

Instructions: Update all highlighted text to reflect the details of your campus before sending to students.

BEFORE ORIENTATION

NEWSLETTER COPY

Did you know that Grubhub is a part of [University Name] dining? You can order ahead from on-campus restaurants to save time as you head to class and pay with your [Dining Dollars], all on the Grubhub app! Plus, all [University Name] students get Grubhub+ Student for FREE through graduation which means unlimited \$0 delivery fees through graduation.*

Download the app now and explore the dining options that await you on your new campus. And while you're here for orientation, place your first order as a college student and use code FIRSTBITE50 to get 50% off your first on-campus pick-up order.** Happy dining, [Mascots].

*Valid on eligible orders that meet the minimum subtotal shown on the Grubhub platform. Additional fees may apply. Terms: <https://lp.grubhub.com/legal-campus-orientation/>
**\$7 max discount. Terms at above link.

SOCIAL MEDIA COPY

Getting ready for your first year at [University Name]? Download the @grubhub app and connect to [University Name] under Campus Dining so you're ready to order ahead and save time as you navigate your new home this fall!

Hey freshmen - let us fill you in on a secret. Students at [University Name] get unlimited \$0 delivery fees from @Grubhub until graduation. Yep, you read that right. Score Grubhub+ Student in the app once you get your [Campus Card] at orientation! Terms and additional fees apply.

Who's ready for #orientation?! Discover your new favorite on-campus restaurants and get ready to use those [Dining Dollars] on Grubhub this fall. Connect to [University Name] in the @grubhub app to see what awaits you! #classof2027

PUSH NOTIFICATION COPY

Counting the days until orientation? Start exploring your on-campus dining options on the Grubhub app. Grubhub App -> Account -> Campus Dining -> voila!

AFTER ORIENTATION

EMAIL COPY

SL: Skip the dining lines with Grubhub!

Body: Move-in day is just around the corner! Make sure you're taking advantage of everything [University Name] has to offer, including Grubhub Campus Dining.

With Grubhub, you can:

- Order ahead from on-campus eateries - hello, time-saving!
- Pay with your [Dining Dollars], credit or debit.
- Score 50% off your first on-campus pickup order using code FIRSTBITE50*
- Receive a free Grubhub+ Student membership for unlimited \$0 delivery fees. No credit card, no strings attached—free through graduation.**

So what are you waiting for?

[Insert Campus QR Code]

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SOCIAL MEDIA COPY

Did someone say \$0 delivery fees? Sign up for your free Grubhub+ Student membership when you connect your campus card in the Grubhub app and start saving today. Terms and additional fees apply.

Orientation *check*

Class Schedule *check*

Grubhub Campus Dining....?

Make sure you've checked everything off your summer to-do list – including connecting your @Grubhub account to [University Name] so you're all set to order on-campus pickup this fall.

PUSH NOTIFICATION COPY

Got your [Campus Card] at orientation? Be sure to add it to your Grubhub account so you can order on-campus this fall using your [Dining Dollars].