

Cause-Partner Launch SOP - Let Your Mission Open the Doors

THE PLAY (ONE LINE)

Partner with the biggest cause organization in one market, give back on every sale, show up in person, and let the people who care about that cause carry you to new shelves.

Why this matters

"So we are with the biggest rescue in Las Vegas. That has been our key to open so many big doors. We are in the menu of big places there. A lot of people have to try AgaveLuz there and they go back to their states and they look for AgaveLuz in the local states." - Pamela Maria De La Luz, Founder, AgaveLuz Organic Tequila

4,000+

tequila brands in Southern California alone

15+ yrs

Pamela's animal rescue work before the brand

3 yrs

to build AgaveLuz before launch

1

market partnership that opened the doors

The 7 steps

- 1. Start with a cause you already show up for.** Pick the cause you already give time to, not the one that tests best in a survey. Pamela has volunteered in animal rescue for over fifteen years and still feeds a feral cat colony in Los Angeles. In her words, the giving "wasn't planned as a strategy, but I wanted to put together my two passions in life."
- 2. Tie the giving to every unit you sell.** Make the donation part of the product, not a one-time press release. AgaveLuz donates per bottle sold to local animal rescues in California and Las Vegas. Write your rule down in one sentence: what you give, per what, to whom.
- 3. Be ready to prove it.** Buyers have heard the donation line before. Pamela's own test for other brands is "Do they really? Do they really?" Keep a record of every donation and put the proof somewhere a customer can find it (AgaveLuz has a page on its site for its Humane Society donation). If you can't show it, don't claim it. (*inferred detail*)
- 4. Partner with the biggest cause organization in ONE market.** Don't spread thin across five cities. AgaveLuz partnered with the biggest rescue in Las Vegas, and Pamela calls it "our key to open so many big doors." That partnership is how the brand got onto the menus of big venues there.
- 5. Show up in person as the founder.** Work tastings, demos and events yourself, including in-store demos at the retailers that carry you. Pamela stands in as "a regular demo person", tells the story of why the product exists, and lets people find out she's the founder. If you sell alcohol or food, follow your state's sampling rules and each store's policy.
- 6. Send product to creators who live the cause.** Choose creators by the cause, not follower count. AgaveLuz looks for influencers who have a pet, and ships the bottle with a doggy toy or doggy shirt. Some creators reached out on their own and offered to make the video for free. Before anyone posts, run the Influencer Pre-Flight SOP so your site is ready for the traffic.
- 7. Follow the demand back home.** Visitors try the product in your launch market, go home and ask their local store for it. Then the stores contact you. Log every one of those requests and ask where the customer first tried it, so you know which venue and which partnership are producing demand. (*inferred detail*)

Your cause-partner plan

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|---|---|
| ☐ Our cause, in one sentence: _____ | ☐ Demo dates booked this month: _____ |
| ☐ Our per-sale giving rule: _____ | ☐ Creator kit contents: _____ |
| ☐ Where the proof lives on our site: _____ | ☐ Inbound store-request log started: _____ |
| ☐ Our one launch market + partner: _____ | |

Unscripted Small Business · unscriptedsmallbusiness.com · Source: Pamela Maria De La Luz, Founder of AgaveLuz Organic Tequila (agaveluz.com), interviewed by Jeremy Rivera on Unscripted Small Business, recorded Oct 16, 2026. Steps marked (*inferred detail*) add execution detail not stated on the episode.