

Marketing/TM Culture Playbook

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Marketing One Pagers

Planning

Quarterly Plans should be designed with what the goals are and the big picture theme.

Monthly, by the 25th of each month, have a calendar filled out for the next month that includes:

- National Holidays
- Local Holidays and School Days
- Chick-fil-A Events and Campaign dates
- NOM events and campaign dates
- Social media posts
- Spotlight emails and giveaways
- Community Events (stuff around town we can be involved in)
- Store Events
 - a. Fun days
 - b. Fun giveaways
 - c. Team Member events
 - d. Big events (Daddy Daughter Date Nights, etc)
 - e. Smaller in-store events (Kids Nights, etc)

1. Print a blank calendar for the month.
2. Write in any events, promotions, etc that are happening at a non-local level.
 - a. National Holidays
 - b. Local Holidays and School Days
 - c. Chick-fil-A Events and Campaign dates
 - d. NOM events and campaign dates
 - e. Social media posts
 - f. Spotlight emails and giveaways
 - g. Community Events (stuff around town we can be involved in)
3. Goals- what are the shared goals of the Executive Team? Sales, a certain daypart?
4. What is the budget for the month? Instead of setting a set budget %, we will build the plan and then determine how much to set aside for Marketing that month.
5. Fill in the plan with all of the information from above.
6. Email to Executive team by the 20th for approval.
7. By the 25th, e-mail to the team and post for the team to see what's coming up.

Holiday Hours

Print and post fliers on the door a week prior to holiday so guest are informed of special hours.
A Brand template can be found in the store's Canva account.

New Years-10:30am-4:00pm

4th of July-7:00am-4:00pm

Labor Day:7:00am-4:00pm

Thanksgiving: Closed

Christmas Eve: 6:00am-4:00pm

Christmas Day: Closed

New Years Eve: 6:00am-4:00pm

Yearly Events

Shamrock Run

What you'll need:

- 75 brownies divided into fourths=about 3 trays
- 3 Large fruit Trays
- Seasonal beverage/ Lemonade-5
- Toothpicks for brownies
- Folding table and chairs
- Table Cloth
- optional-CFA Swag (Sunglasses, stickers, keychains ect.)

Special Instructions:

- When booking the event make sure the table has a place for the cow to change nearby.
- Schedule someone to be the cow 3 weeks ahead of time.
- Get clear directions or a map of the event site before the day of the event.

Chapapeala Trunk or Treat

What you'll need:

- 100 brownies divided into fourths and bagged
- Specialty Beverage/Lemondade-8
- Halloween bowls (the barn)
- Table cloth and Chairs
- CFA Tent (Barn or West Hammond)

Special Instructions:

- Request a table be provided in designated area
- Get instructions on where table will be located
- Get instructions on where cow will be able to change
- Schedule someone for the cow, cow handler, and someone to assist you 3 weeks in advance (this is a busy event so you will need extra people)

Reindeer Run

What you'll need:

- Chick-fil-A Cow
- Chick-fil-A Tent
- Table and chairs
- Table Cloth
- 3 Large Fruit trays
- Small fruit cup bowls
- Catering Spoons
- Forks
- Coffee Bar (as of 2026 we are only coffee provider)
 - Syrups (Peppermint, vanilla, cane syrup,ect)
 - Half and Half and French Vanilla Creamer
 - Honey Packs
 - Sugar and Splenda
 - Coffee Cups, lids, and sleeves
 - Coffee Stirrers

Special Instructions:

- Set up should be finished no later than 6:45am (event starts at 7am)
- Get instructions on where to set up the table
- Put catering order in as soon as they reach out with a date
- Schedule a Cow and Cow handler at least 3 weeks in advance

Hammond Christmas Parade

This is a very large parade. Bring more than you think you'll need and be sure team members riding the float know to save over half of the supplies for downtown hammond.

What to do:

- Call the Hammond Rotary club a few weeks in advance to reserve a spot. For this we do an even food trade out rather than paying cash.
- Once you've reserved your spot be sure to frequently check your emails to see what time you'll need to arrive at the event.
- Schedule employees for Kid Cow, Big Cow, 2 employees to throw, and a driver at least 3 weeks in advance.. (See nation functions to learn how to do this)
- Order Docs at least a month in advance.
- Order all extra merchandise at least a month in advance.

