

# Monthly Promotions Playbook

OCTOBER 2022

MOSCOW FOOD CO-OP MARKETING TEAM

## PROJECT INFORMATION

CONFIDENTIAL

for Moscow Food Co-op Staff Use Only



MOSCOW FOOD CO+OP

## IMPORTANT DATES

<b>UI Homecoming Week</b>	Sept. 25 - Oct. 2
<b>Vandal Rally, Homecoming Bonfire</b>	Friday, September 30
<b>UI Homecoming Parade</b>	Saturday, October 1 @ 12 PM
<b>UI Homecoming Football Game v N Colorado</b>	Saturday, October 1 @ 6 PM
<b>WSU Homecoming Game vs CA</b>	Saturday, October 1 @ 2:30 PM
<i>More information on WSU Homecoming events:</i> <a href="https://alumni.wsu.edu/s/1613/18/interior.aspx?sid=1613&amp;gid=2&amp;pgid=385">https://alumni.wsu.edu/s/1613/18/interior.aspx?sid=1613&amp;gid=2&amp;pgid=385</a>	
<b>Co-op Board Meeting</b>	Tuesday, October 4
<b>Moscowberfest</b>	Saturday, October 8 @ 4 - 8 PM
<b>Indigenous Peoples' Day</b>	Monday, October 10
<b>WSU Family Weekend</b>	October 15-17
<b>ArtWalk</b>	October 20 @ 4:30 - 7 PM
<b>UI Home Game vs Portland State</b>	October 22 @ 12 PM
<b>Diwali (Festival of Lights)</b>	October 24
<i>Diwali is a festival of lights and one of the major festivals celebrated by Hindus, Jains, Sikhs, and some Buddhists.</i>	
<b>WSU Home Game v Utah</b>	October 27 @ 7 PM
<b>Halloween</b>	October 31

### **Dates not confirmed:**

Downtown Moscow Trick or Treat

Agustin arriving/visiting/sampling for Co-op Month/Fairtrade Month

## **Vandal Athletics Schedule - October:**

*Calendar view is not as useful as it's not showing the sport per each date...we'll just have the written schedule for the future. Visit <https://govandals.com/calendar#> if you'd like to check out the schedule.*

## **University of Idaho Athletics - Composite Schedule**

### **SATURDAY, OCTOBER 1ST, 2022**

**Football vs Northern Colorado TBA Moscow, Idaho**

MOSCOW, IDAHO KIBBIE-ASUI ACTIVITY CENTER

### **SUNDAY, OCTOBER 2ND, 2022**

**Women's Soccer at Northern Colorado TBD Greeley, Colo.**

GREELEY, COLO.

### **THURSDAY, OCTOBER 6TH, 2022**

**Volleyball vs Idaho State University 6 PM Moscow, Idaho**

MOSCOW, IDAHO MEMORIAL GYM

### **SATURDAY, OCTOBER 8TH, 2022**

**Volleyball vs Weber State University 1 PM Moscow, Idaho**

MOSCOW, IDAHO MEMORIAL GYM

### **SUNDAY, OCTOBER 9TH, 2022**

**Women's Soccer at Northern Arizona TBD Flagstaff, Ariz.**

FLAGSTAFF, ARIZ.

### **FRIDAY, OCTOBER 14TH, 2022**

**Women's Soccer vs Portland State TBD Moscow, Idaho**

MOSCOW, IDAHO KIBBIE-ASUI ACTIVITY CENTER

### **SATURDAY, OCTOBER 15TH, 2022**

**Football at Montana 12 p.m. Missoula, Mont. / Washington-Grizzly Stadium**

MISSOULA, MONT. / WASHINGTON-GRIZZLY STADIUM

**Volleyball at Eastern Washington University 7 PM Cheney, WA**

CHENEY, WA

## **SUNDAY, OCTOBER 16TH, 2022**

**Women's Soccer vs Sacramento State TBD Moscow, Idaho**

MOSCOW, IDAHO KIBBIE-ASUI ACTIVITY CENTER

## **THURSDAY, OCTOBER 20TH, 2022**

**Volleyball at University of Northern Colorado 5 PM PT Greeley, CO**

GREELEY, CO

## **SATURDAY, OCTOBER 22ND, 2022**

**Football vs Portland State TBA Moscow, Idaho**

MOSCOW, IDAHO KIBBIE-ASUI ACTIVITY CENTER

**Volleyball at Northern Arizona University 11 AM PT Flagstaff, AZ**

FLAGSTAFF, AZ

## **SUNDAY, OCTOBER 23RD, 2022**

**Women's Soccer vs Eastern Washington TBD Moscow, Idaho**

MOSCOW, IDAHO KIBBIE-ASUI ACTIVITY CENTER

## **THURSDAY, OCTOBER 27TH, 2022**

**Volleyball vs Montana State University 6 PM Moscow, Idaho**

MOSCOW, IDAHO MEMORIAL GYM

## **SATURDAY, OCTOBER 29TH, 2022**

**Volleyball vs University of Montana 1 PM Moscow, Idaho**

MOSCOW, IDAHO MEMORIAL GYM

**Football at Sacramento State TBA Sacramento, Calif. / Hornet Stadium**

SACRAMENTO, CALIF. / HORNET STADIUM

## **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 Co-op Month
- Fair Trade Month
- National Bulk Foods Week (3rd week in October)
- Non-GMO Month
- National Apple Month
- National Pizza Month

