



holidays & CELEBRATIONS

Here is a sampling of events and activities you can customize to create excitement around your holidays and special events. Please keep social distancing guidelines in mind for your events by hosting any large-scale activities in areas large enough for compliance.

Soup For The Soul

Organize community service-oriented activities related to our fall holidays and celebrations, e.g. organizing a drive-by prepared meal event for World Food Day, or a Thanksgiving-themed party for which canned food donations are the admission. Warm local hearts (and stomachs) while keeping your Gen Z students engaged.

Mystery Dinner

Gen Z'ers love a good mystery and interactive contests on social media. Plan to host a Mystery Dinner in conjunction with the holiday or celebration you're recognizing by only announcing the theme of the dinner. To make this activity even more exciting, hold a contest on social media to help students get excited about the event. The contest could be for the students to comment and guess what the meal will be. The winner could be the student who answered first, and you can give them a shout-out on your page!

Promo Videos

Several weeks before you host a holiday or celebration-themed activity and/or food feature, hold a contest in which students vie to create the best home-grown video promoting the event via social media. Score the entries on creativity and popularity! You can use the winning video to drum up interest in the event; your campus Street Team can even share it with commuters and other groups not on a meal plan to generate more VMP sales!



Accessible Aromatherapy

Studies show that anxiety and depression are some of the most common issues today, and college students are not immune. Using essential oils and candles are simple ways to help reduce stress. Have an appropriately-trained student or local professional host a candle making session in or near the dining hall, theming the candle's scent with the holiday or celebration you are recognizing. For example, a woody or fresh air-inspired fragrance would be best for BBQ Day, while a festive aroma like vanilla cookie would work best for Winter Holiday. At the event, be sure to reinforce any campus safety policies regarding candle use on campus before students leave with their creations. Be sure to have enough supplies on hand for each student.

Striking A Pose

Have artistically-gifted students create themed temporary murals related to the observance you're recognizing. For example, students could score a touchdown in the endzone for Homecoming, or bundle up in front of a snowy scene. Feature the mural(s) in high-traffic areas on campus, and get ready to leverage the user-generated content on your social platforms!

Festive Feature Films

Everyone loves a good movie night! Organize a film showing in an on-campus location, indoors or outdoors depending on the weather. Be sure to choose a movie that relates to one of our fall holidays or celebrations. For example, you might show Spiderman: Homecoming for Homecoming, or Elf for a Winter Holiday. Invite students to bring a chair or blanket to sit on while enjoying the movie, and serve themed cuisine from our Holidays & Celebrations recipe matrix.

5k Run/Walk

Work with student engagement, Health & Wellness coordinators, etc. to map out a 5K course on campus with various obstacles for students to race through. Theme the event for any of our Holidays & Celebrations by adding fun elements and parameters, like asking participants to run in old tuxedos or gowns for Homecoming or holiday sweaters for Winter Holiday. To take it to the next level, you might advertise the event as a color run during which participants will be splattered with colored paints or powders themed after the observance.

Cookies And Canvases

Invite students to sign up for a fun-filled paint night in your student center or dining hall. Provide enough canvases, brushes and paint for each individual student to use, and have an artistically-gifted group of students or a local artist guide them in making their own masterpiece. Choose a scene for your paintings that reflects a specific holiday or celebration. Serve themed cookies and light refreshments to give the event a relaxed, fun and stress-free feel.