What you'll Need:

- Access to a truck or float to use in the parade
- 750 Docs (5ct Nugget, 2ct Strip, Peppermint Milkshake, ect.)
- Chick-fil-A "Swag" (Chick-fil-A ducks, pens, keychains, cups, stickers, ect.)
- Decorations, lights, Ect.
- Large Santa Cow with Santa Suit
- Kid Cow with elf costumes
- Extra elf costumes for team to wear
- Snacks (you will be there for a long time in the cold so the team enjoys having snacks while they wait)

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Donations, Sponsorships, and Partnerships

1. All requests should be submitted online via the form.
2. Criteria:
 - a. Must be submitted at least 4 weeks in advance.
 - b. It should have a community-wide positive impact.
 - c. It can not be affiliated with a political, social or otherwise divisive cause or group.
 - d. It must be a “partnership” in that Chick-fil-A benefits from either marketing branding or employment branding efforts. It should not be a straight donation with no Chick-fil-A branding. If so, it should be an emotional connection donation approved as part of the marketing strategy.
 - e. Typically, any partnership donations would be food or gift baskets.
3. Most donations will be a gallon or small tray if we can’t help in a bigger way.

Spirit Night One Pager

A way to help schools and other organizations raise money. As the ultimate low-cost fundraiser, Spirit Nights help schools organize their efforts in a fun and engaging way.

Before deciding to partner with a school or organization, ask "How does it impact the community and does it align with the vision of our organization?"

- Scheduling a Spirit Night
 - Goal is to schedule 2-3 Spirit Nights a month.
 - Usually events will be scheduled on Tuesday or Wednesdays from 5:00pm-8:00pm.
 - Spirit Night guests can Dine-In, Carry-Out, or go through Drive-Thru.
- Sales Breakdown
 - The organization will receive 10% of all sales brought in by them if sales are less than \$1000.
 - The organization will receive 15% of all sales brought in by them if sales are greater than \$1000.
 - If someone from the organization is passing out flyers or soliciting outside or inside the restaurant, the organization will receive 5% of all sales brought in by the organization.
 - If members of the organization are not on site volunteering to help run trays, keep the dining room clean and help monitor the play area during the entire event, the organization will receive 5% of all sales brought in by the organization.
- What is Chick-fil-A Hammond responsible for
 - We will provide promotional materials such as Digital Facebook Posts and Digital copies of our Spirit Night Flyers for organizations to distribute and share.
 - We will provide Spirit Night Yard Signs to put on the organization's campus.
 - We will create a Facebook Event and Facebook post on our Facebook page and promote on our Readerboard.
 - On the day of the event, Chick-fil-A Marketing will visit the organization with Cow and provide "Spirit Night Tonight" stickers to remind parents.
- What is the organization responsible for
 - Pass out as many flyers as you can as soon as the organization receives the digital copy from us.
 - Post Flyers anywhere like Facebook, website, bulletin boards, parent facebook groups, emails, etc.
 - Flyers are not allowed to be distributed on Chick-fil-A property before or during the event. All flyers MUST be distributed before the event.
 - Give "Spirit Night Tonight" stickers to students the day of Event
 - Members of the organization must be present the entire event to volunteer to run trays, help keep the dining room clean, and monitor the play area.
 - Remind the organization that they MUST mention that they are there for Spirit Night to receive credit.
 - Remind the organization that they MUST present a copy of the flyer or a picture of the flyer to receive credit.

Email Expectations

Email account is on Gmail.

Name: marketing@hammondca.com

PW: Iloveyou06!

- Marketing emails should be checked and processed 3 times per week.
- Responses to emails should be completed within 72 hours. Even if we do not have a decision, we should inform the sender that we have received the email and will respond when we have a response with an estimated time of response.
- Marketing emails should be professional in nature. You are representing the brand and not yourself.
- Managing the Inbox:
 - The goal is to keep the inbox empty by having no action items or no responses needed.
 - Once a response has been sent and the sender is no longer waiting on us, that email should be filed to a folder and removed from the inbox.

Readerboard Expectations

Team Member Updating Board: Calmer Dighton, Gabrielle Williams, Stacy Morris, and Logan Dimmagio

- Reader Board should be changed at least once a week
- Hammond side is for team member birthdays and interstate side is for store updates (new campaign, events, etc.)
- The Hammond side is updated each week unless there are no birthdays & the interstate side is only updated when there are upcoming events or a new campaign
- Managing the Readerboard:
 - The goal is to keep the board updated and keep guests informed
 - If designated person cannot update the board the marketing team is responsible for updating it or getting another team member to update it

Social Media Expectations

Social Accounts: Instagram, Facebook, and LinkedIn

Username // Email: Marketing@hammondca.com or cfahammond

PW: Hammond12!

