



Monthly Promotions Playbook

**November
2022**

MOSCOW FOOD CO-OP MARKETING TEAM

CONFIDENTIAL

for Moscow Food Co-op Staff Use Only

MONTHLY THEMES & OBJECTIVES:

FYI - MONTH-LONG THEMES

- Kindness Campaign - Spreading Kindness Wherever We Go
 - QUARTER 4: Our World
 - *GOAL: Pushing kindness out into the world*
 - Highlighting fair trade values and the vendors we carry who support them
 - Highlighting benefits of supporting a cooperative business
 - Features on our partnering cooperative businesses
- National Stuffing Month
- National Peanut Butter Lover's Month
- Indigenous Peoples Month

Promotional Questions:

- What items do you want to highlight for Thanksgiving holiday?
- How do you want the products in your department to be highlighted as a holiday shopping solution?
- How will we make the Co-op a wonderful experience for our guests?

IMPORTANT DATES

World Vegan Day	November 1
Day of the Dead	November 1 - 2
UI Home Game vs Eastern Wash.	November 5 @ 12 PM
Winter Market @ 1912 <i>*More information on specific dates below</i>	November 5 - March 4
<u>UI Parents & Family Weekend</u>	November 5-7
Election Day	November 8
National Cappuccino Day	November 8
Board Election Packet Release	November 10
UI Home Game vs. UC Davis	November 12 @ 4 PM
<u>American Insurance Food Drive</u>	Nov. 14 - 18
Wine 101: Dessert & Sparkling Wines <i>Tickets available online only, class held @ Fairgrounds</i>	Nov. 16
Artwalk	November 17
WSU Home Game vs Arizona	Friday, November 19
UI/WSU Thanksgiving Break	November 20 - 26
Day before Thanksgiving - Normal Hours <i>Special orders for Thanksgiving sides and pies will need to be picked up before 6 p.m.</i>	Wednesday, November 24
Thanksgiving - CLOSED	Thursday, November 24
Day after Thanksgiving - CLOSED	Friday, November 25

FYI: WSU/UW Apple Cup is in Pullman

Saturday, November 26



2022 Apple Cup

Event :

Saturday, November 26

2022 Apple Cup

[Feedback](#)

Small Business Saturday

Saturday, November 26

Dates Not Confirmed:

DeLIGHTful Decorating Contest

Dates TBA

Looking Ahead:

Winter Solstice

December 21, 2022

Hanukkah

December 18 - 26

FYI: Winter Market Dates at the 1912 Center (Runs 9 a.m. - 1 p.m.)

Link with more information: <https://www.1912center.org/wintermarket1.php>

November 5, 2022

November 12, 2022

December 3, 2022

December 10, 2022

February 4, 2023

March 4, 2023

Vandal Athletics Schedule - November:

Visit <https://govandals.com/calendar#>

University of Idaho Athletics - Composite Schedule

TUESDAY, NOVEMBER 1ST, 2022

Men's Basketball vs Evergreen State 6 PM Moscow, Idaho
MOSCOW, IDAHO ICCU ARENA

WEDNESDAY, NOVEMBER 2ND, 2022

Women's Soccer vs Big Sky Championship TBD Greeley, Colo.
GREELEY, COLO. - BIG SKY CHAMPIONSHIPS

THURSDAY, NOVEMBER 3RD, 2022

Women's Soccer vs Big Sky Championship TBD Greeley, Colo.
GREELEY, COLO. - BIG SKY CHAMPIONSHIPS

Volleyball at Weber State University 5 PM PT Ogden, UT
OGDEN, UT

FRIDAY, NOVEMBER 4TH, 2022

Women's Soccer vs Big Sky Championship TBD Greeley, Colo.
GREELEY, COLO. - BIG SKY CHAMPIONSHIPS

Men's Tennis at Gonzaga Tournament Spokane, WA
SPOKANE, WA

SATURDAY, NOVEMBER 5TH, 2022

Women's Soccer vs Big Sky Championship TBD Greeley, Colo.
GREELEY, COLO. - BIG SKY CHAMPIONSHIPS

Men's Tennis at Gonzaga Tournament Spokane, WA
SPOKANE, WA

Football vs Eastern Washington 12 p.m. Moscow, Idaho
MOSCOW, IDAHO KIBBIE-ASUI ACTIVITY CENTER

