DOORDASH for Merchants

2024 EDITION

Holiday Marketing Calendar and Toolkit

270+ Tips, Ideas, and Templates for Driving More Sales Every Season

Introduction

Welcome to the **2024 Holiday Marketing Calendar and Toolkit!** This guide will help your business entertain and entice new and existing customers in creative new ways this calendar year.

On these pages, we highlight **270+ holidays** that are perfect for engaging customers on social media, building buzzworthy promotions, and driving business revenue. Think:

- **National Chocolate Covered Anything Day**
- **National Selfie Day**
- **Eat What You Want Day**
- **International Day of the Nacho**
- **National Picnic Day**
- **National Eat Your Vegetables Day**
- **Get to Know Your Customers Day**
- **International Day of Charity**
- **National Dessert Day**
- **National Scavenger Hunt Day**
- **World Emoji Day**

... and many more.

Inside, you'll find an illustrated calendar, holiday-themed content samples from some of DoorDash's most marketing-savvy merchants, and clever social media caption ideas for you to use throughout the year.

Let's dig in!

Holiday Marketing Playbook

Customers love causes for celebration — and we're here to help you deliver.

Throughout this toolkit, we'll dive deep into hundreds of monthly marketing opportunities. But first, here are some general tips, promotion ideas, and social copy templates your business can plug and play to promote any food holiday.

Food Holiday Tips

Determine your business goal.

Are you trying expand your customer base? Increase ticket sizes? Drive loyalty? Focus on one or a few key goals and choose a marketing strategy that aligns with them. For example, if you already have a community of dependable regulars, consider a holiday referral program that encourages existing diners to invite friends.

Share photos of menu items.

Customers eat with their eyes first — 25% of Gen Z consumers use a restaurant's social media pages when choosing a new place to try for delivery or takeout.[1] Because of this, serving up appetizing visual content can help secure sales.

Host a giveaway.

Known for boosting social media engagement, contests are a creative, cost-effective way to tap into customers' competitive nature and inspire interaction with your brand. Who wouldn't want to win a coupon for your business — or a free dessert with their next delivery order?

Offer holiday-inspired discounts.

Free snickerdoodles could be a sweet treat on National Cookie Day — and National Best Friend Day is the perfect opportunity for a BOGO promo.

Support your local community.

Give customers a way to make a positive impact and help their community by offering a discount to anyone who donates to an organization of your choice, or by donating the profits from sales of a certain menu item.

Social copy templates

Celebrate **[insert holiday hashtag]** with us! Whether you're staying in and ordering delivery or heading out to our restaurant, share a photo of your **[food]** using **[insert your restaurant-specific holiday hashtag]** for the chance to win **[insert prize]**!

It's **[insert holiday hashtag]**! We've only been counting down for... oh, 364 days now. Don't miss out — celebrate with us by ordering **[dish]** on DoorDash!

Happy **[insert holiday hashtag]**! The only thing better than celebrating **[food]** is celebrating with someone else. Tag a friend in the comments below — we'll be choosing **[X]** lucky winners to receive a discount on their next order!

For more creative ways to engage guests on social media any time of year, check out The Ultimate Guide to Restaurant Social Media Marketing.

January

Sun	Mon	Tue	Wed	Thu	Fri	Sat
	1 New Year's Day National Thank You Month National Soup Month	2 National Science Fiction Day	3	4 National Trivia Day National Spaghetti Day	5 National Whipped Cream Day	6 National Cuddle Up Day
7	8 National Gluten-Free Day	9	10 National Bittersweet Chocolate Day National Oysters Rockefeller Day	11	12	13
14 National Dress Up Your Pet Day National Hot Pastrami Sandwich Day	15 National Bagel Day National Hat Day	16	17 Ditch New Year's Resolutions Day	18 Get To Know Your Customers Day	19	20 National Cheese Lover's Day
21	22	23 National Pie Day	24 National Peanut Butter Day	25	26	27 National Chocolate Cake Day
28 National Blueberry Pancake Day National Meat Week	29	30 National Croissant Day	31 National Hot Chocolate Day			

How you can celebrate

New Years Day

#HappyNewYear! Our resolution: serving up more delicious meals like this one 😊 If you could eat one **[restaurant name]** dish every day this year, what would it be? Let us know in the comments below!

National Cuddle Up Day

It's #NationalCuddleUpDay! Which **[restaurant name]** dish are you cozying up to tonight?

Tip

Science Fiction Day

Encourage diners to host a sci-fi movie marathon while enjoying takeout from your restaurant — and ask them to share their favorite flick in the comments!