- Social Media accounts should be checked every other day or MWF (It is best to check them on Social Media Publisher through CFA Home)
- Responses to social media messages or comments should be completed within 24 hours. If a comment response is not beneficial for all viewers then it should be responded to as a direct message. All social comments that are aggressive or are comments or questions on how our store is handling situations in the news (social, political, etc.) should be filtered by Joe. He needs to be notified that he can decide a plan of action and follow Chick-fil-A PR guidelines.
- Social responses should be professional in nature. You are representing the brand and not yourself. All social comments that are aggressive or are comments or questions on how our store is handling situations in the news (social, political, etc.) should be filtered by Joe. He needs to be notified that he can decide a plan of action and follow Chick-fil-A PR guidelines.
- Most content can be found on SMP unless it is specific to our store then you would need to access the accounts to properly type out and format.
- Managing the Social:
 - The goal is to keep the inboxes empty and notifications by having no action items or no responses needed.

Spotlight Strategy and Expectations

Name: First Name. Last Name 1

PW: Your CFA Password

- Spotlight should be used or checked at least three times a week. (checking scorecard stats, sending emails, or sending guests at risk for drop off treats)
- We use spotlight to grow brand awareness and connect with our guests. All of the Chick-fil-A One app stats are on spotlight.
- We send emails for new campaigns or upcoming events for our store
- Managing the Spotlight
 - The goal is to keep guests informed and using their app

Taking Catering Orders

Catering orders:

- Guest: I have a few questions about catering – or – Can I place a catering order?
 - a. “Of course, will this be for pickup or delivery?”
 - b. Click “Start Deferred Order”, and select either Pickup or Delivery.
 - c. “What day/time would you like this for?” – always check the deferred order queue! Try not to have more than 2 orders every 15 minutes!
 - d. Ask how many people they are serving – this will help you help them make sure they are getting enough food.
 - e. Time we need for all trays:
 - i. Prep trays (salads, wraps, subs, etc.) need at least 6 hours’ notice.
 - ii. Hot trays: we prefer at least 1 hours’ notice.
 - iii. Chilled trays: We need at least 6 hours notice.
 - iv. Deliveries: we prefer 24 hours’ notice (or at least the night before). But if it’s a last minute lunch one, check with the kitchen leader and marketing.
 - f. Using a catering menu, help the guest order food. 95% of the time it will only be a nugget tray (or strip tray). NO FRIES FOR CATERING
 - i. For Nugget/Strip trays – “Would you like that **Hot** to serve immediately, or **Chilled** to reheat?” SM/MD trays get 1 sauce, LG trays get 2 sauces.
 - ii. For Salad/Wrap trays – ask if they would like a variety of dressings or specific dressings.
 - iii. For unsweetened tea/coffee ask if they need sweeteners/creamers
 - iv. For all orders – ask if they need plates, utensils, cups, or ice. (If yes, ask how many guests).
 - v. Confirm the order (read everything back).
 - g. Take their Info:
 - i. For both Pickup/Delivery:
 - 1. Get their First Name/Last name
 - 2. Get their phone number
 - 3. Confirm date and time
 - ii. For Pickup:
 - a. “Just to confirm, you are picking up at the Chick-fil-A in the Concord Mall in Wilmington DE?” Also: “Please call 5 minutes before you arrive so we can have your tray hot and fresh when you arrive”
 - 2. For Delivery:
 - a. Get their Address
 - b. Put any special notes in the note section (call Karen on arrival, wait at the guardhouse, etc.)
 - c. Ask for credit card info.
 - d. Put arrival time in the notes.

Weekly Marketing Update Example

Dec 2, 2021

Upcoming Community Events

- Breakfast with Santa
 - Sat Dec 4th 7am-10am
- Reindeer Run for Restoration House
 - Sat Dec 4th 8am-11am
- Ponchatoula Christmas Parade
 - Sat Dec 11th 10am-11am - line up at 8am

Upsell Contests

- Fryday Friday - Dec 3rd
 - Upsell Large fries from 10:30am-close
 - Prize - Free Dessert
- Holiday Sauce Pack - Dec 6th-Dec 11th
 - Upsell our Holiday Sauce Packs all week
 - Prize - \$25 Gift Card

CHNOLA “Light Up The Season” Awareness Campaign

- “Light Up The Season” is CHNOLA’s annual holiday fundraising campaign that goes towards their Kids Fund, which helps to provide assistance and resources inpatient kids and families at the hospital during the holidays. Chick-fil-A New Orleans will be bring additional awareness to their campaign and encouraging our guest to visit CHNOLA.org/Lights to donate.
 - Please note, the market will **NOT** be collecting funds for this campaign.
- Lightbulb Notepads
 - *Encourage guest/team members to write special messages to the kids at the hospital to be posted/hung up in your restaurants, if you’d like.*
- Lightbulb Necklaces
 - *For Team Members to wear when serving guest during the campaign*

What are our Guests saying about us?