Volleyball at Idaho State University 1 PM PT Pocatello, ID
POCATELLO, ID

SUNDAY, NOVEMBER 6TH, 2022

Women's Soccer vs Big Sky Championship TBD Greeley, Colo.
GREELEY, COLO. - BIG SKY CHAMPIONSHIPS

Men's Tennis at Gonzaga Tournament Spokane, WA
SPOKANE, WA

MONDAY, NOVEMBER 7TH, 2022

Men's Basketball at University of Denver TBA Denver, CO

THURSDAY, NOVEMBER 10TH, 2022

Men's Basketball vs Walla Walla 6 PM Moscow, Idaho
MOSCOW, IDAHO ICCU ARENA

Volleyball at Portland State University 7 PM Portland, OR
PORTLAND, OR

FRIDAY, NOVEMBER 11TH, 2022

Track & Field/Cross Country vs NCAA West Regional Championships TBA Seattle, Wash. /
SEATTLE, WASH. / - CROSS COUNTRY

SATURDAY, NOVEMBER 12TH, 2022

Football vs UC Davis 4 p.m. Moscow, Idaho
MOSCOW, IDAHO KIBBIE-ASUI ACTIVITY CENTER

Volleyball at Sacramento State 7 PM Sacramento, CA
SACRAMENTO, CA

SUNDAY, NOVEMBER 13TH, 2022

Men's Basketball at Omaha 12 PM Omaha, NE
OMAHA, NE

WEDNESDAY, NOVEMBER 16TH, 2022

Men's Basketball vs Cal-State Bakersfield 6 PM Moscow, Idaho
MOSCOW, IDAHO ICCU ARENA

THURSDAY, NOVEMBER 17TH, 2022

Volleyball vs Northern Arizona University 6 PM Moscow, Idaho
MOSCOW, IDAHO MEMORIAL GYM

SATURDAY, NOVEMBER 19TH, 2022

Football at Idaho State 12 p.m. Pocatello, Idaho / Holt Arena
POCATELLO, IDAHO / HOLT ARENA

Track & Field/Cross Country vs NCAA Championships TBA Stillwater, Okla. /
STILLWATER, OKLA. / - CROSS COUNTRY

Men's Basketball vs Utah Tech 2 PM Moscow, Idaho
MOSCOW, IDAHO ICCU ARENA

Volleyball vs University of Northern Colorado 6 PM Moscow, Idaho
MOSCOW, IDAHO MEMORIAL GYM

WEDNESDAY, NOVEMBER 23RD, 2022

Men's Basketball at Cal Poly TBA San Luis Obispo, CA

THURSDAY, NOVEMBER 24TH, 2022

Volleyball at Big Sky Conference Tournament TBA Ogden, Utah
OGDEN, UTAH - BIG SKY CONFERENCE TOURNAMENT

FRIDAY, NOVEMBER 25TH, 2022

Volleyball at Big Sky Conference Tournament TBA Ogden, Utah
OGDEN, UTAH - BIG SKY CONFERENCE TOURNAMENT

Men's Basketball at University of the Pacific TBA Stockton, CA
STOCKTON, CA

SATURDAY, NOVEMBER 26TH, 2022

Volleyball at Big Sky Conference Tournament TBA Ogden, Utah
OGDEN, UTAH - BIG SKY CONFERENCE TOURNAMENT

CO-OP DEALS + FRESH FLYER CYCLES

November A

Wednesday, November 2 - Nov. 15

*FF Submissions due Wednesday, Oct. 26

NCG Theme: Feast with Friends

Recipe #1: Tamarind Date Brussels Sprouts

Recipe #2: Rice and Feta and Cranberry Mint Relish

November B

Wednesday, November 16 - Nov. 29

*Fresh Flyer submissions due Wednesday, Nov. 9

NCG Theme: Thanksgiving

Recipe #1: Chili Verde w Sausage and Pumpkin

Recipe #2: Pumpkin Puddings

December A

Wednesday, November 30 - Dec. 13

*Fresh Flyer submissions due Wednesday, Nov. 23

Our theme: Cozy Season

NCG Theme FYI: Holiday Baking

Recipe #1: Choc Chip Oat Pomegranate Cookies

Recipe #2: Cranberry Mandarin Sauce

CO-OP KIDS

The Co-op Kids crew will continue to plan in-person activities on Tuesdays.

