Monthly Promotions Playbook

OCTOBER 2021

MOSCOW FOOD CO-OP MARKETING TEAM

PROJECT INFORMATION

CONFIDENTIAL
for Moscow Food Co-op Staff Use Only

MOSCOW FOOD CO+OP

IMPORTANT DATES

Moscowberfest	October 2
UI Leadership Weekend	October 2 - 3
ICCU Arena Opening* Tentative	Saturday, October 2
UI Homecoming Week	October 3 - 9
First Thursday	Thursday, October 7
ICCU Ribbon Cutting	Friday, October 8
Vandal Rally, Homecoming Bonfire	Friday, October 8
WSU Homecoming FB Game	Saturday, October 9
UI Homecoming FB Game	Saturday, October 9 (Vandal Fest)
World Mental Health Day	Sunday, October 10
Indigenous Peoples' Day	Monday, October 11
WSU Family Weekend	October 15-17
WSU Home Game vs. Stanford	Saturday, October 16 (Family Weekend)
UI Home Game vs. Montana Griz	Saturday, October 23
WSU Home Game vs BYU	Saturday, October 23
Owner Appreciation Week	Saturday, Oct. 16 - Sunday, Oct. 24
Downtown Trick or Treat	Friday, October 29 from 3-6 p.m.
UI Home Game vs Northern Arizona	Saturday, October 30
Halloween	Sunday, October 31

Vandal Athletics Schedule - October:

University of Idaho Athletics - Composite Schedule

FRIDAY, OCTOBER 1ST, 2021

Women's Soccer vs Northern Arizona University 6 p.m. Moscow, Idaho
MOSCOW, IDAHO *KIBBIE-ASUI ACTIVITY CENTER*

SATURDAY, OCTOBER 2ND, 2021

Football at UC Davis TBA Davis, Calif.
DAVIS, CALIF.

Volleyball vs Sacramento State 1 P.M. Moscow, Idaho
MOSCOW, IDAHO *MEMORIAL GYM*

SUNDAY, OCTOBER 3RD, 2021

Women's Soccer vs Southern Utah University Noon Moscow, Idaho
MOSCOW, IDAHO *KIBBIE-ASUI ACTIVITY CENTER*

THURSDAY, OCTOBER 7TH, 2021

Volleyball vs University of Montana 6 P.M. Moscow, Idaho
MOSCOW, IDAHO *MEMORIAL GYM*

FRIDAY, OCTOBER 8TH, 2021

Women's Soccer at Sacramento State 4 p.m. Sacramento, Calif.
SACRAMENTO, CALIF.

SATURDAY, OCTOBER 9TH, 2021

Football vs Portland State TBA Moscow, Idaho
MOSCOW, IDAHO *KIBBIE-ASUI ACTIVITY CENTER*

Volleyball vs Montana State University 7 P.M. Moscow, Idaho
MOSCOW, IDAHO *MEMORIAL GYM*

SUNDAY, OCTOBER 10TH, 2021

Women's Soccer at Portland State University 1 p.m. Portland, Ore.
PORTLAND, ORE.

TUESDAY, OCTOBER 12TH, 2021

Volleyball at University of Northern Colorado 5 P.M. Greeley, CO
GREELEY, CO

THURSDAY, OCTOBER 14TH, 2021

Volleyball vs Eastern Washington University 6 P.M. Moscow, Idaho
MOSCOW, IDAHO *MEMORIAL GYM*

FRIDAY, OCTOBER 15TH, 2021

Women's Soccer vs University of Montana 6 p.m. Moscow, Idaho
MOSCOW, IDAHO *KIBBIE-ASUI ACTIVITY CENTER*

SATURDAY, OCTOBER 16TH, 2021

Football at Eastern Washington TBA Cheney, Wash.
CHENEY, WASH.

Track & Field/Cross Country at Inland Northwest Championships Lewiston, Idaho
LEWISTON, IDAHO

SUNDAY, OCTOBER 17TH, 2021

Women's Soccer vs University of Northern Colorado 1 p.m. Moscow, Idaho
MOSCOW, IDAHO *KIBBIE-ASUI ACTIVITY CENTER*

THURSDAY, OCTOBER 21ST, 2021

Volleyball at Weber State University 5 P.M. Ogden, UT
OGDEN, UT

SATURDAY, OCTOBER 23RD, 2021

Football vs Montana TBA Moscow, Idaho
MOSCOW, IDAHO *KIBBIE-ASUI ACTIVITY CENTER*

Volleyball at Idaho State University 12 P.M. Pocatello, ID
POCATELLO, ID

SUNDAY, OCTOBER 24TH, 2021

Women's Soccer at Eastern Washington University 1 p.m. Cheney, Wash.
CHENEY, WASH.

THURSDAY, OCTOBER 28TH, 2021

Volleyball vs Southern Utah University 6 P.M. Moscow, Idaho
MOSCOW, IDAHO *MEMORIAL GYM*

FRIDAY, OCTOBER 29TH, 2021

Track & Field/Cross Country vs Big Sky Cross Country Championship Portland, Ore.
PORTLAND, ORE.