- Employees are always friendly and courteous. Very seldom a issue with my order. Service is fast.
- This store has great customer service. The employees are exceptional with rush hour with getting the line condensed. Employees always make me feel a little warmth inside with their exceptional smiles when day is a little crappy.
- Staff was friendly, drive thru was very quick, and my food was perfect!

Hospitality Training

Google Doc -

https://docs.google.com/document/d/1MfXdHVJ_2u26FYIGfgiRFub0zi8rDz1__1YHWKGXQHQ/edit?usp=sharing

Slide Deck -

https://www.canva.com/design/DAGxFSKDxPw/DgmeZx7-46G_jhTVIfdSFg/view?utm_content=DAGxFSKDxPw&utm_campaign=designshare&utm_medium=link2&utm_source=uniquelinks&utm_id=hc2440d03cc

Why is hospitality so important?

- Chick-fil-A wants to be the most caring company in the world.
- We don't win on price, we win on service, speed, and quality.
- My Pleasure is more than just a catch phrase; it is our moral obligation.

Genuine Hospitality

- Honor
- Dignity
- Respect

Language of Hospitality

- | | |
|----------------------------|--|
| - Can I take your garbage? | - Would you like me to clear your table? |
| - Drink | - Beverage |
| - Next | - I can help the next guest |
| - What can I get you? | - How can I help you today? |
| - Want a refill? | - May I refresh your beverage? |
| - I'm sorry | - I apologize for the inconvenience |
| - Is that it? | - Will that be all for you today? |
| - Yeah | - Yes sir/ma'am |
| - No problem | - It would be My Pleasure |
| - Hi | - Hello welcome to Chick-fil-A |
| - What's up? | - How may I serve you? |

Stop, Drop, and Serve

- We stop what we are doing (stocking ice, on way back from restroom, counting a till, getting our own drink) to serve a customer that is needing something.
- We show respect to customers by treating them the way we would want to be treated if we're waiting on something.
- When a customer is waiting to order or waiting for their food, we focus on serving them over anything else.

Core 4

Create eye contact
Share a smile
Speak with a friendly tone
Always say My Pleasure

2nd Mile

Second Mile Eye

- Keeping an eye out for moms with young kids
- Older people who need help
- People who are having a bad day
- Kids who need to be cheered up
- Keep an eye out for ways to serve
- Surprise and delight
 - Free item
 - DOC
 - Let kids help do icedream

Hospitality Etiquette - Hands-on activities

Set a table

- When setting a table, we start with the Fork on the left of the plate or bowl. We have the Knife on the right, closest to the plate or bowl, with the blade facing in towards the plate, and the spoon to the right of the knife. Both the knife and the spoon sit on top of the napkin. When placing a drink down, you set it on the right side near the top of the plate or bowl.
- Some easy ways to remember this is by setting out the utensils in alphabetical order Fork, Knife, Spoon. And for the drink you can make a lower case 'b' and 'd' with your hands, the hand that looks like a 'd' (the right hand) is the side that the drinks should be placed, if serving bread with the meal it would go on the side with the 'b' (the left hand).
- This is helpful for us at Chick-fil-A for when we are bringing a beverage back to a guest. We never want to reach across them so if you are serving them come from behind and set the drink on the right side of them.

Serving Do's and Donts

HEARD Model

Deal with a guest who is not happy

Goals

- Teach the fulfillment of serving
- Elevate the dining room experience
- Beyond just chickfila
- The goal is to increase competence, and they will increase joy
- Looking for the small moments

Resources

<https://youtu.be/mZTFV7afccw?si=WVT5GPJMk9CpKCph>

https://www.youtube.com/watch?v=lgIME30R-e0&ab_channel=AndrewArmstrong

<https://portal.cfahome.com/en/food-and-delivery/customer-experience/winning-hearts-every-day/winning-hearts-every-day/>
<https://blog.typsy.com/restaurant-server-training-top-10-etiquette-tips>

Treat Yourself Tuesdays/Mobile Mondays

Preperation

- Set if it is a store-only campaign or a Hammond area campaign.
 - Meet with Marketing Directors to select the rewards for each week.
 - Decide when the items will expire.
- Promote using social media and spotlight emails.
- Share the information with the OP's team to have team members remind guests on Mondays.

Sending rewards

- Log in to Spotlight and select Engage.
- Select the reward platform to be delivered.
- Using the filters select the guests using the date range, and ordering placed an individual order, mobile order..
- Change the messaging in the email and in app to reflect the reward campaign.
- Set the expiration to the day before the next planned reward in the campaign.
- Send the rewards - note how many were sent.

Analyze

- Send the reward count to the director team so they can plan accordingly for Ops.
- Analyze redemptions using spotlight, seeing how many that were sent were redeemed.

