



Kansas Food Bank Round Up

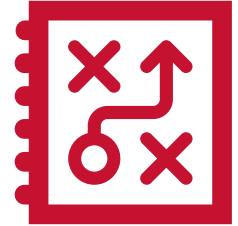
**Rollout Guide
2023**

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STRATEGY



- Support our community
- Drive people into the restaurant to support the Kansas Food Bank
- The Kansas Food Bank promote on our behalf

Keep Walk-On's top-of-mind for guests!

TIMELINE



- Round up: September 7 – September 26
- Fundraiser night: September 27



PROMOTION



- **Message:** Round up for the Kansas Food Bank
- **What:** Guest can choose to round up to the nearest dollar with their donation going to the Kansas Food Bank.
- **Where:** This is done on the handheld or terminal by the guest or server at check out.



EXECUTION



- POS
 - Automatically added to the end of each transaction.
 - The guest or server will see the round up option after the tip option and before the check is final.
- Server/Bartender
 - Hand the orange “round up” card with the check to the table.
 - Answer questions from the guest as needed as they check out on the handheld.
 - If they are not using the handheld to check out, please ask each guest “Would you like to round up for the Kansas Food Bank today?” (see more talking points on page 13)



TACTICS



- In-restaurant
 - Atmosphere TV ads – *begin Monday, September 11 (hopefully sooner)*
- Out-of-restaurant
 - Facebook organic posts and ads – *begin Saturday, September 9*
 - Facebook stories – *begin Saturday, September 9*
 - Walk-On's and the Kansas Food Bank will be posting about the round up on social media

MARKETING COLLATERAL / POP

Atmosphere Ad



MARKETING COLLATERAL / POP

Facebook Ad



**ROUND UP
FOR THE KANSAS
FOOD BANK**

Ask your server for details.

**KANSAS
food
bank**
HELPING THE HUNGRY • SINCE 1984

In Kansas, 1 in 10 adults and 1 in 7 kids experience food insecurity, and the Kansas Food Bank's mission is to provide hunger relief to our neighbors with compassion.

**Act now to
help end hunger.**

HUNGER ACTION MONTH | **FEEDING
AMERICA**

The advertisement features a bright orange background. At the top, the text 'ROUND UP FOR THE KANSAS FOOD BANK' is written in large, bold, white capital letters. Below this, in smaller white text, it says 'Ask your server for details.' In the lower-left corner, there is a white card with the Kansas Food Bank logo and a paragraph of text. To the right of the card is a silver fork. In the lower-right corner, there is a white plate. On the plate, the text 'Act now to help end hunger.' is written in green and orange. Below the plate, the text 'HUNGER ACTION MONTH | FEEDING AMERICA' is written in orange.