SATURDAY, OCTOBER 30TH, 2021

Football vs Northern Arizona TBA Moscow, Idaho
MOSCOW, IDAHO *KIBBIE-ASUI ACTIVITY CENTER*

Volleyball vs Northern Arizona University 6 P.M. Moscow, Idaho
MOSCOW, IDAHO *MEMORIAL GYM*

October 2021 | All Games | All Sports | 08/02/2021 | GO

Expand/Collapse all dates?

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
26	27	28	29	30	1 WSOC vs Northern Arizona University Moscow, Idaho 6 p.m.	2 at UC Davis Davis, Calif. TBA VB vs Sacramento State Moscow, Idaho 1 P.M. ESPN+ Live Stats
3 WSOC vs Southern Utah University Moscow, Idaho Noon	4	5	6	7 VB vs University of Montana Moscow, Idaho 6 P.M. ESPN+ Live Stats	8 WSOC at Sacramento State Sacramento, Calif. 4 p.m.	9 vs Portland State Moscow, Idaho TBA VB vs Montana State University Moscow, Idaho 7 P.M. ESPN+ Live Stats
10 WSOC at Portland State University Portland, Ore. 1 p.m.	11	12 VB at University of Northern Colorado Greeley, CO 5 P.M. ESPN+ Live Stats	13	14 VB vs Eastern Washington University Moscow, Idaho 6 P.M. ESPN+ Live Stats	15 WSOC vs University of Montana Moscow, Idaho 6 p.m.	16 at Eastern Washington Cheney, Wash. TBA TF/XC at Inland Northwest Championships Lewiston, Idaho
17 WSOC vs University of Northern Colorado Moscow, Idaho 1 p.m.	18	19	20	21 VB at Weber State University Ogden, UT 5 P.M. ESPN+ Live Stats	22	23 vs Montana Moscow, Idaho TBA VB at Idaho State University Pocatello, ID 12 P.M. ESPN+ Live Stats
24 WSOC at Eastern Washington University Cheney, Wash. 1 p.m.	25	26	27	28 VB vs Southern Utah University Moscow, Idaho 6 P.M. ESPN+ Live Stats	29 TF/XC vs Big Sky Cross Country Championship Portland, Ore.	30 vs Northern Arizona Moscow, Idaho TBA VB vs Northern Arizona University Moscow, Idaho 6 P.M. ESPN+ Live Stats

CO-OP DEALS + FRESH FLYER CYCLES

October A

Wednesday, September 29 – Tuesday, Oct. 12

*Fresh Flyer submissions due Wednesday, Sept. 22

NCG Theme: Co-op Month / Fall (UI Homecoming)

NCG Recipe 1: Lemon-sage foil-grilled Squash

NCG Recipe 2: 4 Can Campfire Chill

NCG Produce Feature: Hard Squash

October B

Wednesday, October 13 - Tuesday, Nov. 2

*Fresh Flyer submissions due Wednesday, Oct. 6

NCG Theme: Halloween

	NCG Recipe 1: Creamy Roasted Mushroom Soup *NCG Recipe 2: Meatless Moroccan Stuffed Peppers* *NCG Produce Feature: Mushrooms*
November A	**Wednesday, November 3 – Tuesday, Nov. 16** *Fresh Flyer submissions due Wednesday, Oct. 27 *NCG Theme: Indigenous Peoples' Month / Soup* *NCG Recipe 1: Cranberry Short Ribs* *NCG Recipe 2: Pumpkin Naan* *NCG Produce Feature: Cranberries*

DIME IN TIME UPDATE

Q3 Results - As of 9/22/2021:

- Humane Society of the Palouse - $617
- Quad Cities Walk to End Alzheimer's - $379
- FLOWER - $427

New Q4 Partners:

- University of Idaho Women's Center
    - Funds will support the planning of their 50th anniversary event
- Music Boosters: Moscow High School
    - Funds will support a trip to Disney Land where they will perform
- FLOWER
    - Supporting the in-house access discount program
- Campus Cause: University of Idaho Women's Center

FIRST THURSDAY LINEUP

First Thursday will return to an online-only feature shared through social media, website, and placement in the enewsletter.

- Wine/Beer - Oktoberfest (In-house)
- Bakehouse Product Sample - TBD
- Undertones - Sage bundles grown in Moscow, ID (cross-posting Community News content to gain more reads)

- Sojourners Alliance** - Not confirmed

CO-OP KIDS

More information coming.