Sandwich Giveaways

Scheduling: When you know you have a sandwich giveaway coming up be sure to add a note in The Nation App letting the scheduler know they will need extra staffing.

Advertisement: Be sure to advertise via Social media, laminated in store fliers on tables, team member engagement about the giveaway, and spotlight.

What does the operations director need to order?

- Bread (Tell the bread guy 3 weeks in advance)
- Extra orders of filets
- Extra mayo noise
- Extra Pickles

Breakfast Giveaways

Schedeling: When you know you have a breakfast giveaway coming up be sure to add a note in The Nation App letting the scheduler know they will need extra staffing.

Advertisement: Be sure to advertise via Social media, laminated in store fliers on tables, team member engagement about the giveaway, and spotlight.

What does the operations director need to order?

- Extra Biscuit Dough (Tell the bread guy 3 weeks in advance)
- Extra orders of breakfast filets

Marketing Calendar

Planning - Should be completed by the 20th of previous month

- Check if there are any Corporate and Market level events during the next month.
- Plan out any treat yourself tuesdays or other store-level/hammond-level giveaways with other marketing directors
- Plan any store events (Storytime with the cow, trivia, bingo, ect.)
 - Also add any community events we are partnering with
- Check potential store closure dates for holidays

Creating - Should be completed between the 20th-25th

- Access canva and duplicate the previous months calendar

- Check vendor list for passwords
- Adjust the month and make sure the dates are in the correct order
- Access Studio to get any graphics needed for events/giveaways
 - Preferably use the icons
- Create the calendar with short blurbs and icons on each date, and a legend going into more detail at the bottom
- Send to director team as a PDF to proof
- Once approved download as a PDF for Print with CMYK color

Distribute - Should be completed by last day of month

- Send the approved PDF to K-Team or other approved vendor
 - Current POC is Joe LeCompte - joe@kteamprint.com
- Schedule post with the info from the legend in the caption with a short intro to the month to facebook
- Pick up the physical sticker calendar from vendor and install it on the managers stand

Ordering DOCs

1. Log into CFAHome.com
2. Go to reports & tools
3. Select "The Studio"
4. Toggle over "Create"
 - a. Select "Be our guest cards"
5. Under "Restaurant", select "Get Started"
6. You will most likely select "US Be Our Guest Cards" unless wanting to create something specific to a seasonal item
 - a. Press "Templates" at the top right
 - b. Check which template you'd like to order > press "Customize" at the bottom right
 - c. Answer questions on the left hand side of the page and choose expiration date, then press "Save & Refresh"
 - d. Press "Finish" at the top right
 - e. Press "Finish" if you are ready to order
 - f. Click the DOC icon, press "Order"
 - g. Select your quantity and press "Add to Cart"
 - h. Repeat process if needing to order more DOC templates.. If not, proceed to the Cart icon
 - i. Select "Shipping & Billing"
 - j. Fill in information to match the store's address
 - k. Press "Review Order" then "place order"
 - l. Forward receipt to the store's Executive Director

Culture One Pagers

Culture Checklist

Goal: Help the leadership team show care for the 100+ team members at Chick-fil-A Hammond.

Annual:

- ☐ May- Team Crawfish Boil
- ☐ December- Team Christmas Party

Monthly:

- ☐ Write Team Birthday Cards(1 hour)
- ☐ Purchase \$5 gift cards for Team Birthdays (30 mins)
- ☐ Cards and gifts for 1st, 3rd, and 5th year Anniversaries (CFA anniversary) (1 hour) (\$10 per year)
 - ☐ Have JoeRo sign cards
 - ☐ Give Team Members gifts and get picture of them
- ☐ Plan Monthly calendar for Holidays, specials days, and events (2 hours)

Weekly:

- ☐ Send Encouraging Notes to 5 team members
- ☐ Send encouragement video to facebook weekly
- ☐ Plan and execute any events/celebrations from Monthly calendar for that week (3 hours)
- ☐ Celebrate/recognize the team for any business results/milestones that happened that week. (1 hour)
- ☐ Each Thursday, make a Facebook post called "Thankful Thursday"- we are thankful for this person being on our team, and a blurb about it.
- ☐ Make a weekly plan that tells what you accomplished in the last week and what you are planning to do for the next week.
- ☐ Text the directors and the chaplains every Monday to remind them who's birthday is coming up for the week, reminding us to wish them a happy birthday.

