

Friendlier Communications Verbiage

Ensure you are communicating with key campus departments to maximize reach of program information and awareness. *Adjust verbiage and formatting as needed!*

Details	Caption
<p><u>Email Draft</u></p> <p>Goal: Communicate the program launch to spread awareness and encourage participation while sharing resources for more information.</p> <p>Can be adjusted based on audience (staff, faculty, operations, students, etc.) and date of email sent.</p>	<p>Subject: [/location] to Launch Friendlier Reuse Program on [date]</p> <p>Hi [Team/Everyone],</p> <p>We're excited to share that [/location] is launching a new reusable packaging program in partnership with Friendlier, starting [date] at [/location].</p> <p>This initiative helps us move toward a more sustainable campus by reducing single-use waste for both meals and beverages.</p> <p>When your meal or beverage is served in a Friendlier container or cup, here's how it works:</p> <ol style="list-style-type: none">1. Enjoy your meal or beverage.2. Scan the QR code.3. Return your container to any Friendlier bin on campus and your deposit is refunded digitally. <p>Want to track your personal impact with every return? Download the Friendlier app!</p> <p>More food service locations will join the program in the fall term.</p> <p> Learn more and view FAQs at: www.friendlier.com/</p> <p>Thanks for supporting sustainability at [/location].</p> <p>[Sender Signature]</p>
<p><u>E-Newsletter, Webpage update, internal communications</u></p> <p>Goal: Reach extended [/location] community to share information about the Friendlier reuse program.</p>	<p>[/location] Launches Reusable Packaging with Friendlier</p> <p>Starting [/launch date], reusable packaging is coming to [/location]! Through a new partnership with Friendlier, meals and beverages served at [/locations] will now come in reusable containers or cups.</p> <p>This simple swap is part of [/location] Food Services' ongoing effort</p>

Insert photos of the program in use wherever applicable.

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to reduce single-use waste on campus.

When your meal or beverage is served in a Friendlier container or cup, here's **how it works:**

- 1 Enjoy your meal in a Friendlier container.
- 2 Scan the QR code on the bottom using the Friendlier app.
- 3 Drop it into a Friendlier bin to be cleaned and reused.

Want to track your personal impact with every return? Download the Friendlier app!

Why It Matters

[location] is committed to building a cleaner, more sustainable campus. Reuse is one small action with a big impact, and Friendlier makes it easy for everyone to participate.

More *[location]* locations will adopt the program [date].

Learn more and get your questions answered:  www.friendlier.com