



Celebrating a MAGICAL MONTH of Birthdays!

HAPPY BIRTHDAY
TO EVERYONE
CELEBRATING THEIR
SPECIAL DAY

START-UP SHEET

PROMOTION OVERVIEW

Did you know?

- The ancient Romans were the first to celebrate the birth of the ordinary “man.”
- German bakers invented the birthday cake as we know it today.
- The tune of “Happy Birthday” is a remix of sorts.
- October 5 is the most common birth date in the United States.

There are only a handful of special observances that people worldwide universally celebrate – and birthdays are one of those occasions.

Celebrating a Magical Month of Birthdays! is a sensational promotion that includes everything you need to treat your customers to a fabulous birthday bash, complete with a festive menu of delicious goodies. Also included are advertising and marketing materials to let everyone know you’re celebrating a month of birthdays – all on one day! There are even entertaining and engaging activity ideas you can use to keep everyone “happy” throughout the event.

Celebrating a Magical Month of Birthdays! is truly a promotion to celebrate everyone! sure to be a celebration everyone will remember, especially your guests of honor!

WHY HOST A MONTHLY BIRTHDAY PROMOTION?

Everyone has a special day – their very own birthday. This promotion offers you the opportunity to build a positive connection between you and the students while demonstrating the caring and appreciation of your dining program. An event like this also lets you shake up an ordinary day and make it extraordinary, while showcasing delicious foods and fun activities. Specifically, **Celebrating a Magical Month of Birthdays!** will help you:

- **REINFORCE** with students the value and appeal of being on a meal plan
- **GENERATE** interest among students, faculty and staff not currently on a meal plan
- **INCREASE** customer satisfaction while highlighting the many qualities of your dining program and talented team

MENU

Birthdays are a time for celebration and enjoying a variety of scrumptious foods. Let your culinary imagination soar as you create your own unique **Birthdays** menu.



TIMING

Celebrating a Magical Month of Birthdays! is a one-day event per month designed for maximum flexibility in scheduling. Select the day and time that works best for your campus.



TOOLS

To help you host a successful **Celebrating a Magical Month of Birthdays!** promotion, we provide a portfolio of print and customizable electronic tools you can use to create awareness and drive participation. You have all the resources you need to capitalize on this special event, from posters and napkin inserts to digital screens and social media artwork and messaging.

Please visit the **Campus Marketing** page on **Sodexo Net** to access the **Resident Dining Promotions Link** and find Additional Promotions Marketing Templates to promote **Celebrating a Magical Month of Birthdays!**



PROMOTION ACTIVITIES

To engage students in your **Celebrating a Magical Month of Birthdays!** promotion, we've provided a few fun and exciting activities to create excitement and drive participation.

BARREL OF BIRTHDAY WISHES

Invite everyone to share in extending warm birthday wishes to your honorees of the month. Place a small, decorated barrel on a table at the exit to the dining area. Give everyone in attendance colorful slips of paper that they can use to express their birthday wishes for the month's V.I.P.s. Ask everyone to place their birthday wishes in the barrel upon exiting. Then after the promotion, post all the slips on a large bulletin board for everyone to read and enjoy.

HAPPY BIRTHDAY, BRUNCH

For a change of pace, host your monthly celebration as a fashionable birthday brunch complete with waffles, pancakes, eggs-to-order, bagels and even mocktails!

IN A GIFT GIVING MOOD

Don't send your V.I.P. birthday honorees away empty-handed at the end of your birthday event. Create small "Happy Birthday" gift bags, including sweet treats, savory snacks and a refreshing beverage. Be sure to include a card wishing each recipient a Happy Birthday from you and your team.

BIRTHDAY BREAKFAST IN BED (SORT OF)

While this will take a bit of planning, invite your birthday honorees to come dressed in their pajamas and enjoy "breakfast in bed" in celebration on their special day. Set up a comfortable lounge area in your dining hall and have staff members treat your birthday guests to such goodies as oatmeal made-to-order, fresh-baked bread and pastries, hot coffee and tea and freshly squeezed juice.

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ANTI-BOREDOM BIRTHDAY BOARD GAMES

No one should ever be bored on their birthday! A fun way to ensure this never happens, especially during your monthly birthday celebration, is to invite your birthday honorees to participate in a board game competition. Select a few popular board games and set up a round-robin tournament with participants playing each game against a randomly selected birthday V.I.P. opponent. The person who wins the most games is declared your Birthday Month Champion and receives a special prize, compliments of dining services.

BIRTHDAY DIY

As a sweet treat on their special day, set up a cupcake decorating table and invite your birthday honorees to make their cupcake creations. Have plenty of cupcake varieties, icings and toppings so your guests of honor can display their cake-decorating talents.

GIANT BIRTHDAY WISH

Recruit several talented staff members or students to create a giant birthday card on your dining area bulletin board. Divide the “card” into two halves, one decorated featuring the month and birthday honorees’ names and the other half to provide space for everyone to write their birthday wishes.