Large Party Planning

What: When planning a large team event or party, use this checklist to assist you in getting started and staying on track

1. Select a party title, location for the party, date and time for the party
2. Find a sitter to attend the event to provide childcare
3. Communicate to the team through "Email my team" and via Facebook and be sure to communicate that childcare will be provided
4. Ask for an RSVP count by a specific date to provide you an idea of what the head count will be, including a childcare head count for the sitter(s)
5. Be sure to specify if the team members will be able to bring a significant other, friend, family member along and ask for them to notify you of any plus ones that are attending
6. Create the Marketing One Pager (found in The Drive) as you develop your plans to submit to the store before making final purchases
7. Determine which food and dessert will be served, place an order once the head count is determined
8. Select a theme for the party
9. Determine which games will be played or any activities that will take place
10. Set a date to look at the venue and create a list of any decor or items that you need
11. Develop an itinerary for the event and delegate responsibilities to the leadership team as needed (who will serve food, who will facilitate games, who will speak at which points)
12. Be sure to buy name tag stickers and bring sharpies along for everyone to have their name displayed!
13. Remind the team about the party one week out
14. Share the itinerary with the leadership team and be sure everyone understands the timeline and what's expected of them

Birthday Cards

What: At the end of each month, you will need to write out next month's birthday cards, purchase a \$5 Crumble gift card to go with each, and mail them.

1. The last week of each month, go to cfahome.com > Reports & Tools > HR Payroll > Reports > Employee Birthdate
 - a. Categorize it by the birthdates and develop a list of birthdays for the upcoming month
2. Grab the birthday cards from the office (if we are ever running low, please notify Destiny Andwers and ask her to purchase more)
3. Write out a birthday message to the team member on the birthday card
4. Have a handful of other directors sign the birthday cards
5. Place them in the envelopes- DON'T SEAL THE ENVELOPE YET
 - a. You will need to bring the credit card to Crumbl and purchase one \$5 gift card to go into each envelope. Be sure to use a sharpie and write "\$5" on each gift card.
 - b. Once the gift cards are in the envelopes and the stamps are on them, you will seal them up and place them in the wall slot in the office
 - c. Be sure the managers are giving them out throughout the month as employees are on shift

Team Member Thursday Social Media Post

What: Every Thursday, highlight a team member of Chick-fil-A Hammond's Facebook page.

1. Receive access as an admin on the CFA Hammond Facebook page
2. At the top of the week, select a team member to highlight and either take a picture of them or ask for a picture of them and ask for a short biography and their favorite part of working for CFA. Here are some questions to ask them:
 - Why do you love working at Chick-fil-A?
 - What are some of your goals here at CFA and in general?
 - What is your favorite menu item?
 - Is there anything else you would like the community to know about you?
3. On Thursday, go to the CFA Hammond Facebook page, go to "Create Post", and select "Photo".
4. Upload the photo of the team member and form a Facebook post sharing the team member's biography and attaching a marketing tag at the bottom, here is an example:

"Happy [#TeamMemberThursday!](#)

We are happy to introduce you to Savannah! She is one of our Authorized Trainers and is in leadership development within our business.

Savannah enjoys playing and watching Dungeons and Dragons, reading during her spare time, and being a great friend to those around her. She's fantastic at making our trainees feel comfortable during their training process!

Savannah hopes to open her own Chick-fil-A one day and is currently bettering herself in pursuit of her dream while bettering her coworkers through proper training and support. This gal rocks! We're so grateful for her!

Team Gifts Baskets!

- Birthdays
 - \$5 PJ's Gift Cards
- Anniversaries
 - 1 Year
 - Sports Bag, Pen, Soft Keychain, and Scout Notebook
 - 3 Year
 - 16 oz Tumbler w/ Straw, Pen, Scout Notebook, Soft Keychain
 - 5 Year
 - Logo Dome Pen, Revello Journal, Frost Tumbler, Metal Key Chain
- Promotions
 - Team Leader
 - Book
 - Nametag
 - CFA Cup
 - Team Leader Shirt
 - Swipe Card, Trash Compactor Key, and paper towel Key
 - Promotion Certificate (make on Canva)
 - Shift Director
 - New Uniforms
 - Nametag
 - Notebooks and pen
 - Book
 - Set of Manager keys (swipe card, store keys, register keys, towel key, dog key for push door, and key for dining room trash compactors)
 - Director Team
 - New Uniforms
 - Nametag
 - Notebooks and pen
 - Book

Small Team Member Events One Pager

One of the biggest and most important feedback we have received from the team is having “small” team member events more often throughout the year.

We have created a “Small Team Member Event” Team that will help coordinate these smaller events more often as an option for the team to be able to attend and spend time together outside of the workplace environment.

These events can including but are not limited to:

- Movie nights at CFA
- Video Game nights at CFA
- Kickball Games
- Football Games
- Basketball Games
- Board Game nights
- Dinner Outings
- Park Events
- Softball Games

We will discuss a budget at Meeting on June 24, 2022. If food, snacks, or beverages are needed for any of these events, we can set a \$50 budget and it must be approved by the Director of People before purchase.

