GRUBHUB

Campus Website Language Guidelines

On-Campus Programs

Project Overview

Objective
- Get students and parents/guests to add more funds to the student's campus card. More money added, more money spent towards on- and off-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 dining dollars "Add Funds" website and your dining service 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 campus websites and 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

Recommended Copy: Add Funds/Dining Dollars Website

1. **For the point of purchase page, add one of the following options:**
   - "[Dining Dollars] can be used on Grubhub! Add additional funds so you're ready to order your next meal."
   - "[University Name] is partnered with Grubhub for mobile ordering on campus. Add more [dining dollars] to order ahead on Grubhub!"
   - "Did you know you can use your [dining dollars] on Grubhub to order ahead on campus? Add more funds today to save time waiting in line for food."

2. **For lists of on-campus vendors who accept dining dollars:**
   - Add "Grubhub"

3. **FAQ on "Where can I use my [dining dollars]?"**
   - Add: "Grubhub app: Use your [dining dollars] on Grubhub to mobile order on campus."

Add Funds Website Example

SU Bucks

SU Bucks are additional funds that can be used at all on-campus dining locations. You can open an account with as little as $25.

- Click, "Buy on Atrium."
- If this is your first time logging in, click, "I'm new here," and follow the instructions to set up your account. Your user ID should be your seven digit student ID that the university assigns you. You will receive a temporary password to login for the first time.
- Log in with your credentials.
- Click, "Make an SU Bucks Deposit.

SU Bucks Any Amount

Do you have a dining dollars page that looks like this?

Add a bullet that says "[Dining Dollars] can be used on Grubhub! Add additional funds so you're ready to order your next meal."

Add Funds Website Example: [Holy Cross](#)

Grubhub

Holy Cross Dining uses Grubhub to bring our students, faculty and staff a convenient and fast way to place orders for pickup.

Signing up for Grubhub is easy and allows for several payment options. Your account can be linked directly to your meal plan giving you a variety of options for dining on campus.

How to Use Grubhub

1. Download the Grubhub app (available for Apple and Android).
2. Set up your Grubhub account. Be sure to turn notifications on you'll be notified when your order is ready.
3. From the settings menu (gear icon), select Campus Dining and choose College of the Holy Cross.
4. Add your Crusader One Card to directly link your meal plan to Grubhub.

Crusader Cash

Crusader Cash is a debit-like account set up on your Holy Cross OneCard. You will enjoy the convenience of being able to make purchases at Dining locations on campus, without having to carry cash or other cards. Crusader Cash can be added to your OneCard any time and funds never expire.

Benefits

- Safer and more convenient than carrying cash – all you need to carry is your OneCard
- Add funds to your account at any time
- Crusader Cash funds do not expire
- All Dining Services locations accept Crusader Cash

Adding Funds

Parents: Deposits can be made by credit card via the Parent Portal. Your students' name and Holy Cross ID# are required. Please allow 2 business days for funds to appear in your account.

Add info about Grubhub on the page where a user would find how to "Add Funds"

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Dining Services Website Recommendations
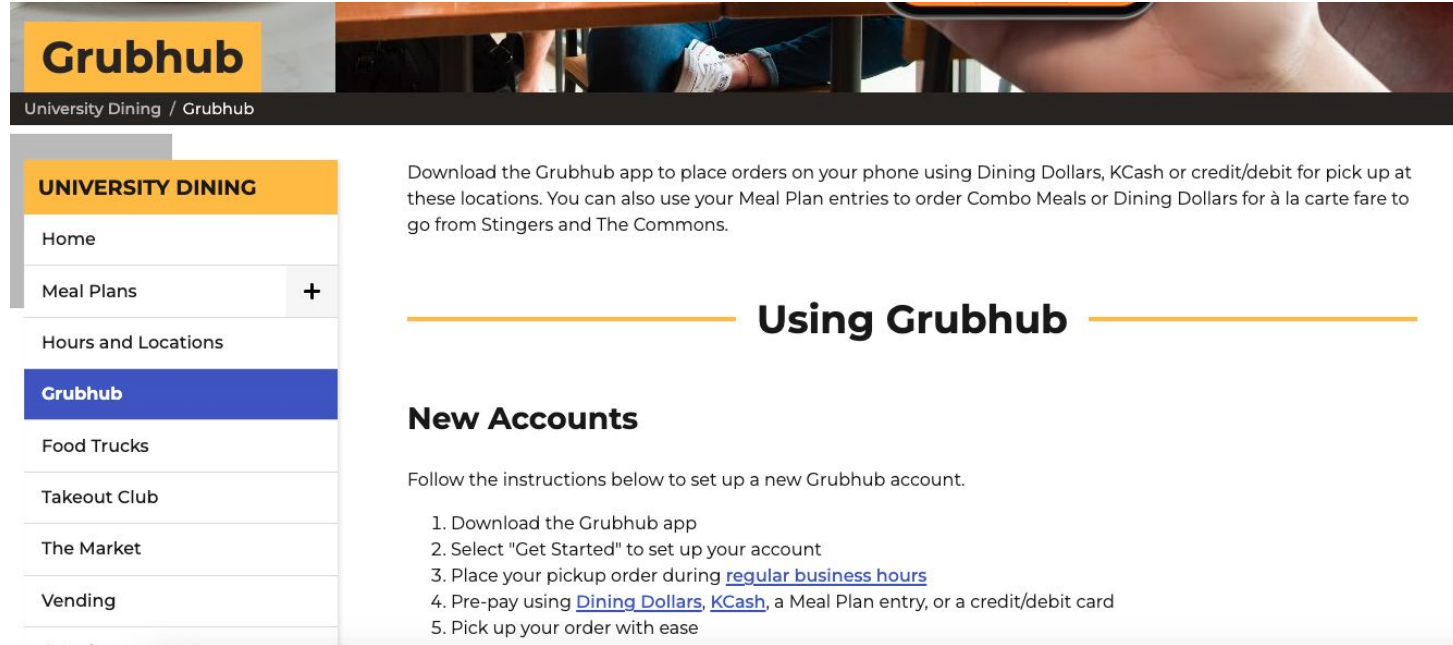
Recommended Copy: Dining Services Website

1. **Add the following language:**
   - [University Name] is partnered with Grubhub to offer pre-order pickup from dining locations on campus.
   - To get started:
        1. Download the Grubhub app
        2. Select [University Name] under Campus Dining
        3. Add your campus card info
   - Now you're all set to use your [Dining Dollars] as a form of payment to buy your next meal! Next time, save time with Grubhub.

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)

Dining Services Website Example: [Kennesaw State University](#)

Create a designated landing page all about your Grubhub campus program with :
- Clear steps on how to get started
- Links to add Dining Dollars or Campus Card funds

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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 On-Campus Dining Assets

- ❏ Check that your pages only reference current promotions with [current legal copy](#)
  - 50% off your first on-campus pick-up order, up to $7 off, with code **FIRSTBITE50**
  - 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