BIRTHDAY SUPERSTAR SALUTE

Use your digital screens during the monthly birthday celebration to recognize your honored guests, listing their names and photos (if possible). Be sure to mix in a few “birthday messages” from everyone on campus, and you could even have students send in personalized wishes and photos for their friends’ birthdays.

GLOBAL BIRTHDAY BASH

While birthdays are universal, the customs and traditions around celebrating them are not. Turn your monthly birthday event into a worldwide celebration featuring some birthday fun facts and food favorites from countries around the globe. Some ideas include:

- **Japan** - Not every birthday is celebrated and not every birthday is celebrated on a person’s actual date of birth. / *Sushi, Tempura, Miso Soup*
- **Australia** - Most birthday parties are outdoors because of Australia’s warm weather. / *BBQ*
- **Nepal** - It’s considered good luck for the birthday honoree to have brightly colored rice yogurt smeared on their forehead for their birthday celebrations. / *Rice dishes*
- **Mexico** – Mexican children, celebrate their birthdays with a party—also called a fiesta with food, treats and songs. The highlight of the party is a candy-filled piñata. / *Tacos, Burritos, Quesadillas, Tamales*
- **China** – Chinese birthday tradition says a person should honor their longevity by eating a plate of long noodles, slurping them as far as possible before biting. / *Kung Pao Chicken, Chicken Lo Mein, Shrimp w/ Garlic Noodles*
- **Jamaica** - Jamaicans think dousing their friends with flour is fun. Regardless of age, tradition calls for the birthday person to be “antiqued,” or coated with flour, by friends and family. / *Jamaican Jerk Chicken, Jamaican Sweet Potato Pudding, Jamaican Curry Shrimp*
- **Vietnam** – All birthdays are celebrated on New Year’s Day in Vietnam, a day they refer to as “tet.” Vietnamese tradition is that the actual day of birth is not to be acknowledged. Instead, people become a year older every year at tet. / *Pho, Bánh Mì, Cha Ca*
- **Germany** – **Viel Glück und alles Gute zum Geburtstag!** In German, that means “Good luck and Happy Birthday!” Did you know it is bad luck in Germany to wish someone a happy birthday on any other day but their birthday. / *Brats w/ Sauerkraut, Sauerbraten, Soft Pretzels w/ Spicy Mustard*
- **Italy** - While the literal translation of Happy Birthday is *Buon Compleanno*, most people say *Auguri* or *Tanti Auguri*, which translates to “best wishes.” / *Traditional Italian Dishes*



BIRTHDAY & OTHER CELEBRATIONS

There are other observances that also occur during every month. For a fun menu twist during your monthly birthday celebration, select one of the popular food month observances for that month and use it as inspiration for a flavorful birthday celebration treat. For example, February- Chocolate Month- Month- Chocolate Cupcakes, Chocolate Chip Cookies, / July- Blueberry Month- Blueberry Muffins, Pies, etc.

PROPS TO OUR BIRTHDAY HONOREES

Arrange a space in your dining area to place a customized birthday month backdrop and fun props for each birthday honoree to snap a keepsake of their special day. Invite their friends to get in on the fun and encourage social media tagging. You could even create a unique hashtag for each month!

EVERY BIRTHDAY IS SUNDAE

Who doesn't love ice cream on their birthday? Invite your guests to create their sundaes at a make-your-own sundae bar. Have plenty of ice cream flavors and toppings available for complete customization for every honoree.

STAFF ACTIVITIES

DON'T FORGET YOUR TEAM BIRTHDAYS TOO

Don't forget to recognize any staff members celebrating a birthday during your special event. Show your appreciation with a private birthday luncheon for your whole team.

IT'S MY BIRTHDAY

When team members celebrate a birthday, give them a giant "It's My Birthday" button to wear during their shift in honor of their special day. If possible, personalize the button in some way (favorite sports team logos, nicknames, colorful ribbons, etc.) to make it even more special.

STAFF TAG & SWAG

Show your birthday team members they're exceptional by creating an entire gift basket full of personalized items. The items in the basket can be inexpensive goodies like their favorite snacks, candy and drinks, or university (or Sodexo) mugs, T-shirts, caps, and more. Include a colorful and personalized tag signed by the entire team to share the love on this special day.

TIPS FOR SUCCESS

- Use the provided advertising and marketing materials well before your event to generate interest and participation.
- Review the event menu with your culinary team a few weeks before the promotion to ensure that they have plenty of time to order any special items or ingredients.
- Work with your team to decorate and merchandise your dining area, reflecting the promotion theme.
- If you include giveaways or prizes as part of the promotion, be sure to obtain them in advance of the event.
- Don't forget to extend invitations to your clients so they can join in the festivities too.
- Be sure to have an upbeat playlist of music during the event. You can even ask students what music they would like to hear before the promotion.
- Assign someone on your team to serve as the event photographer to ensure you capture all the fun and excitement surrounding the promotion. The pictures will also come in handy for client communications, social media posts, unit reports, etc.

