Admin Checklist (Post-Launch Day)

Day 2

☐ Send an instant message (such as Slack, Teams, etc.) to all eligible employees (see templates 6a, 6b, and 6c)

☐ Add benefit information to any internal employee portals

Day 10

☐ Resend employee DoorDash for Business benefit invites to those who have not completed enrollment through Admin Portal

Day 21

☐ Admins resend employee DoorDash for Business benefit invites to those who have not completed enrollment through Admin Portal

  ☐ Admins login to their Admin Portal > select employees from the left side menu > select 'Resend Invites' button within the gray bar

☐ Send an instant message reminder via Slack, Teams, etc. (see templates 9a, 9b, 9c)

Day 28 and beyond

Great work! After 28 days, you should be getting great feedback from your employees about the DoorDash benefit. Here are other things you can try to spread the word at your organization:

☐ Host an activation challenge between teams

☐ On holidays and long weekends, remind your employees they can use their DashPass benefit for at-home celebrations/get-togethers

☐ Include the benefit information in an All Hands

☐ Include DashPass information in all internal newsletters

☐ Hang flyers or posters around the office

☐ Add benefit information to your recruitment materials

Communication Templates (Launch Day & Post-Launch)

Template 5: Email Signature (Example Signature)

[name]

[contact info]

Enroll in your new DoorDash benefits here!

Template 6b: Meals

Reminder!
[CUSTOMER] has your meals covered! Enjoy [BUDGET AMOUNT] daily/weekly/monthly towards a DoorDash order.

Need help ordering? See instructions here.

Template 6a: DashPass

Reminder!
You can now enroll for free in DoorDash for Business, the subscription that gets you free delivery fees and saves you $4-5 per order on DoorDash orders — from food to grocery and convenience. Check your email for enrollment instructions.

Template 6c: DashPass and Meals

Reminder!
Enroll in the DoorDash for Business benefits to enjoy [BUDGET AMOUNT] daily/weekly/monthly meal budgets which apply towards your DoorDash food delivery order, as well as unlimited free delivery and reduced service fees on all DoorDash orders. Need help ordering? See instructions here.

Communication Templates (Post-Launch)

Template 7a: DashPass Announcement

Audience: All Eligible Employees who have not enrolled

Subject Line: Use your DashPass and Meals benefit at home too!

Hi team,

Did you know that you can use your DashPass benefit at work or at home? This means you can get unlimited free delivery on all DoorDash orders, no matter where you are. Take control of your time with free delivery.

Enrolling is simple:

1. Create a DoorDash account using your work email. Already have a DoorDash account with another email? Please log out and create a new one with your company email.

2. Enroll via the pop-up by clicking "Get DashPass". If you don't see a pop-up, head to this DashPass page and click on the 'Get DashPass' button to enroll. You won't be charged the subscription fee.

3. Look for the blue DashPass logo and start your order.

Happy ordering!

Templates (Post-Launch)

Template 7b: Meals Announcement

Audience: All Eligible Employees who have not enrolled

Subject Line: Don't let your meal credits go to waste!

Hi team,

Did you know that you can [COMPANY] is sending out meal credits to you? Don't let them go to waste.

Enrolling and ordering is simple:

- Login to DoorDash with your "work" email address. Don't have an account with this email yet? Go to doordash.com and sign up today.

- Once signed in, go to doordash.com/teams/join to finish joining the Admin portal, or use the link provided in your welcome email from DoorDash.

- Select a restaurant to see the Work budget banner appear.

- Add food to your cart and checkout within the budget window and enjoy the [BUDGET AMOUNT] off!

Happy ordering!

Communication Templates (Post-Launch)

Template 7c: DashPass and Meals Announcement

Audience: All Eligible Employees who have not enrolled

(Subject Line) Use your meal budgets & free DashPass subscription

Hi team,

Did you know that [COMPANY] is sending out meal budgets to you which apply towards your DoorDash food delivery order as wells as a complimentary DashPass subscription? Don't let them go to waste!

Enrolling and ordering is simple:

1. Login to DoorDash with your "work" email address. Don't have an account with this email yet? Go to doordash.com and sign-up today.

2. Once signed in, go to doordash.com/teams/join to finish joining the Work portal, or use the link provided in your welcome email from DoorDash.

3. Select a restaurant to see the Work budget banner appear.

4. Add food to your cart and checkout within the budget window and enjoy the [BUDGET AMOUNT] off!

Happy ordering!