



START-UP SHEET



TIMING

Typically, most **Friendsgiving** celebrations occur in November, usually the weekend before or after **Thanksgiving**. Decide what works best for your campus and schedule accordingly.

PROMOTION OVERVIEW

Friendsgiving was officially added to the Merriam-Webster dictionary in 2020 and is defined as "...a celebration or meal shared among friends on or near Thanksgiving Day."

A mashup of the word "friend" and "thanksgiving," **Friendsgiving** is an unofficial holiday becoming increasingly popular with celebrations around the country. Whether featuring a large feast or just a few simple dishes, held on one day or for an entire week, **Friendsgiving** is a fun time that emphasizes the value of friendship.

Friendsgiving: Where Friendship is the Main Course is an exciting promotion that includes everything you need to treat students to an authentic friends-focused celebration. Also included are various advertising and marketing materials to drive participation and many fun activities to generate engagement and excitement.

Friendsgiving: Where Friendship is the Main Course is sure to be a high-spirited and memorable event for all involved.

WHY HOST A FRIENDSGIVING PROMOTION?

This promotion offers you the opportunity to build a positive connection between you and the students while demonstrating the quality and versatility of your dining program. An event like this also lets you break the monotony associated with campus dining while showcasing new flavors and dishes. Specifically, **Friendsgiving: Where Friendship is the Main Course** 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 showcasing the many qualities of your dining program and talented team

MENU

Let's face it, short of spending time with friends, **Friendsgiving** is all about the food. Work with your culinary team to build a menu inspired by friendship and Thanksgiving.

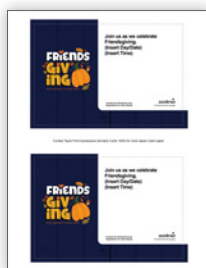


TOOLS

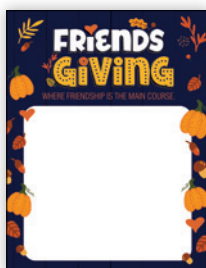
To help you host a successful **Friendsgiving: Where Friendship is the Main Course** promotion, we provide a portfolio of print and customizable electronic tools you can use to create awareness and drive participation. You have all the resources you need to capitalize on this special event, from posters and napkin inserts to digital screens and social media artwork and messaging. We also designed a new Instagram frame that is available to order for your **Friendsgiving** events.



LARGE NAPKIN

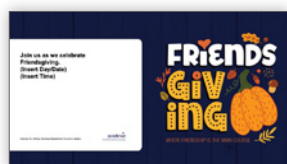


SMALL NAPKIN



BORDER SHEET

SMALL AND LARGE NAPKINS ARE DESKTOP PRINTER FRIENDLY (8.5 X 11) THIS YEAR. CONTACT TAYLOR PRINT IMPRESSIONS (FORMERLY CURTIS 1000) TO ORDER.



DIGITAL SCREEN

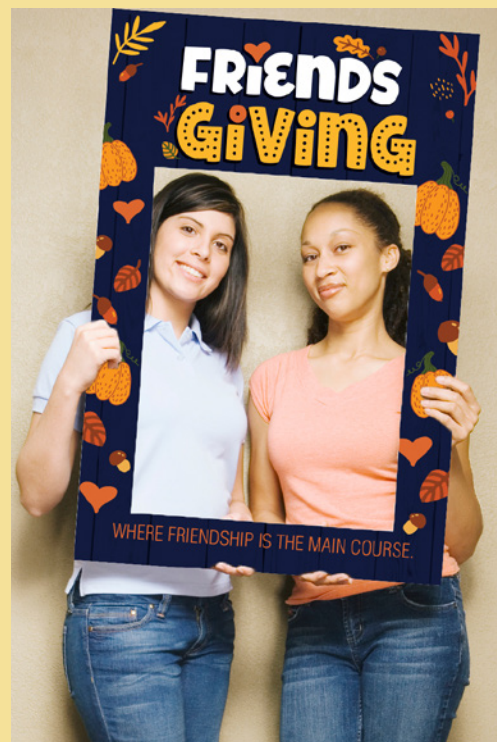


ACTIVITY SHEETS



SOCIAL MEDIA FILES WITH ANIMATED POSTS

Visit the **Campus Marketing** page on **Sodexo Net** to access the **Resident Dining Promotions Link** and find **Additional Promotions Marketing Templates** to promote **Friendsgiving: Where Friendship is the Main Course**.



24" X 36" INSTAGRAM FRAME

Use this custom 24" x 36" Instagram frame for students to use for fun photos during this promotion and encourage them to share their **Friendsgiving** celebrations on social media!



To order visit Sodexo Print Management at: <http://sodexo-Prod.response-element.com/PartnerCenter>. Log in with your Sodexo credentials or search "Print Management" on **Sodexo Net**.





PROMOTION ACTIVITIES

To engage students in your **Friendsgiving: Where Friendship is the Main Course** promotion, we've provided a few fun and exciting activities to use individually or combined to augment a week-long promotion.

POTLUCK "PAJAMBOREE"

Because many **Friendsgiving** celebrations feature potluck dishes, add a twist to this theme by inviting students to come dressed in their coziest and craziest pajamas to celebrate with friends. Feature a menu of takeout-style foods typically associated with a pajama party, including pizza, wings, tacos, fried chicken and more.

