

Instructions: update all highlighted text to reflect the details of said college/university before sending.

Table of Contents

- [Faculty/Staff Email Copy](#)
- [Use it or Lose it Email Copy](#)
- [Use it or Lose it Social Copy](#)
- [Bad Weather Email Copy](#)
- [Parent-targeted Email Copy](#)
- [Parent-targeted Newsletter Copy](#)
- [Summer Ordering Communications](#)
- [Holiday/Break Ordering Communications](#)
- [Late Night Ordering Communications](#)
- [Email Copy about new Grubhub+ Benefits](#)

Faculty/Staff Email Copy *(Highlight that faculty + staff can benefit from Grubhub+ Student as well!)*

SL: Welcome back! Enjoy \$0 delivery fees on Grubhub.

Body:

Welcome back to campus! We know this is a busy time of year for our [mascot] family. Treat yourself to your favorite meal with Grubhub.

Don't have an account yet? You are missing out on your *free* Grubhub+ Student membership just for being a [mascot]. Yes...faculty and staff can sign up too! No credit card, no strings attached—free. You'll receive exclusive perks, donation matching up to \$4 million per year, \$0 delivery fees on eligible orders, and more.*

Here's how to get started:

1. Download the Grubhub app or scan below
2. Go to Account, tap Campus Dining then select [University Name]
3. Follow the prompts to confirm your status
4. Tap Account → Grubhub+ Membership → Confirm Your Signup

[QR Code]

*Valid on eligible orders that meet the minimum subtotal shown on the Grubhub platform. Additional fees may apply. See <https://lp.grubhub.com/ghplus-student/> Grubhub will donate amounts equal to participating Grubhub+ members' donations donated through Grubhub's Donate the Change feature in connection with orders placed at Grubhub+ eligible restaurants only, up to a total of \$4 million in donation matching per calendar year.

Use it or Lose it Email Copy *(Encourage students to use up their dining dollars that will run out at the end of the semester/school year)*

SL: Use up those [dining dollars] on Grubhub with \$0 delivery fees

Body:

[Mascots],

Expiring [dining dollars]? Use 'em on Grubhub before it's too late!

Get \$0 delivery fees for those late night study sessions – and last hoorahs.*

Order now [insert deep link]

Winter break hack: activate Grubhub+ Student (FREE until you graduate) for unlimited \$0 delivery fees to make the holidays even better*.

*Valid on eligible orders that meet the minimum subtotal shown on the Grubhub platform. Additional fees may apply. See <https://lp.grubhub.com/ghplus-student/>

Use it or Lose it Social Copy *(Encourage students to use up their dining dollars that will run out at the end of the semester/school year)*

Expiring [dining dollars]? Stock that mini-fridge with your favs with @grubhub! [LINK]
#winterbreakcountdown

[Mascots], don't waste a single [dining dollar]! Order on @grubhub before it's too late [LINK]

Gotta use those [dining dollars] before you lose 'em? We got you. Fuel study sessions, parties, and all the fun in between with @grubhub ORDER NOW [LINK]

Bad Weather Email Copy *(Encourage students to order delivery on Grubhub when it's raining out or inclement weather)*

SL: Rainy day blues? Order in with Grubhub!

Body:

On a rainy day, what's better than staying dry and enjoying your next meal curled up on the couch? That's what Grubhub is here for. Avoid the rain and order in with \$0 delivery fees on Grubhub when you sign up for Grubhub+ Student (free through graduation!)*.

*Valid on eligible orders that meet the minimum subtotal shown on the Grubhub platform. Additional fees may apply. See terms: <https://lp.grubhub.com/ghplus-student/>

Bad Weather Social Copy *(Encourage students to order delivery on Grubhub when it's raining out or inclement weather)*

Rainy day blues? Order a pick-me-up from Grubhub with \$0 delivery fees when you sign up for Grubhub+ Student (free through graduation). Terms and additional fees apply.

Parent-targeted Email Copy *(Encourage parents to add more funds to their student's campus card)*

SL: Did you know your student can use their [college] dining dollars on Grubhub?

Body:

[College] is partnered with Grubhub to bring your student even more dining options! With hundreds of thousands of local restaurants on Grubhub, [mascots] will be able to find their favorite foods while away at school.

Well-fed students are happy, productive students.

Unlock more options with Grubhub, add [dining dollars] to your student's meal plan today: [add funds link]

Parent-targeted Newsletter Copy *(Encourage parents to add more funds to their student's campus card)*

Grubhub is now part of your student's meal plan

[College] is partnering with Grubhub to bring your student even more dining options! With hundreds of thousands of local restaurants on Grubhub, [mascots] will find their favorite foods while away at school.

Well-fed students are happy, productive students.

Unlock more options with Grubhub, add [dining dollars] to your student's meal plan today: [add funds link]

Summer Ordering Communications *(Encourage students to order during the summer using their campus card funds)*

Don't forget you can use your [dining dollars] on Grubhub this summer even when you're home!

Enjoy your Grubhub+ Student membership all year long (even when you're not on campus!) for unlimited \$0 delivery fees.

*Valid on eligible orders that meet the minimum subtotal shown on the Grubhub platform. Additional fees may apply. See <https://lp.grubhub.com/ghplus-student/>

[University Name] students can use their [dining dollars] to pay for meals on Grubhub even when they're not on campus! Treat yourself to some Grubhub this summer.

Holiday/Break Ordering Communications *(Encourage students to order during the holidays/breaks when they aren't on campus using their campus card funds)*

Did you know you can use your [dining dollars] on Grubhub to order from your favorite local restaurants at school AND at home? With unlimited \$0 delivery fees*, enjoy your go-to hometown spots from the comfort of home. Eat local, pay with [dining dollars].

Budget hack: activate Grubhub+ Student membership for unlimited \$0 delivery fees, it's free until you graduate.*

*Valid on eligible orders. Additional fees may apply. See <https://lp.grubhub.com/ghplus-student/>

Late Night Ordering Communications *(Encourage students to order late night on Grubhub)*

Looking for a late night treat? Order your favorite snack on Grubhub with your [dining dollars].

Late night in the library? Fuel up on your favorite study food with Grubhub. Study hack: activate Grubhub+ Student for unlimited \$0 delivery fees, it's free until you graduate.*

*Valid on eligible orders that meet the minimum subtotal shown on the Grubhub platform. Additional fees may apply. See <https://lp.grubhub.com/ghplus-student/>

Email Copy about new Grubhub+ Benefits

As a student at [University], you receive Grubhub+ Student for FREE through graduation. No credit card, no strings attached—free.

Grubhub recently expanded their membership benefits so our students save even more money with Grubhub+ Student including:

- Unlimited \$0 delivery fees on eligible orders*
- 5% back on pick-up orders
- Lower service fees
- Student-only deals and discounts

To access the complimentary GH+ Students, all you need to do is select your school on the campus dining page in the Grubhub app and verify your student status (through single-sign on or campus card inputs).

*Valid on eligible orders that meet the minimum subtotal shown on the Grubhub platform. Additional fees may apply. See <https://lp.grubhub.com/ghplus-student/>