## CO-OP DEALS + FRESH FLYER CYCLES - Updated

### October A

#### Wednesday, Oct. 5 - Oct. 18

\*\*FF Submissions due Wednesday, Sept. 28

*Our Theme: Proposing Flavors of Fall*

Recipe #1: Turmeric Pork Loin w Root Veggie Slaw

Recipe #2: Apple-stuffed Pumpkins

### October B

#### Wednesday, October 19 - Nov. 1

\*\* FF Submissions due Wednesday, Oct. 12

NCG Theme: Halloween

Recipe #1: Hoisin Onion Wings

Recipe #2: Pressure Cooker Pot Roast

### November A

#### Wednesday, November 2 - Nov. 15

\*\*FF Submissions due Wednesday, Oct. 26

*Our Theme: Feast with Friends*

Recipe #1: Tamarind Date Brussels Sprouts

Recipe #2: Rice and Feta and Cranberry Mint Relish

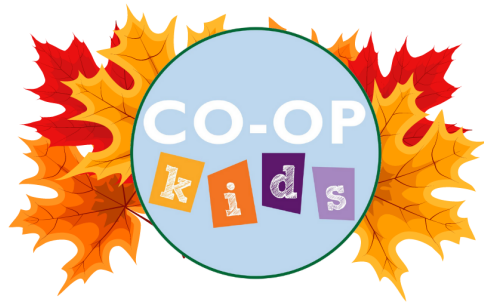
## NOTES ON DOUBLE HOMECOMING:

University of Idaho and WSU will be celebrating homecoming on the same weekend (the first weekend in October). WSU's football game starts at 2:30 PM and UI's starts at 6 PM.

- Schedule for all UI and WSU homecoming events have been posted in Beekeeper  
Here are links for more information:
  - UI: <https://www.uidaho.edu/events/signature-events/homecoming>
  - WSU: <https://alumni.wsu.edu/s/1613/18/interior.aspx?sid=1613&gid=2&pgid=385>
- Coffee bar/breakfast/lunch before the Parade at 12 PM could be very busy
- The gap between the Parade at 12PM (lunch) and UI Game Start at 6PM (dinner) could be very busy

## CO-OP KIDS COMES BACK FOR IN-PERSON W/ “HYBRID” ACTIVITY KITS

Will be coming back for in-person programming through the month of October on Wednesdays. In-person programming will either meet at an off-site or “field trip” location, or in the deli from 9 - 10 a.m. This is a trial run for the level of participation for in-person programming. We will likely have around 5 children on October 12 at the store. We will continue to do a lower number of free Co-op Kids To Go activity kits to be made available on Wednesdays. Here is the Co-op Kids Schedule:



### Fall Schedule Preview:

**Wednesday, October 5: 9 - 10 a.m.**

Join us for a playdate from at Friendship Square in Moscow!  
We'll go inside the Co-op if the case of inclement weather.

**Wednesday, October 12: 9 - 10 a.m.**

Join us at the Co-op in the Deli for a craft!  
To Go Activity: Pinecone Spiders

**Wednesday, October 19: 9 - 10 a.m.**

Join us at the Co-op in the Deli for a craft!  
To Go Activity: Cottonball Ghosts

**Wednesday, October 26: 9 - 10 a.m.**

Join us at the Co-op in the Deli for a craft and our first session of Co-op Explorers! We'll try a fresh snack (fruit or vegetable) and we'll do an activity based on that snack!

*Co-op Kids To Go activity kits will be available at each cashier every Wednesday if your child is unable to attend Co-op Kids in-person.*

Feel free to reach out to marketing if you have any questions!

## MONTH-LONG PROMOTIONS

### Feedback Needed - FIVE DAY FOCUS (MONTHLY):

\*\*All new owners in the month of October will be entered to win a “Cooperatively Grown” gift basket, which Marketing will put together. Will include products across the store from cooperative businesses.

- October 1 - 5
  - Push for ownership sign-ups at the register
  - GOAL: Push for 120 owners in the month (record set in 2017)

### CO-OP MONTH:

- Weekly Sampling Events featuring cooperative businesses
- Chloe will send tabling information to Alex and Nick
  - La Riojana Wine - Agustin
  - EE Chocolate, EE Teas, EE Coffee Tasting (may combine, may separate, we'll see how it shakes out)
  - Maple Valley
  - Frontier Co-op Teas + Spices
  - Once Again Nut Butters
  - Oregon Country Natural / Oregon Country Beef
  - PNW
  - Alaffia
  - Organic Valley (perhaps this could look like free samples of a featured beverage at the coffee bar for an afternoon)
  - ***What else would we like to feature?***
    - *Feature PNW pulses in the hot bar? - Not currently the lentils we're getting*
    - *EE coffee on the coffee bar?*
      - *Decaf is already featured*
    - *Bulk/Grocery:*
      - *Special tags for bulk things that are also cooperative?*
- “Shop co-ops” BINGO card
  - Similar to the “Local Love” bingo card, this will feature cooperative brands
  - Those who submit their “Shop co-ops” card will be entered to win a giftcard and prize (organized by Marketing)
- Flip chart
  - What do you love about cooperative businesses?