MUG-O-THANKS

Besides the yummy food, **Friendsgiving** is also about showing gratitude. Place a large, decorated mug on every table and lots of colorful paper that students can use to write or illustrate something they are thankful for. Ask them to place their completed forms in the mugs and pass them to the next person. Encourage students to share their messages with their entire table if they would like.

NO FRIEND LEFT ALONE

What's a **Friendsgiving** celebration without leftovers? Ask students to decorate takeout boxes that you can use to package **Friendsgiving** leftovers and distribute to food-insecure persons throughout the community.

DO ME A FAVOR

Don't send students away empty-handed at the end of your **Friendsgiving** event. Create small goodie bags, including sweet treats, savory snacks and a refreshing beverage. Include a card letting students know why you're grateful for them.

FRIENDSGIVING FOODIE FEST

Just about everyone these days is a food enthusiast, more commonly known as a 'foodie.' Since food plays such an essential role in this promotion, prepare something extra delicious, and of course 'Instagram-able.' Some ideas include:

- **Pies To Try** – Feature a table with mini pie samples for everyone to enjoy. Feature everything from sweet pies to savory pies and every pie in between! For added fun, ask students to vote for their favorite **Friendsgiving** pie.
- **Color My Cookies** – Give students everything they need to decorate a giant cookie with their friends or inspired by their friends. Set up a table with a big batch of freshly baked, oversized cookies and a wide variety of toppings students can use to create their cookie masterpiece. You can even award prizes for the best-looking cookie, the craziest cookie, etc.
- **Caramel Apple Crazy** – Caramel apples are synonymous with the fall and the **Thanksgiving** holiday. Invite students to make caramel apples as a group with their friends. Offer plenty of gooey caramel and fun toppings like nuts, chocolate bits, sprinkles, etc. If possible, use locally sourced apples and advertise the local farm or orchard you are supporting with the event.

FRIENDS DON'T LET FRIENDS GO HUNGRY

Hunger is something that plagues every campus and community. This promotion provides the opportunity to help those in need by hosting a **Stop Hunger Food & Funds Drive** supporting a campus or community charity. This event is just one way you could assist those who may be food insecure in the community.

PROMOTION ACTIVITIES, CONTINUED

THIS OR THAT: FRIENDSGIVING STYLE

Get all your **Friendsgiving** guests involved in the festivities by giving everyone a **Friendsgiving This or That** card upon entering the dining hall. Ask students to complete the card and return it before the end of the event. Tabulate everyone's answers and then announce the **Friendsgiving** favorites.

THIS OR THAT FRIENDSGIVING STYLE
Choose the Friendsgiving item you like most!

Turkey	Tofu-ky
Creamed Spinach	Green Bean Casserole
Cornbread	Biscuits
Sweet Potatoes	Mashed Potatoes
Pumpkin Pie	Apple Pie
Pumpkin Latte	Cinnamon Apple Latte
Pasta	Football
Theme	Traditional
Card Games	Board Games
Small Group	Large Group
Formal	Casual

ACTIVITY SHEET

TAKE A "CELL"-FIE CHALLENGE
Search your cell phone for the items listed. The person with the highest score wins!

5 POINTS EACH
If you cannot find a recipe
If you have the Friendsgiving App downloaded
4 POINTS EACH
If you cannot find a recipe for your table in the dining hall
If you have 50+ photos of your table in your phone
3 POINTS EACH
If you cannot find a recipe for your table in your phone
If you have a photo of your table in your phone
2 POINTS EACH
If you cannot find a recipe for your table in your phone
If you have a photo of your table in your phone
1 POINT EACH
If you cannot find a recipe for your table in your phone
If you have a photo of your table in your phone

ACTIVITY SHEET

TAKE A "CELL"-FIE CHALLENGE

Add a little cellphone fun at each table during the **Friendsgiving** promotion by inviting students to participate in a unique **Friendsgiving "Cell"-Fie Challenge**. Have students

individually complete and score their cards and then take turns and share their results with their friends. Award the student a special prize or dessert at each table with the highest score.

FRIENDSGIVING "FRIENDSIES"

For a twist on traditional selfies, ask students to take "friendsies" of their besties and table guests and post them to their social media the hashtag: #SDXfriendsgivingfriendsies. Create a **Friendsgiving** Instagram page for your event and invite everyone to spread the fun through photos.



STAFF ACTIVITIES

DON'T FORGET TO GIVE THANKS

Let your staff know how special they are to you and the dining program's success. Show your appreciation with a personalized note for each team member, letting them know their value.

FRIENDSGIVING RECEPTION

Host an informal staff **Friendsgiving Reception** with snacks and beverages to promote camaraderie among team members. Use this opportunity to recognize the importance of every team member.

STAFF SHOWCASE

Your team members have undoubtedly created friendships with many of the students they serve every day. Shine the spotlight on these bonds by asking students to submit brief stories about their favorite staff members and why they are thankful for them. Share the stories on social media and post them throughout the dining area for everyone to see.

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, obtain them in advance.
- 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.
- Have team members serve as the event photographers to ensure you capture all the fun and excitement surrounding the promotion. Create a unique event hashtag to access all event photos easily! The pictures will also come in handy for client communications, social media posts, unit reports and more.