

Cause Marketing

MENU

YEAR-ROUND

ENGAGEMENT IDEAS

- ▶ **Department Book Club (In-Person + Virtual)** – Donate money that would typically be spent on snacks/beverages towards a specific program like VELLO® or Pantry Packs.
- ▶ **Talent Show/Open Mic Night (Virtual)** – Pay “coverage fee” for Zoom link to talent show/open mic. Possibly invite local artists/musicians to participate.
- ▶ **Round Up at the Cash Register (In-Person)** – At the company cafeteria/marketplace/coffee bar ask employees to “round up” their total order with those funds going to the work of United Way.
- ▶ **Zoom Happy Hour (Virtual)** – Pay “cover charge” for Zoom link to happy hour. Possibly invite bartender from local restaurant to give tutorial on cocktails/wine tasting.
- ▶ **Online Raffle (Virtual/In-Person)** – Company donates items and sells raffle tickets to employees. Raffle prizes can be sourced from vendors, partners or employees.
- ▶ **Bake Sale (In-Person)** – Team members bake their favorite dessert, selling each item for a predetermined amount to support United Way.
- ▶ **Host Movie Day-In (Virtual/In-Person)** – Pay “cover charge” for Zoom link for admission to movie or host a movie afternoon with popcorn, a nacho bar, etc. and charge admission.
- ▶ **Penny War (Virtual)** – Employees donate pennies from their home piggy banks and company matches penny-for-penny with all funds going to United Way’s Pantry Packs program. 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 (Virtual)** – ECM/employee runs trivia (questions can be related to VSUW, UW, the company, our community, or traditional pub-trivia questions). Winning team wins half the entry fee, the other 50% goes to Valley of the Sun United Way programs.
- ▶ **Employee Online Tutorial (Virtual)** – Have employees teach their skills to fellow employees by hosting Online tutorials. Charge “tuition” in the form of a donation for each class.
- ▶ **Kindness Rocks! (In-Person + Virtual)** – Conduct a lunchtime DIY activity and ask teammates to paint inspirational messages on rocks for distribution around our community! Ask for an \$8 donation to feed one student with a Pantry Pack.
- ▶ **Vending Machine Promotion (In-Person)** – Work with vending machine company at the office to allow for 25-cents per drink to be donated back to United Way. Run promotion for 3 months.
- ▶ **Pizza Lunch (In-Person)** – Papa John’s pizza and salad lunch to be delivered on campus to employees with donation from each slice going towards United Way’s work. Be sure to use code UNITEPHX for a 10% donation back to United Way.
- ▶ **Papa John Pizza Office Party (In-Person)** – Use 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 United Way.
- ▶ **School Beautification Project (In-Person)** – Invite a vendor or business partner to share the cost of a school beautification project with United Way. School can be in the neighborhood of your business. Endless possibilities!
- ▶ **Office Ice Cream Social (In-Person)** – Company purchases ice cream and toppings for all employees. United Way 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 (In-Person)** – Encourage employees to bring in their favorite flavor of jelly and peanut butter (plastic only) for our student Pantry Pack program.
- ▶ **Cookie Exchange (In-Person)** – 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 (In-Person)** – 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 (In-Person)** – Organize a company-wide day of action group for employees to participate in community service.



- ▶ **Host a Pantry Pack Drive (Virtual)** – Let United Way create a “Giving Platform” for employees to donate \$8 for one Pantry Pack for a student in need. In addition, during your drive, host a *Lunch and Learn* with United Way experts. Employees can also create encouragement cards for each Pantry Pack, insuring that students in Maricopa County receive nutrition and an inspirational message over the weekend.

JANUARY

SERVICE PROJECT IDEAS

(MLK DAY, NATIONAL MENTORING MONTH)

Community Moments

MLK Week of Good (January 18)

MLK National Day of Service (Third Monday in January)

National Law Enforcement Appreciation Day (January 9)

National Mentoring Month

- ▶ **Equity Challenge (Virtual)** – Learn to grow together through an equity challenge. This challenge is a powerful opportunity to develop a deeper understanding of how inequity and racism affect our lives and our community. The experience deepens understanding, suggests ways to act, and helps launch what we hope will be a lifelong commitment to improving equity and inclusion in our community. Tasks might include listening to a podcast, reading a specific book or gathering virtually for a conversation on diversity, equity, and inclusion.
- ▶ **Tutor a Student (In-Person + Virtual)** – Providing extra assistance to a high school student can make a difference in both the short and long term. Volunteers can tutor on a variety of subjects either in-person or virtually.
- ▶ **Thank a Mentor (Virtual)** – To help celebrate National Mentoring Month customers and partners can write a note of gratitude thanking their mentors.