### Feedback Needed - GREAT PUMPKIN:

Produce will inform Marketing on when the pumpkin is arriving, and from whom.

## **Feedback Needed - FAIR TRADE MONTH**

NCG has not notified us if there will be another merchandising contest (or merchandising materials provided) as there were last year.

### **Featured Fair-Trade Products (2021):**

Center Store:

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

### **OCTOBER A: - Rec'd from Julie 9/25**

**Maple Valley Co-op** (received on promo, so we can put it on sale if its not already)

**Moncaro (wine)** Italian produce

**Riojana Wine** (co-op and fair trade) and Chocolate (Endangered species)

**Nature's Path** (some fair trade products, specifically items with chocolate) (oct a)

(Landing Pad) Baking (below)

**Wholesome sugar** (fair trade)

**Wholesome Molasses** (fair trade)

**Big Tree Coconut sugar** (fair Trade) (don't have to do both sugars, but they are both fair trade)

**Field Day Flour** (basics)

**Frontier Vanilla and Cinnamon** (?) if not already too crowded (X Cycle)

**If you care** Foil and/or parchment paper, or muffin tins maybe hanging on a strip on the side? (fair rubber certified, follows same rules as fair trade)

**Navitas Cacao Butter, powder, and nibs** (fair trade) (RECEIVING ON PROMO)

OCTOBER B 2021:

**Equal Exchange** (X Cycle)

**Field Day Jam** (fair trade, basics) and **Once again nut butters** (honest trade, meets fair trade certifications)

**Alter Eco and Endangered Species?** or can switch to another brand/ item. Most fair trade is chocolate, so I was having a hard time with this last one.(Alter eco b file)



## (Landing Pad) **Halloween Display**

### 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.

## **WEEK-BY-WEEK PROMOTIONS**

### **FYI - (INTER)NATIONAL COFFEE DAY SALE - Sept. 29 - Oct. 1**

- All coffees are \$2 off, from:
  - Landgrove
  - Kamiak
  - Doma
  - Evan's Brothers
  - Equal Exchange
  - Cafe Mam (note, **bulk** Cafe Mam is NOT on sale, only valid on pre-packaged)
- Marketing is working on scheduling active demos from Landgrove, Kamiak, and Doma. Will share dates/times via Beekeeper when confirmed

### **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**

#### 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
- Side Order Form (Review/edits due to Chloe by end of day Sept. 26):  
<https://forms.gle/GImXTi5X2QKFnl7h8>

### **FYI - MOSCOWBERFEST - Saturday, October 8, 4 - 8 p.m.**

This community event will take place downtown on Main Street in the Entertainment District. This event is free to the community. Melinda and Chloe will be working at the event, what we're selling is TBD.

Link for more information: <https://moscowchamber.com/event/moscowberfest-2022/>

## **Feedback Needed - INDIGENOUS PEOPLES' DAY - Monday, October 10**

### Marketing:

- Will launch land acknowledgement statement on social media and websites
- Will create custom newsletter
- Convergence: Shawn Sherman - good information
- Landback Movement - research
- *Is there anything else we should feature?*

## **FYI: National Bulk Foods Week - Sun, October 16 - Oct 22**

- Confirmed: Offering 10% off all bulk foods
  - Exclusions to this sale:
    - Bodycare
    - Dish Soap/ Laundry Soap
    - Anything already included in the Co-op Deals flyer
    - Other items that are also already on sale via Co-op Basics or other established sales, like Equal Exchange bulk coffee
- Owner-only free item may be bulk container they can use (fill it and get the bag for free)

## **Feedback Needed: Potential Local Cider from Whitestone Mtn Orchard**

Estimated date of arrival? Shelf stable cider in wine box packaging.

## **FYI: ArtWalk - Thursday, October 20**

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.

## **FYI - FOOD/PRODUCT DRIVE W/ MOSCOW ALEHOUSE & SOJOURNERS' ALLIANCE**

More information TBA.

## **FYI - DOWNTOWN TRICK OR TREAT - Date TBA**

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 newsletter and social media.
- Will coordinate some kind of "photo booth" or photo opportunity for families outside the store
- Confirmed: Giving away Annie's Mac n Cheese
- Potentially sample hot cider outside

## **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](mailto:ownerservices@moscowfood.coop).

### **How do these groups get selected?**

Any organization can submit an application online at <https://moscowfood.coop/change-for-good> and a volunteer committee of current member-owners reviews in accordance with the established criteria in order to select two quarterly recipients.