Get inspired

Bob Evans celebrated National Pie Day with a mouth-watering animation of all different types of their pies, encouraging customers to pick their favorite and grab a slice to celebrate.

www.bobevans.com

Bob Evans on DoorDash

@bobevansfarms

February

Sun	Mon	Tue	Wed	Thu	Fri	Sat
				1 Black History Month	2	3 National Carrot Cake Day National Ice Cream for Breakfast Day
4 Grammys	5 World Nutella Day	6 National Chopsticks Day National Frozen Yogurt Day	7	8	9 National Pizza Day	10 Chinese New Year
11 Game Day Sunday	12	13 Mardi Gras National Tortellini Day	14 Valentine's Day Random Acts of Kindness Week	15	16	17
18 National Drink Wine Day	19 President's Day	20 National Muffin Day	21	22 National Margarita Day National Chili Day	23 National Banana Bread Day	24 National Tortilla Chip Day
25	26 National Pistachio Day	27 National Strawberry Day	28 National Pancake Day	29		

How you can celebrate

Tip

Game Day Sunday

Encourage customers to celebrate football's biggest day with takeout from your restaurant — and ask which team they're rooting for to drive engagement! Just be aware of the NFL's strict advertising rules — avoid using trademarked phrases. Instead, say "Game Day" or "The Big Game."

National Pizza Day

"Slice, slice baby." ♫
Satisfy your knead for cheese by ordering a **[percentage]** off pie this #NationalPizzaDay!

Valentines Day

We're playing wingman this Valentine's Day:
you + this [dish]
= true love 😉

Get inspired

Square Pie Guys showed love for their customers on Valentine's Day with a photo gallery of their signature Detroit-style pizzas featuring heart-shaped pepperonis.

- www.squarepieguys.com
- Square Pie Guys on DoorDash
- @squarepieguys

March

Sun	Mon	Tue	Wed	Thu	Fri	Sat
					1 Women's History Month National Employee Appreciation Day National Peanut Butter Lover's Day	2
3	4	5	6	7	8 International Women's Day	9 National Meatball Day
10 Academy Awards	11	12	13	14 Pi Day National Potato Chip Day	15	16 National Artichoke Day
17 St. Patrick's Day	18	19 March Madness begins	20 International Day of Happiness National Ravioli Day	21 World Poetry Day	22	23 National Chip and Dip Day National Puppy Day
24 National Cocktail Day National Cheesesteak Day	25	26 National Spinach Day	27	28 Something on a Stick Day	29	30
31 Easter						

How you can celebrate

Tip

National Employee Appreciation Day

Show your staff some love! Feature employees through group photos, individual headshots, goofy behind-the-scenes video clips, or fun "People of **[Business Name]**" Q&As — demonstrating your appreciation and reminding customers of the faces behind your brand.

Tip

World Poetry Day

Get creative by featuring a short poem as your caption of the day.

It's #WorldPoetryDay! We're no Shakespeare, but we *did* whip up a little something for our customers:

Roses are red
Violets are blue
This fondue is fresh
And melting for you

Tip

Nutrition Month

Highlight all the nutritious options on your menu to celebrate this healthy holiday and attract wellness-focused consumers! Feature your favorite nutritious dishes, or spotlight fun facts about signature ingredients using free food templates on Canva. For example:

- Potatoes were the first vegetable grown in space.[2]
- The scientific name for banana is *Musa sapientum*, which means "fruit of the wise men."[2]
- A historic 2015 blizzard led to a New York City kale shortage.[3]

Get inspired

Black Bear Diner started promoting its St. Paddy's Day specials ahead of the big holiday, publishing a series of Instagram posts with photos of their Irish-inspired creations.

www.blackbeardiner.com

Black Bear Diner on DoorDash

@blackbeardiner

April

Sun	Mon	Tue	Wed	Thu	Fri	Sat
	1 April Fool's Day National BLT Sandwich Month	2	3 National Chocolate Mousse Day	4 National Burrito Day	5 National Deep Dish Pizza Day	6
7 National Beer Day National No Housework Day	8 National Empañada Day	9	10 National Siblings Day	11 National Pet Day	12 National Grilled Cheese Sandwich Day	13 National Scrabble Day
14	15	16 National Eggs Benedict Day	17	18	19	20 National Husband Appreciation Day
21	22 Earth Day	23 National Picnic Day	24	25	26 National Pretzel Day	27 National Prime Rib Day
28	29 International Dance Day National Shrimp Scampi Day	30 Oatmeal Cookie Day				

How you can celebrate

National No Housework Day

It's #NationalNoHousework Day — and that includes cooking! In honor of putting your feet up and doing nothing, we're offering a **[percentage]** discount on all delivery orders now through **[time]**. Your oven can wait.😉

National Picnic Day

It's #NationalPicnicDay! Order your favorite sandwich from us, snag a comfy outdoor spot, then snap a photo (and be sure to tag us) 😋 We'll be sharing your picnic pics all day long on Instagram Stories!