FEBRUARY

SERVICE PROJECT IDEAS

(BLACK HISTORY MONTH, 211 DAY, VALENTINE'S DAY)

- ▶ **Poverty Simulation (Virtual)** – Poverty simulations raise awareness and understanding of the struggles faced by low-income families and individuals by asking participants to make difficult decisions with limited resources. Participants are led through Making Choices, a virtual simulation that requires individuals to make real choices around healthcare, food, education, and other areas. At the end of the simulation, participants discuss the challenges they faced and what they can do to advocate for those experiencing these hardships.
- ▶ **Support 211 (Remote)** – On February 11, 211 Day, volunteers can support 211 by assisting them with their greatest needs in the local community. This could include fielding questions about housing and utility assistance, translating documents in another language, helping analyze data, or simply spreading awareness about this free service.
- ▶ **Love a Senior (Remote)** – A note of encouragement can make a big difference to an isolated senior. Volunteers can show their love by writing uplifting notes to those in nursing care facilities. Notes can be delivered to beneficiary organizations in the local community.

MARCH

SERVICE PROJECT IDEAS

(READ ACROSS AMERICA WEEK, ST. PATRICK'S DAY, WOMEN'S HISTORY MONTH)

Community Moments

International Women's Day (March 8)

- ▶ **Little Free Library (In-Person)** – A Little Free Library provides a neighborhood with a resource that can be treasured by all. They build community, inspire readers, and expand book access. Volunteers can locate their closest Little Free Library to donate books. Volunteers can also decorate an encouraging bookmark to include in the donated book.
- ▶ **Go Green (Remote)** – Volunteers can do their part to go green for St. Patrick's Day by assembling no-sew t-shirt totes. These totes can be donated to local food pantries to replace paper or plastic bags currently used to distribute non-perishable goods to individuals in need.
- ▶ **Read Across America Week (In-Person + Virtual)** – Volunteers are needed to read to children in K - 3rd grade classrooms. Create awareness about the importance of literacy and grade-level reading! Reach out to your Corporate Relations Manager for more information.

APRIL

SERVICE PROJECT IDEAS

(WORLD HEALTH DAY, NATIONAL VOLUNTEER WEEK, EARTH DAY)

Community Moments

Global Month of Good (April 17)

Earth Day (April 22)

- ▶ **5k Run/Walk (In-Person + Virtual)** – Incorporating exercise into one's lifestyle can have tremendous health benefits. One way to stay active is to participate in a virtual 5K where participants run and post photos of their journey online using a suggested hashtag. A speaker can kick-off the race via Zoom to share guidance on nutrition and fitness.
- ▶ **Family Fitness Day (In-Person)** – Working out in a group can be motivating, especially when the entire family joins in. Volunteers can host a Family Fitness Day in your company's parking lot for the local community, led by a fitness expert and health coach.
- ▶ **Acts of Kindness (In-Person + Virtual)** – To celebrate National Volunteer Week, volunteers can participate in small acts of kindness that will make a big impact on the lives of others. Throughout the week, volunteers can plant a tree for Earth Day, praise a local business online, spread cheer around the community by painting rocks with encouraging words, start a piggy bank for a cause, or do something else that supports others in need.
- ▶ **Plogging (In-Person)** – Cleaning up the earth is the perfect way to celebrate and protect our planet. Volunteers can participate in plogging (picking up litter + jogging) in their local community by picking up trash while going on your next jog or walk.



MAY

SERVICE PROJECT IDEAS

(MOTHER'S DAY, READING IS FUN WEEK, GRADUATION)

Community Moments

Mental Health Awareness Month

- ▶ **Community Baby Shower (In-Person)** – Community baby showers are a fun way for volunteers to help ensure a healthy start for newborns and to celebrate mothers. Collection boxes can be set-up in your workplace to collect items such as diapers, onesies, wipes, and other baby essentials. Donate collected items to Child Crisis Center or other nonprofit agency.
- ▶ **Used Book Swap (In-Person)** – With summer around the corner, it's especially important to build a child's library so they don't fall behind. Volunteers can set-up a used book swap at their location of choice. They will review and clean donated books and then set the area up for the swap. Leftover books can be donated to schools, libraries, and shelters.
- ▶ **Celebrate Grads (Virtual)** – While the year presented many challenges, students made it to graduation with the help of teachers, peers, mentors, and supportive families. As they embark on their journey, volunteers can either write letters or record videos congratulating recent graduates in the local community.

JUNE

SERVICE PROJECT IDEAS

- ▶ **Signature Event: Day of Service (In-Person + Virtual)** – Each year on or around June 21, tens of thousands of individuals and groups in hundreds of communities across the world engage with United Way to make their community a better place through service, collaboration, and impact. Volunteers can spend their Day of Service participating in a variety of activities either virtually or around the community. In-person projects can include volunteering at a food bank or soup kitchen, building or expanding a community food garden, cleaning a park, participating in a lake clean-up or a bike safety demonstration. Virtual projects can include writing notes of encouragement to youth, isolated seniors or frontline workers, helping an organization translate documents in another language, or participating in a virtual mock interview.

