

START-UP SHEET

Promotion Overview

Did you know?

- One in three college students faces food insecurity jeopardizing their ability to focus, stay in school and feel part of the campus community.
- In the United States, many college and university students are struggling with college costs beyond tuition.
- The increase in the cost of rent, utilities, transportation, and food has led to a significant increase in food insecurity and housing insecurity among students at two and four year institutions.

Source: <https://www.swipehunger.org/sodexo-partnership/?msclkid=1f3ddc22d06811eca0f268bee8fe8a30>



Good Vibe Food Drive is a new and engaging special event created to help you conduct a food drive on campus as part of Sodexo's overall **Stop Hunger** initiative. This event is designed to provide maximum operational flexibility while encouraging students to embrace the benefits of helping those in need by making this a genuine grassroots effort.

While there are countless ways to customize the **Good Vibe Food Drive** to your university, the focus is straightforward. Encourage everyone on campus to bring in a non-perishable food item to help those in need. You can even have the + portion of your customers' Swipe+ purchase covered to thank participants for caring.*

To help make your food drive a complete success, we provide everything you need to drive engagement and participation, including advertising and marketing materials and activity ideas you can personalize to your needs.

** Not available at all locations. Please check with your General Manager to verify your campus's participation to honor contractual and financial obligations.*



good ViBe* food DRiVe

Doing Good by Donating Goods



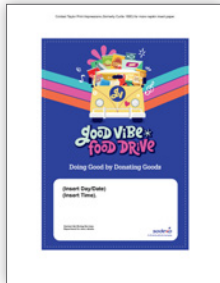
Timing

Good Vibe Food Drive is a seasonal event designed to support the collection of canned and non-perishable food just before the **Thanksgiving** holiday.

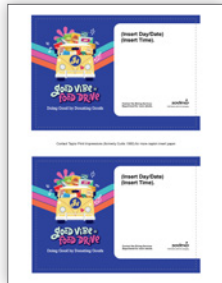
**Suggested run dates
are October 24th to
November 11th, 2022.**

Tools

To help you host a successful **Good Vibe Food Drive** event, we provide a portfolio of print and customizable electronic tools you can use to create awareness and drive participation. Visit the **Campus Marketing** page on **Sodexo Net** to access the **Resident Dining Promotions Link** and find **Additional Promotions Marketing Templates** to promote the **Good Vibe Food Drive**.



LARGE NAPKIN



SMALL NAPKIN



BORDER SHEET



DIGITAL SCREENS



SOCIAL MEDIA FILES WITH ANIMATED POSTS

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

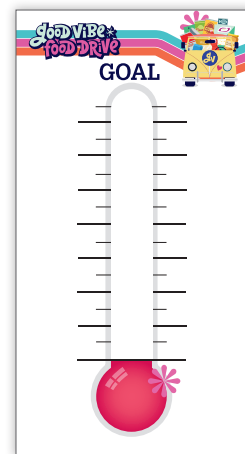
You'll want to take advantage of **two featured resources** for this event: the **I Donated/Thank You** recognition sheets and the **Food Drive Progress Thermometer** for your campus.



6" X 4" RECOGNITION SHEETS (INCLUDED IN YOUR KIT)

I Donated/Thank You Recognition Sheets

The **I Donated/Thank You** recognition sheets come in a pad of 100. When students make a non-perishable food donation, they receive a sheet to write in their name and then post on a special recognition wall or board in the dining area to "thank them for their contribution."



20" X 36" (ORDER ON PRINT ON DEMAND)

Food Drive Progress Thermometer

The **Food Drive Progress Thermometer** provides an excellent way to track the progress towards attaining your **Good Vibe Food Drive** goals. This highly engaging tool serves as a visual reference for your progress throughout the event while also motivating everyone to participate in this worthwhile initiative.



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.



Menu

Support your **Good Vibe Food Drive** event with a unique selection of menu items to help drive participation and reward everyone's efforts to help those in need.

Activities

To engage your customers in your **Good Vibe Food Drive** promotion, we have developed four exciting activities for you to use individually or all together as part of an overall promotional event.

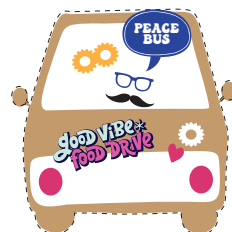
THE FOUR FEATURED ACTIVITIES INCLUDE:

Recycled Peace of Art Challenge: Have the participating students form teams according to what suits your campus's needs. Provide each team with the same amount of clean, recyclable items (i.e. soda bottles, cans, cups, silverware, bags, newspaper, etc.) along with some paints, tapes, scissors and glue. Set a timer for one hour, and have each team create an art piece out of the provided supplies. Then have everyone vote on the most creative piece! What a great way to promote sustainable living, while also having fun!



Peace Bus Photo Booth:

Have an artistic student create a painted cardboard 1960's-styled van. Use the van cut-out as a photo booth and provide other props so students can totally jam out in the photo booth! The students can even show off their donations in the booth. You can include the **Good Vibe Food Drive** logo on the van, and encourage the students to share their pictures on Instagram using the hashtag: **#GOODVIBEFOODDRIVE**



Groovy Silent Disco:

This trending theme requires guests to bring headphones and their favorite music. Everyone can groove to a shared playlist or their own tunes! Encourage students to dress in their finest Disco attire. Charge one can for entry.



Totally Tie-Dye Grocery Tote:

Promote an eco-friendly lifestyle while also spreading good vibes! Students can bring their own plain tote bags, or they can exchange a non-perishable item for a tote bag that you can supply. Please acquire all necessary tie-dye equipment, such as dyes, rubber bands, paper towels, gloves, bins and water availability. (Note: an easier way to accomplish this process is to mix the dye with water into spray bottles and use patterns to spray on the fronts of the totes.) Encourage the totes to be used for carrying groceries and replacing single-use plastic bags.



Staff Activities

- **Being Casual About A Great Cause:** Announce to your team that any employee who donates X number of non-perishable food items to the food drive can dress casually for a day.
- **Spice It Up:** Competition between staff members always spices up donation-related events. Ask your employees to form teams and compete to see who donates (or encourages others to donate) the most non-perishable food items to your food drive. Have your employees come up with creative team names and ensure all of your customers know about the friendly competition.
- **All Hands On Deck:** Ask your entire staff to volunteer their time to sort and deliver the food items you collected to the designated food banks or charities. This will serve as a great team-building activity and allow your team to see the outcome of your successful food drive!
- **Time To Celebrate:** Show appreciation to your team by throwing a pizza or MYO ice cream sundae party in recognition of their efforts to help accomplish your food drive's goals. Invite your clients and leaders from your designated food bank or charity organizations to join in celebrating the success of this campus-wide effort.

Tips For Success

- Use the provided advertising and marketing materials well before your food drive to generate interest and participation.
- If you are serving special menu items during your event to increase participation, review them with your culinary team a few weeks before the event 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 event theme. Be sure to set up a centrally located donation area and recognition wall/board to thank everyone for their involvement.
- If you are including competitions or challenges as part of the food drive and plan on awarding prizes, be sure to obtain them in advance of the event.
- Don't forget to extend invitations to your clients to join in this worthwhile event.
- Assign someone on your team to serve as the food drive photographer to ensure you capture all the activities surrounding the event. The photographs will also come in handy for client communications, social media posts, unit reports, etc.