MONTH-LONG PROMOTIONS

Feedback Needed - FIVE DAY FOCUS (MONTHLY):

****All new owners** in the month of November will receive a bounceback coupon for \$5 off a \$35 purchase valid through Friday, December 15.

- November 1 - 5
 - Push for ownership sign-ups at the register
 - GOAL: Push for 90 owners in the month (record set in 2018)

MFC GRATITUDE CAMPAIGN

In 2020 Marketing put together a “gratitude campaign” focused on collecting letters or notes of gratitude from customers/our community and sharing them publicly and with vendors/producers. These messages will be shared through the following venues:

- Social media
- Newsletter
- In-store submissions accepted (small box with pieces of paper)

Marketing will start collecting messages November 1 and share messages/letters as they come in via the channels described above.

FYI: THANKSGIVING HOLIDAY PIE PRE-ORDERS - October 1 - November 14

Marketing:

- Will revise and release the new order form on October 1 via social media and newsletter
- Update webpage and schedule in consistent social media marketing through the promotion period
- Pie Order Form (Complete): <https://forms.gle/LIU5DqGC6hWvDhNq5>

FYI: THANKSGIVING SIDE PRE-ORDERS - October 1 - November 18

- Will revise and release the new order form on October 1 via social media and newsletter
- Update webpage and schedule in consistent social media marketing through the promotion period
- Sides Order Form (Complete): <https://forms.gle/xk7SQs7KycXNrqs5>

PEPPERMINT @ COFFEE BAR/CAMPUS

Peppermint

White chocolate drinks

WEEK-BY-WEEK PROMOTIONS

AMERICAN INSURANCE FOOD DRIVE - Dates TBD

Marketing will again collaborate with American Insurance to create 10+ pre-packed food bags in the amounts of \$10, \$25, and \$50 bags that customers can purchase and take through the registers. *More details to come.*

FYI: ArtWalk - Thursday, November 17

We are a season (October 2022 - June 2023) Artwalk location, meaning we will be hosting a reception or event of sorts every month on the third Thursday. More details to come.

HOLIDAY GIFT GUIDE - Projected release date, Saturday, 26

Digital shopping guide with gift ideas across the store, with emphasis on sustainable & local gifts. On release date, Marketing will create a half-sheet flyer with a QR code and URL and will provide them Front End to place in shopping bags.

Here's the link to the 2020 edition: https://issuu.com/moscowfoodcoop/docs/gift_guide_final

- Local coffee
- Local very spicy condiments
- Local beer
- Local and cooperative wine - with highlight of buy-6 discount
 - Tasting notes on local varieties and La Rioja for co-op tie in
- Logo merc, including totes, sweatshirts, wine bags, logo ceramic mugs
- Ideas tuned to all holidays including Kwanza, Diwali, Chinese New Year, etc
- DIY Section - Buying in bulk to create
 - Tea blends
 - Bodycare
 - Soup
 - Baking
- Ideas for small gifts or "Stocking stuffers"
 - Dried soup and herb mixes
 - Decomposition books
 - 2022 calendars
 - Local soaps, bodycare

Notes on sharing:

- The guide will be put in Beekeeper a few days before release so staff can familiarize themselves

FYI - CHANGE FOR GOOD Q4 RECIPIENTS:

Please note, the two organizations below will select 3 tabling dates through Q4 to table at the Co-op. Chloe will post in Beekeeper when those are scheduled.

Palouse Land Trust - Moscow, Idaho

Palouse Land Trust (PLT) works with landowners and communities to conserve the lands we love, now and forever, and to enrich connections to the natural world. PLT is raising funds to continue their community wellness and education classes at Idler's Rest - including yoga classes, sound baths, guided meditations, and more.

Alternative Giving Market of the Palouse - Serves non-profit groups on the Palouse

Alternative Giving Market of the Palouse (AGMP) is hosting the 13th annual giving market in support of local nonprofit organizations, ranging from eradicating food insecurity to providing arts education to youth. AGMP is fundraising to cover the costs associated with the venue rental and marketing/printing, so the maximum amount of funds can go directly to support local nonprofits.

The Co-op's FLOWER Program

The Co-op's FLOWER Program (Fresh, Local, Organic, and Within Everyone's Reach) offers a 20% discount to owners who qualify for federal assistance programs. Speak with any cashier to learn more about this program, or email us at ownerservices@moscowfood.coop.