

# Admin Checklist (Launch Day)



## Day 0 (Day of Launch)

- Send an instant message (such as Slack, Teams, etc.) to all eligible employees:
  - Announce the benefit on the day of launch. If possible, have someone from senior leadership send the message ([see templates 3a, 3b, and 3c](#))
  - OR Announce the benefit via an email from senior leadership ([see template 4a, 4b, and 4c](#))
- Add DoorDash benefit information to leadership and HR signatures
  - Include the enrollment link in the signature ([see template 5](#))
- Have team leads announce in meetings
  - Bonus: Host an internal competition: which team can get the highest % of employee activations?
- In the office? Print and hang this poster or leave this one-pager on desks.

# Communication Templates (Launch Day)



## Template 3a: You are offering DashPass Announcement

*Audience: Admin or Senior Leader sending to Eligible Employees*

Announcement: Beginning today, you will have access to DoorDash DashPass, the subscription that gets you unlimited free delivery and reduced service fees from DoorDash, covered by [CUSTOMER]. This will save you ~\$4-5 on every order and can be used at work or at home.

### 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.
3. Start ordering! We cover the subscription fee so you won’t be charged.

## Template 3b: You are offering Meals Announcement

*Audience: Admin or Senior Leader sending to Eligible Employees*

### [ Sending to Eligible Employees ]

Announcement: Beginning today, we have your meals covered! Enjoy complimentary meal budgets with DoorDash as a benefit to you. [BUDGET AMOUNT] daily/weekly/monthly towards your DoorDash delivery order.

### Ordering is simple:

Log in to DoorDash with your work email address. Don’t have an account with this email yet? Go to [doordash.com](https://doordash.com) and sign-up today.

Once signed in, go to [doordash.com/teams/join](https://doordash.com/teams/join) to finish joining the work portal, or use the link provided in your welcome email from DoorDash.

Select a restaurant to see the budget banner appear.

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

# Communication Templates (Launch)



## Template 3c: You are offering both DashPass and Meals Announcement

*Audience: Admin or Senior Leader sending to Eligible Employees*

### **Announcement:**

Beginning today, you will have access to DoorDash DashPass & Meals budgets, covered by [CUSTOMER]. These meal budgets can apply towards your DoorDash food delivery order, while receiving unlimited free delivery and reduced service fees from DoorDash.

### **Enrolling is simple:**

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.

1. Once signed in, [go to doordash.com/teams/join](https://go.to.doordash.com/teams/join) to finish joining the work portal, or use the link provided in your welcome email from DoorDash.
2. Start ordering! Look for the blue DashPass logo next to restaurants on DoorDash to see if they're DashPass eligible.
3. Add food to your cart and checkout within the budget window and enjoy the [BUDGET AMOUNT] off!

Happy ordering, team!

# Communication Templates (Launch Day)



## Template 4a: DashPass Announcement Template

*Audience: All Eligible Employees*

### **(Subject Line) Enroll in your new DoorDash benefit: DashPass for Employees**

Hi team!

We are rolling out a complimentary DashPass subscription with DoorDash as a benefit to you.

Beginning today, enroll in DashPass for free to get unlimited free delivery and reduced service fees on all DoorDash orders. This will save you an average of \$4-5 per order.

#### **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.
3. Start ordering! Look for the blue DashPass logo next to restaurants on DoorDash to see if they’re DashPass eligible.

Happy ordering, team!

# Communication Templates (Launch Day)



## Template 4b: Meals Announcement Template

*Audience: All Eligible Employees*

### **(Subject Line) Enroll in your new DoorDash benefit: Meals**

Hi team!

We are rolling out complimentary meals through DoorDash as a benefit to you.

**Beginning today, enroll in the DoorDash for Business benefits to receive meal budgets which apply towards your DoorDash food delivery.**

#### **Ordering is simple:**

- Login to DoorDash with your “work” email address. Don’t have an account with this email yet? Go to [doordash.com](https://doordash.com) and sign-up today.
- Once signed in, go to [doordash.com/teams/join](https://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 budget banner appear.
- Add food to your cart and checkout within the budget window and enjoy the [BUDGET AMOUNT] off!

Happy ordering, team!

[Expensed Meals Employee Guide]

# Communication Templates (Launch Day)



## Template 4c: DashPass and Meals Announcement

*Audience: All Eligible Employees*

### **(Subject Line) Enroll in your new DoorDash benefit: DashPass & Meal Budgets**

Hi team!

We are rolling out complimentary meals and a free DashPass subscription with DoorDash as a benefit to you.

Beginning today, enroll in the DoorDash for Business benefits to receive meal budgets which apply towards your DoorDash food delivery order and unlimited free delivery and reduced service fees on all DoorDash orders, saving you on average \$4-5 per order.

#### **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](https://doordash.com) and sign-up today.
2. Once signed in, go to [doordash.com/teams/join](https://doordash.com/teams/join) to finish joining the Admin portal, or use the link provided in your welcome email from DoorDash.
3. Start ordering! Look for the blue DashPass logo next to restaurants on DoorDash to see if they’re DashPass eligible.
4. Select a restaurant to see budget banner appear.
5. Add food to your cart and checkout within the budget window and enjoy the [BUDGET AMOUNT] off!

Happy ordering, team!

[Attach Dashpass and Expensed Meals Employee Guide]

# 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.