

GRUBHUB

Campus Website Language Guidelines

Off-Campus Programs

Project Overview

Objective

- Get more students and parents/guests to add more funds to the student's campus card. More money added, more money spent towards on-campus purchases via Grubhub!
- Spread awareness of the Grubhub Campus program so more students take advantage of this benefit of being a student at your institution.

Campus Directive

- Add language to your campus card Add Funds website to inform students and parents/guests that they can use their campus card funds on Grubhub.
- The following slides contain recommended verbiage to add to your Add Funds websites and Dining Services websites plus examples from other universities' websites to help make it as easy as possible for you to add information about Grubhub.

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Add Funds Website Recommendations


Add Funds Website Example: [UNLV](#)

Vendors: Interested in accepting RebelCash at your area business? Contact us for more information.

You can use RebelCash at the locations listed below.

[Deposit RebelCash Online](#)

Order Grubhub with RebelCash



You can now use RebelCash to order food from Grubhub, 50% off your first order up to \$10, unlimited free delivery, and other perks for adding UNLV to your Grubhub account. .

Once you set up the Grubhub app, follow these steps to take advantage of these special offers:

1. Tap Account > Campus Dining to affiliate to UNLV.
2. Sign in using your ACE login to link your RebelCard.
3. Follow the prompts to activate Grubhub+ for free delivery.
4. Order from local favorites or 300,000 restaurants nationwide.

Do you have an add funds page that looks like this?

Add language that highlights that students can use their Flex Dollars on Grubhub, the Grubhub+ Student perk and clear steps on how to sign-up.

Recommended Copy: Add Funds/Flex Dollars Landing Page

1. For the point of purchase page, add one of the following options:

- “[Flex Dollars] can be used on Grubhub! Add additional funds so you’re ready to order your next meal.”
- “Did you know you can use your [flex dollars] to order from your favorite local restaurants on Grubhub? And with your free Grubhub+ Student membership, you’ll enjoy \$0 delivery fees through graduation*. Add [flex dollars] today to make your next meal easier!

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

2. For lists of off-campus vendors who accept flex dollars:

- Add “Grubhub”

3. FAQ on “Where can I use my [flex dollars]?”

- Add: “Grubhub app: Use your [flex dollars] on Grubhub to order from local restaurants.”

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Dedicated Landing Page Recommendations

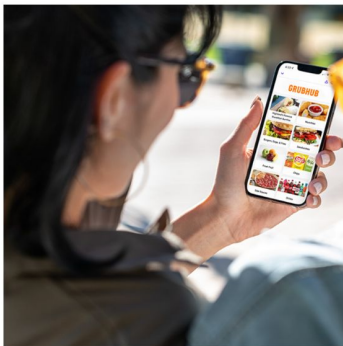
Dedicated Landing Page Example: [University of Wisconsin-Green Bay](#)

GRUBHUB+ STUDENT MEMBERSHIP

FREE DELIVERY FOR LOCAL EATS

Get unlimited free delivery from your favorite off-campus restaurants.

UW-Green Bay is partnered with Grubhub so students, faculty and staff can order from off-campus restaurants using Pass Points with free delivery. This means you can order with Pass Points on Grubhub not just in Green Bay, Manitowoc, Marinette and Sheboygan, but wherever you are! And yes, that includes summertime, winter break and spring break ordering.



Can you create a designated landing page about the Grubhub program or include information in your dining services landing pages?

- Add clear steps on how to get started and an overview of the program
- Add links to download app and add money to Flex Dollars
- Include information on Grubhub+ Student benefit and FAQ section
Include links to help students find campus dining support & Grubhub support

Here's how to get started

1 Download the app

Search for and download the Grubhub app in either the App Store or Google Play store.

2 Set up your account

Navigate to the Account tab, then Campus Dining.

3 Follow the prompts

Input your UW-Green Bay University email and password to activate free Grubhub+ Student.

4 Order delivery

Start ordering from your favorite off-campus restaurants! Free delivery is available on orders \$18+ from eligible Grubhub eligible restaurants.*

*See full terms at: <https://go.grubhub.com/legal/plus>

PAY WITH PASS POINTS

Ordering takeout has never been easier.

To pay for your next Grubhub meal with your Pass Points, select **University of Wisconsin-Green Bay** under Campus Dining within your Account. Venmo, Debit, and Credit Cards are also accepted.

ADD PASS POINTS TO YOUR ACCOUNT

Recommended Copy: Dedicated Landing Page

1. Add the following language:

- [University Name] is partnered with Grubhub where students can order from off-campus restaurants using their [Flex Dollars] with \$0 delivery fees.
- To pay for your next Grubhub meal with your [Flex Dollars]:
 1. Download the Grubhub app
 2. Select [University Name] under Campus Dining
 3. Add your campus card info
 4. Follow prompts to sign up for GH+ Student
- Now you're all set to order delivery from local restaurants with \$0 delivery fees through graduation!*

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

2. Other additions to showcase your Grubhub campus program:

- Include your campus QR Code for easy app download (reach out to your CSM if you need this provided again)
- Add onboarding guides or onboarding videos (Access under [Campus Onboarding Materials](#))
- Add photos/visuals to showcase the GH program (Access under [Marketing Resources](#))
- Include FAQ about the free Grubhub+ Student program offered to all of your students (Available [here](#) under Marketing Resources)

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Updates to Look Out For

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- ❑ Check that your pages use current Grubhub Logos
 - Access [here](#) under Marketing Resources
- ❑ Check that your pages feature the correct spelling of Grubhub
 - Update GrubHub, Grub Hub, Grub hub, etc
- ❑ Check that your pages have current Grubhub PDFs or Videos
 - Access [here](#) under Off-Campus Dining Assets
- ❑ Check that your pages only reference current promotions with [current legal copy](#)
 - 50% off your first GH+ Student order, up to \$10 off, order minimum \$12, with code **WELCOME50**
- ❑ Check that your pages link to current Grubhub websites
 - Use [this Grubhub campus landing page](#)
 - Use [this legal landing page](#) for Grubhub+ Student
- ❑ Check that your pages reference current Grubhub+ Student FAQ
 - Access [here](#) under Marketing Resources