Nation Functions

Events, Announcements and Groups

Use these functions to send out updates in marketing to the team such as:

- Upcoming events
- Upcoming giveaways
- Upcoming promotions
- Holiday hours

Events can also be used to publish something only to the scheduler so that they make the schedule accordingly.

For example:

Pelicans Org. Sandwich Givaway-Schedule an extra person	1/30/2026 12:00 AM	2/5/2026 11:59 PM	Scheduler	Other	
Schedule Gracie and Savannah 5-8	1/20/2026 12:00 AM	1/20/2026 11:59 PM	Scheduler	Other	

How to send an announcement: https://stream.mux.com/ooPd00WiVu_kwpQRb45NnvxHez02gJ9pRafjqpmD7fjreo.m3u8?redundant_streams=true

How to set up an event: https://stream.mux.com/E66s4AwEnj0202e68hkbx4tHHWPMft5eaeNRglOftvdcl.m3u8?redundant_streams=true

You may also message the team via the “RR All Team” group chat on the nation app or by using “Email my team” through CFAHome.com. See below for instructions.

Email My Team

To email the team you'll want to do it through the store email.

You can do this by first going to CFAHome.com.>Select "Tools and resources">select "Email my Team">select the double arrow to add all team members to "selected" box>add a subject>add email and sign off with name.

Restaurant: 03074

Team Members:

Available	Selected
AJ Vicaro ALLISON KELLEY Abby Derks Adam Whitecotton Ahri Brown Aidan Achee Alexandria Hookfin Alexis Ryle Alexis Saint Romain Alice Robertson	

Subject:

Message:

Restaurant: 03074

Team Members:

Available	Selected
	AJ Vicaro ALLISON KELLEY Abby Derks Adam Whitecotton Ahri Brown Aidan Achee Alexandria Hookfin Alexis Ryle Alexis Saint Romain Alice Robertson

Subject:

Message:

Veteran's Day Giveaway

All guest with a military ID get a free Chicken Biscuit until 10am

- Send spotlight out to let guest know about this special Giveaway (see one pager on how to send a spotlight)
- Inform the team about the giveaway
- Post on social media at least 3 days prior

Memorial Day Missing Man Table

This is a table we set out every year in memory of those

Set up will be similar to what is pictured below. Please Ensure this is set up before 6am on memorial day. If marketing director (you) are not present, provide shift leader with all information on how table should be set up.

Box with all needed supplies is located at the "barn"



Golden Cow Awards

Golden Cow awards are usually given out during the end of year team party.

- Start a google form with each position set to vote
- Ensure every question is set under mandatory to vote
- Once the form is finished send the form to the team informing them about the Awards, the deadline to vote, and any other information they may need.

General Awards:

- Smiles the Most
- The Joker (Funniest Employee)
- Cow of the Year
- Best Dressed
- Most likely to be an Operator
- Pod Leader of the Year
- Manager of the Year
- Director of the Year

Heart of House Awards:

- HOH MVP
- Prep-a-nator (Best at Prep)

- Nugget Ninja (Best at Secondary)
- Sandwich Slinger (Best at Primary)
- Lord of the Fries (Best at Fries)
- Bread Winner (Best at breading)
- Rolling in the Dough (Best biscuit Maker)