MONTH-LONG PROMOTIONS

NGC Promotions:

- Non-GMO Month
- Fair Trade Month
- Co-op Month
    - NWPB Advertising: Support for Northwest Public Broadcasting comes from the Moscow Food Co-op, located downtown. Celebrating National Co-op Month with giveaways and features of cooperatively-owned and local partners. Details, and information on Co-op Month can be found at Moscow Food dot Co-op.
- National Apple Month
- National Pizza Month

CO-OP MONTH

- **$1 Coffee Up to 20 oz with Reusable Mug - Campus**
    - In supporting Co-op Month messaging, and support sense of place marketing of the campus location, we'll be advertising $1 drip coffee up to 20oz when customers bring in a reusable coffee mug

- **Weekly Co-op Month giveaways:**

  Marketing will coordinate weekly Co-op Month focused giveaways, based on social media.

    - Equal Exchange hoodie
    - Organic Valley drink glasses
    - La Riojana wine
    - PNW legumes + lentils with recipes

Tentative: Marketing will also coordinate the provision of EE chocolate samples to all Curbside customers for October 16 - 24 (in connection with Owner Appreciation).

FAIR TRADE MONTH

Merchandising contest - Co-ops can enter the Choose Fairtrade merchandising contest by sending a photo of their display and social media content featuring Fairtrade certified products to elamb@fairtradeamerica.org by Oct 31, 2021 for a chance to win a Visa gift card and Fairtrade swag ($300 for 1st prize, $150 for 2nd place, $100 for 3rd place). Sign up to participate, get the materials and receive more information here. The **first 10 stores to sign up** will receive Fairtrade canvas tote bags for staff or store giveaways.

GREAT PUMPKIN:

Produce:

- Will inform Marketing on when the pumpkin is arriving, and from whom.

ENDCAPS:

Center Store:

- Will plan who they want to highlight and will request signage/endcap headers from Marketing.

Marketing:

- Will share information on Fair Trade and cooperatively-created/grown products stocked at the store to share on social media and in newsletters.
- Will update the front page of the website to share more information on Fair Trade products and practices.

DISPLAYS & CROSS MERCHANDISING IDEAS:

- Bulk & Grocery:
    - Fair Trade or co-op produced coffee, nuts, cocoa, sugar, tea
    - Soup and stew ingredients

    - Tailgating - Chili (canned beans, tomatoes, ground beef, sour cream, shredded cheese, chives, corn bread) tortilla and potato chips, local beer, BBQ and hot sauce
    - Grains, rice, barley, quinoa with soup and broth mixes
    - Mulling spices, ciders, Halloween candy, apple and pumpkin spiced *everything*, maple syrup, pancake mix, broths with soup and crackers
- Merc:
    - Miir mugs (when the arrive) with teas, coffees and on merch wall
    - Pumpkin carving sets (?) with pumpkins

WEEK-BY-WEEK PROMOTIONS

THANKSGIVING HOLIDAY PIE PRE-ORDERS - October 1 - November 16

Marketing:

- Will revise and release a new order form on October 1 via social media and enewsletter
- Update webpage and schedule in consistent social media marketing through the promotion period

MOSCOWBERFEST - Saturday, October 2, 4 - 8 p.m.

This community event will take place downtown on Main Street. This event is free to the community. Melinda and Chloe will be working at the event providing information about the Co-op and selling Bakehouse pretzels.

Click here to learn more. Click here to purchase tickets.

INDIGENOUS PEOPLES' DAY - Monday, October 11

Marketing:

- Will launch land acknowledgement statement on social media and websites
- Will create custom enewsletter

OWNER APPRECIATION WEEK - Sat. October 16 - Sun. October 24

Marketing:

- Will share continuous ownership drive updates through twice-weekly enews and 3x weekly social media updates
- Flat 15% discount on a single shopping trip

- Deadline to become an owner and be included in the first round of discount uploads (via Matthew to Catapult) will be end of day October 14th. After that date, cashiers will use the scan card for owners who join during the promotional period
- Potential to offer samples of co-op products as well as local beers/wines in the evenings of select days of this promotion period. *Details on tastings to be determined…*
- Ownership Drive Goals:
    - 150 new owners with a $10 equity payment
        - Will receive a magnet grocery pad with MFC and Co-op Basics branding
    - 50 transitions to lifetime ownership
        - Will receive a limited-edition coffee mug

MOSCOW FOOD CO+OP

High quality, big savings co+op basics

(This is the photo/branding that is available on the notepads)

STAFF COSTUME CONTEST - Dates TBA

Marketing:

- Will coordinate the costume dates, voting poster, and "polling station" (aka Break Room)
- Will coordinate prizes for staff

FOOD/PRODUCT DRIVE W/ MOSCOW ALEHOUSE & SOJOURNERS' ALLIANCE - Date TBD

More information TBA

DOWNTOWN TRICK OR TREAT - October 29, 3 - 6 p.m.

This annual event is hosted by the Moscow Chamber of Commerce. Marketing has signed the Co-op up as a "location" for the trick or treat event.

Marketing:

- Will advertise the Co-op as a location through enewsletter and social media.
- Will coordinate some kind of "photo booth" or photo opportunity for families outside the store.
- Potentially sample hot cider outside.