JULY

SERVICE PROJECT IDEAS

(4TH OF JULY, NATIONAL SUMMER LEARNING DAY)

Community Moments

Week of Kindness (July 12)

- ▶ **Veteran Support (In-Person + Virtual)** – Help veterans enter or reenter the workforce by providing career guidance. Volunteers and veterans can meet either in-person or virtually to help improve their resume, provide interviewing tips, complete job applications and create LinkedIn profiles, among other tasks, to help them feel confident as they navigate their career path.
- ▶ **Agency Tours (In-Person)** – Learn what agency partners are doing in the local community and how to support them in the future.

Participants can do this by visiting agency partners led by United Way. Agency tours teach participants about a specific need in the community and the organizations creating community centered change. By showcasing grassroots organizations, the tour brings attention to the specific need and its related beneficiary services. Topics could include housing, food insecurity or career readiness. During the tour, United Way and agency partners can discuss the many ways in which participants can show their support, whether it be through volunteering, advocacy, or donations.

AUGUST

SERVICE PROJECT IDEAS

(BACK TO SCHOOL, NATIONAL BEACH DAY)

Community Moments

National Night Out (August 3)

- ▶ **Stuff the Bus (In-Person)** – Help students at local schools start the year off right by stuffing a "school bus". In addition to backpacks, notebooks, rulers and pens, volunteers are encouraged to bring disinfectant wipes, hand soap, and hand sanitizer to keep kids and schools safe.
- ▶ **Community Clean-Up (In-Person)** – A small clean-up can make a big impact. Volunteers can spend the day cleaning up debris on and around their community to prevent further pollution on our planet. Small teams can gather and turn it into a friendly competition!

SEPTEMBER

SERVICE PROJECT IDEAS

(HUNGER ACTION MONTH, 9/11 DAY OF SERVICE, DISASTER PREPAREDNESS)

Community Moments

National Voter Registration Day (September 22)
September 11
Global Coffee Day
Childhood Hunger Awareness Month

- ▶ **Stack the Cans (In-Person)** – Not knowing where or when your next meal will be can cause an enormous amount of stress. Volunteers can help alleviate this by participating in Stack the Cans during Hunger Action Month, where they design creative and beautiful structures with donated canned goods. Designs will be judged by community members before donation to a local food pantry.
- ▶ **Send a Smile (Virtual)** – On or around 9/11 Day of Remembrance, volunteers can thank first responders, for putting themselves at risk for the safety of others. Volunteers can show their gratitude by recording a brief video thanking them for all they do. Videos will be reviewed and delivered electronically to first responders in the local community.
- ▶ **Disaster Preparation (In-Person + Virtual)** – Being prepared for a disaster can help alleviate anxiety and it gives those facing disaster a greater chance of survival. An expert in this space can lead this discussion, where they will share tips and strategies, as well as essential items to pack in a go bag.



▶ **VELLO® (Virtual)** – VELLO is one-on-one online tutoring that helps ensure kids are reading by 3rd grade. Your company could sponsor an entire classroom and provide meaningful connections all year-long! Your sponsorship will impact local literacy AND innovate the way your organization volunteers.

OCTOBER

SERVICE PROJECT IDEAS

(MENTAL ILLNESS AWARENESS WEEK, MAKE A DIFFERENCE DAY)

Community Moments

Coffee with Law Enforcement and First Responders (October 4-10)

World Mental Health Day (October 10)

▶ **Community Resource Fair (In-Person)** – Company can hold a Community Resource Fair for residents of the local community to learn about nearby nonprofits and their services. The resource fair could include information on 211, mental health, housing, food access, and other critical needs.

▶ **Music and Memories (Virtual)** – Music is a wonderful way to share and communicate as well as enliven and entertain. Volunteers can participate in Make a Difference Day by sharing music with residents at local memory care facilities and senior centers by recording videos of themselves playing an instrument or singing. Videos will be reviewed and delivered electronically to residents, who are typically clients with memory care issues like Dementia, Parkinson's and/or Alzheimer's.

NOVEMBER

SERVICE PROJECT IDEAS

(VETERANS DAY)

Community Moments

Season of Cheer (November – December)

World Kindness Day (November 13)

Election Day (November 2)

▶ **Dinner Baskets (In-Person)** – Everyone deserves a wholesome meal. Caring for our neighbors is key to a strong community. Volunteers can show someone cares by giving a meal to a family in need. They can do this by creating a dinner basket to supply all the ingredients needed to make a homecooked meal.

▶ **Thank a Vet (Remote)** – Send a note of gratitude to a Veteran thanking them for their service. These can be delivered to MANA House in Phoenix or another nonprofit agency.

DECEMBER

SERVICE PROJECT IDEAS

(WINTER HOLIDAYS)

Community Moments

Season of Cheer (November – December)

▶ **Adopt-a-Family (In-Person)** – The holidays can be difficult for those struggling financially and for those who are spending the season alone. Speak to your Corporate Relationship Manager for assistance in adopting either a family or isolated senior in the local community.

▶ **Winter Care Drive (In-Person)** – Volunteers can help individuals in their community prepare for colder weather by donating warm clothes and other winter accessories. Boxes can be set-up in your company lobby to collect items such as gloves, hats, coats, and fleece blankets. Contact VSUW for pick-up and delivery to an agency partner in need.