MARKETING COLLATERAL / POP

Digital Outdoor



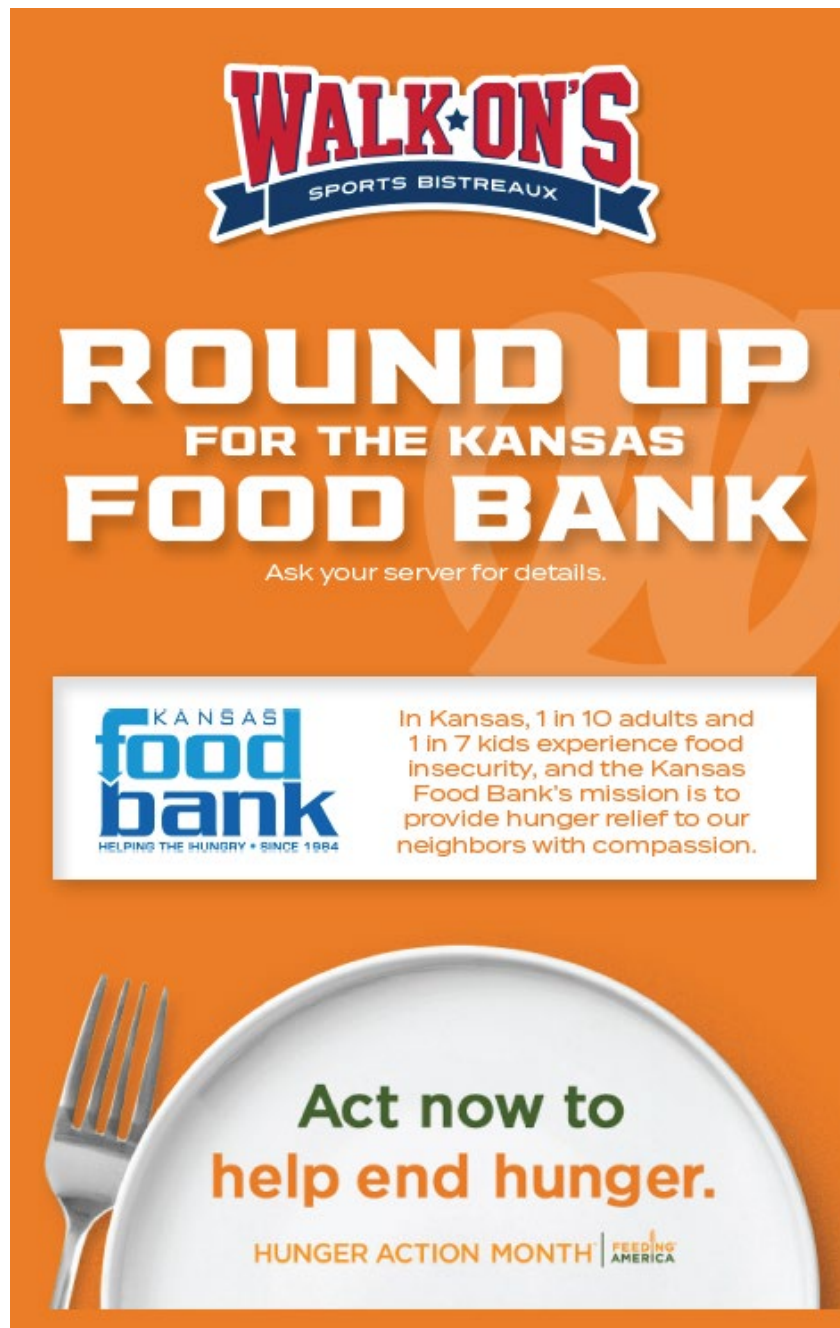
MARKETING COLLATERAL / POP

Table/Check Info Card



MARKETING COLLATERAL / POP

Lollipop Sign



TEAM MEMBER COMMUNICATION



- Email (Marketing)
 - Content
 - Bullet points regarding the LSM activation
 - Rollout guide
 - Date email will be sent
 - Friday, September 8
- In-Restaurant Training (Operations/Training)
 - Rollout guide posted
 - Talking points posted
 - Shift meetings



TALKING POINTS



- **Guest:**
What is the round up?
- **Server/Bartender/Host:**
Glad you asked! Please check out this orange card. We are supporting the Kansas Food Bank during the month of September for Hunger Action Month.
- **Guest:**
Great! I would like to round up.
- **Server/Bartender:**
Wonderful! Thank you so much!
- **Guest:**
Not today.
- **Server/Bartender:**
No problem. <keep moving on with transaction>



TALKING POINTS



Server/Bartender Card

ROUND UP FOR THE KANSAS FOOD BANK

Guest:

What is the round up?

Server/Bartender:

Glad you asked! Please check out this card *<show guest orange card>*. We are supporting the Kansas Food Bank during the month of September for Hunger Action Month.

Guest (yes):

Great! I would like to round up.

Server/Bartender:

Wonderful! Thank you so much!

Guest (no):

Not today.

Server/Bartender:

No problem.
<keep moving on with transaction>



THANK YOU!

Please email marketing@3pointe.com
with questions.