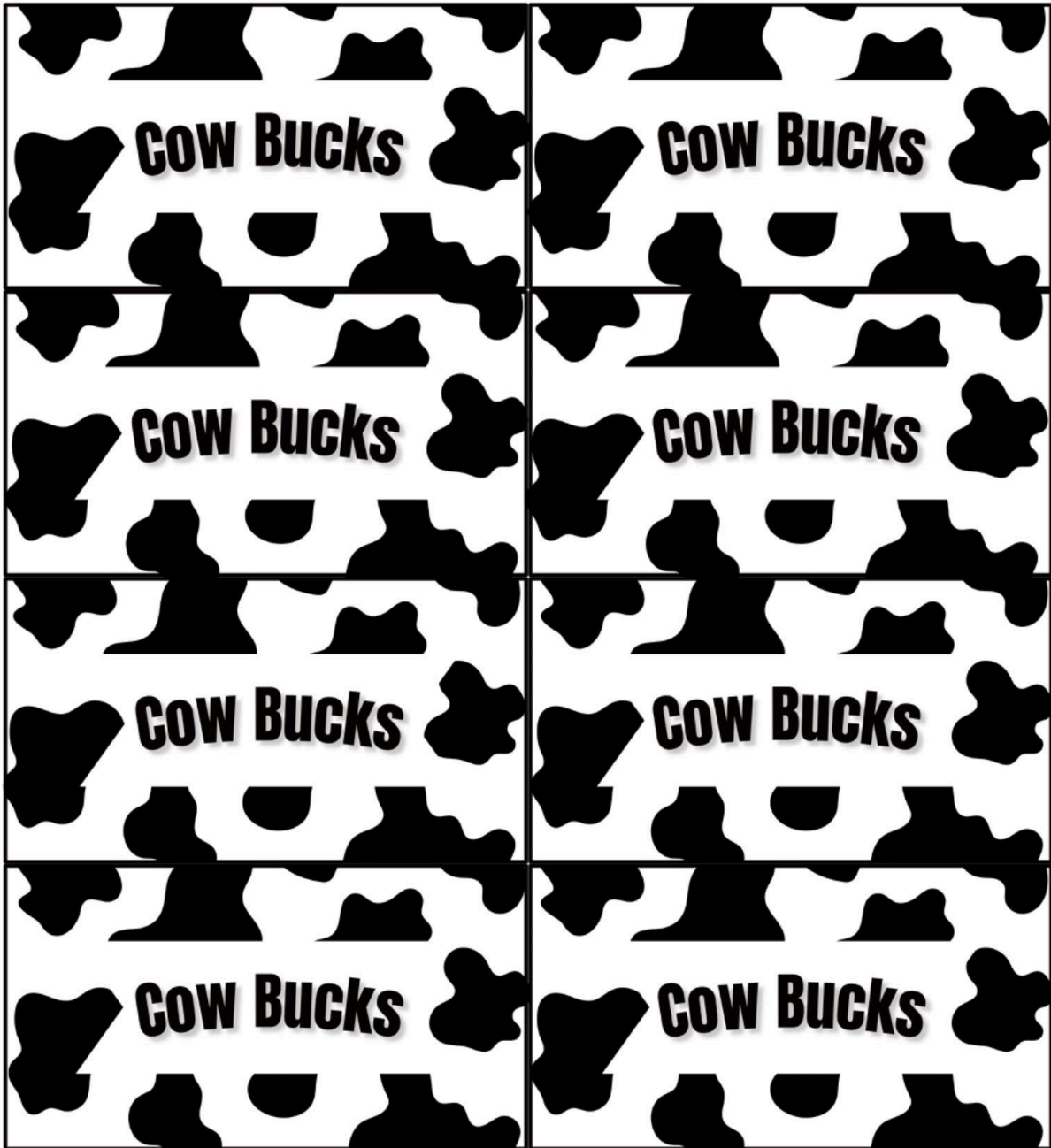
Front of House Awards

- FOH MVP
- Bagging Maniac (Best at Bagging)
- King of Drinks (Best at Drinks)
- The Outsider (Most willing to serve outside)
- Hostess with the Mostest (Best Dining Room)

Token System

At the beginning of the week give each manager and director 8 tickets to hand out to team members throughout the week.

At the end of the week collect all tickets and input them into spreadsheet to track team members “Cow Bucks.”



Team Member: _____ Date received: _____ Reason for receiving: _____ _____ _____	Team Member: _____ Date received: _____ Reason for receiving: _____ _____ _____
Team Member: _____ Date received: _____ Reason for receiving: _____ _____ _____	Team Member: _____ Date received: _____ Reason for receiving: _____ _____ _____
Team Member: _____ Date received: _____ Reason for receiving: _____ _____ _____	Team Member: _____ Date received: _____ Reason for receiving: _____ _____ _____
Team Member: _____ Date received: _____ Reason for receiving: _____ _____ _____	Team Member: _____ Date received: _____ Reason for receiving: _____ _____ _____

Director/Team Member Going Away Cookie Cake One Pager

We know it is important to wish our team members best of luck as they move on to other ventures in life!

We also need to remember to continue to be good stewards of our resources and finances for the business!

Here are some ground rules for purchasing a cookie cake, cake, or any other type of treat for a Director, Shift Director, or Team Member:

- For Team Members (Team Leaders, ATs, and TMs) they need to be with us at least **ONE** year and complete their 2 weeks notice correctly and fully and receive their cookie cake or treat on their last day!
- The max amount that can be spent on Team Members (Team Leaders, ATs, and TMs) needs to be between \$25 to \$30 dollars.
- For Directors and Shift Directors, we will not set a time for these roles but ask again that they complete their 2 weeks notice correctly and fully and receive their cookie cake or treat on their last day!
- The max amount that can be spent on Director or Shift Director needs to be no more than \$50 dollars.
- Also, for a Director or Shift Director Birthday Celebration, if their Director team would like to get them a cookie cake or treat, keep it under \$20! This can be as simple as a shake or maybe a Dr. Pepper Icee :) but strive to keep it under \$20!

