.

Virtual Penny Wars – Employees donate penny’s from their home piggy banks and Company matches penny for penny with all funds going to purchase WeekEnd Hunger Backpacks.

This event can last the duration of your campaign or year round. Have departments compete to collect the most pennies. For an interesting twist, you can make it so that other types of coins are worth negative points. For example, a nickel would cancel out five pennies. This allows people to “sabotage” other teams while raising more money for United Way.

Zoom Pub-Trivia – ECM/employee runs trivia (can be VSUW, UW, Company, Community, or traditional pub-trivia). Winning team wins half the entry fee, the other 50% goes to VSUW programs.

Employee Online Tutorials – Have employees teach their skills to fellow employees by hosting Online tutorials. Charge “tuition” in the form of a donation for each class.

50-50 Raffle – For 2 weeks, sell 50-50 raffle tickets in the office with 50% going directly to VSUW. Winner to be recognized on VSUW social page.

Vending Machine Promotion – Work with vending machine company at the office to allow for 25-cents per drink to be donated back to VSUW. Run promotion for 3 months.

Papa John’s Pizza Lunch – Papa John’s Pizza and Salad lunch to be delivered on campus to employees with donation from each slice going towards VSUW’s work.

Department Book Club – Donate money that would typically be spent on snacks/beverages towards a specific program like Breakfast in the Classroom, Ensuring Children and Youth Succeed, VELLO, or WeekEnd Hunger Backpacks.

Virtual Talent Show/Open Mic Night – Pay “coverage fee” for Zoom link to talent show/open mic. Possibly invite local artists/musicians to participate.

Round Up at the Cash Register Promotion – At the company cafeteria/marketplace/coffee bar ask employees to “round up” their total order with those funds going to the work of VSUW.

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Bake Sales – Team members bake their favorite dessert, selling each item for 95-cents to celebrate Valley of the Sun United Way’s 95th Anniversary.

Host Movie Day In – Pay “cover charge” for Zoom link for admission to movie.

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