Academy Awards

#Oscars showstopper: this red carpet-ready **[dish]**. We'd like to thank the kitchen for always believing in us 😋

Get inspired

EST. 2019
CHOCOLATE
• AND THE CHIP •

Chocolate and the Chip celebrates Easter with festive cookie cakes adorned with Peeps! Their social media posts feature compelling menu descriptions that highlight all of the delectable details, from their Nutella buttercream to the strawberry marshmallow fluff center.

www.chocolateandthechip.com

Chocolate and the Chip on DoorDash

@chocolateandthechip

May

Sun	Mon	Tue	Wed	Thu	Fri	Sat
			1 Asian American Pacific Islander Month National Barbecue Month National Hamburger Month	2	3	4 Star Wars Day National Orange Juice Day
5 Cinco de Mayo National Hoagie Day	6	7	8	9	10 National Shrimp Day	11 National Eat What You Want Day
12 Mother's Day	13 National Apple Pie Day International Hummus Day	14 National Buttermilk Biscuit Day	15 National Chocolate Chip Day	16 National Mimosa Day	17 National Pizza Party Day	18 National No Dirty Dishes Day
19	20	21	22	23	24 National Scavenger Hunt Day	25 National Wine Day
26	27 Memorial Day	28 National Hamburger Day	29	30	31 National Macaroon Day	

How you can celebrate

Tip

National Scavenger Hunt Day

Send customers on a scavenger hunt! Share instructions over Instagram Stories, asking people to tag you in photos at fun spots around the neighborhood (e.g. beside a local landmark, in a favorite park, next to your business sign). At the end of the day, choose a few lucky followers and award them a gift card for playing along!

Star Wars Day

Happy #StarWarsDay! In honor of this stellar holiday, we're offering **[percentage]** off all online orders today. Use the discount code YODA at checkout, then prepare for out-of-this world flavors. #MaytheFourth be with you 😉

National Hamburger Day

Lettuce introduce our best-selling burger: **[dish name]**. Topped with **[ingredient]**, **[ingredient]**, and **[ingredient]**, this beauty is packed with flavor — and eager to meat you. Order yours for **[percentage]** off this #NationalHamburgerDay! 🍔

Get inspired

Tipsy Scoop knows that Cinco de Mayo calls for a tequila-based cocktail, which is why this boozy ice cream company launched a promotion to get customers into their store. They partnered with a tequila brand and offered free ice cream cocktail flights to the first 20 customers of the day — plus another giveaway during happy hour. Their Instagram post features a colorful cocktail flight that makes followers want to party!

www.tipsyscoop.com

Tipsy Scoop on DoorDash

@tipsyscoop

June

Sun	Mon	Tue	Wed	Thu	Fri	Sat
						1 LGBTQ Pride Month
2 National Leave Work Early Day	3 National Egg Day	4 National Cheese Day	5	6	7 National Chocolate Ice Cream Day National Donut Day	8 National Rosé Day Global Wellness Day National Best Friends Day
9	10 National Iced Tea Day	11 National Corn on the Cob Day	12 International Falafel Day	13	14 Flag Day	15
16 Father's Day National Fudge Day	17 National Eat Your Vegetables Day	18 International Sushi Day	19 Juneteenth National Martini Day	20	21 National Selfie Day National Smoothie Day	22 National Onion Ring Day
23	24	25	26	27	28	29
30						

How you can celebrate

Tip

Flag Day

Get creative by making an American flag using one of your menu items! The stars and stripes will help catch customers' eyes — and inspire sales.

National Best Friend Day

Tag a friend in the comments below for a chance to enter our #NationalBestFriendDay giveaway! The winner will be treated to two free [dishes]: one for you, one for your BFF 👭

National Selfie Day

It's #NationalSelfieDay! 📷 Snap a shot with your favorite **[restaurant name]** dish and tag us. We'll be sharing your selfies in our Stories all day long!

Get Inspired By Our Merchants

Ray's Candy Store wished followers a Happy Father's Day with an adorable photo of one of their customers enjoying their famous soft serve ice cream.

- Ray's Candy Store on DoorDash
- @rayscandystore

Get Inspired By Our Merchants

Menchie's promoted their gift cards for Father's Day, encouraging followers to treat their dad to a delicious frozen yogurt with all his favorite flavors and toppings. For this aesthetically pleasing post, Menchie's made sure to add lots of Father's Day-related hashtags to increase their Instagram reach.

- www.menchies.com
- Menchie's on DoorDash
- @mymenchies

July

Sun	Mon	Tue	Wed	Thu	Fri	Sat
	1	2	3	4 Independence Day National Caesar Salad Day	5	6 National Fried Chicken Day
7 World Chocolate Day	8	9 National Sugar Cookie Day	10 National Piña Colada Day	11 National Mojito Day National Blueberry Muffin Day	12 National French Fry Day National Pecan Pie Day	13
14 National Mac and Cheese Day	15	16	17 World Emoji Day	18	19 National Daiquiri Day	20 National Fortune Cookie Day
21 National Ice Cream Day	22	23 National Vanilla Ice Cream Day	24 National Tequila Day	25 National Wine and Cheese Day	26 2024 Summer Olympics begin	27
28 National Milk Chocolate Day National Parents' Day	29 National Chicken Wing Day National Lasagna Day	30 National Cheesecake Day	31 National Avocado Day			

How you can celebrate

Tip

World Emoji Day

Tell your brand story using only emojis — or get creative by recreating a popular emoji in food form!

It's #WorldEmojiDay! Which emoji would you use to describe your favorite **[restaurant name]** dish? Drop it below 😎

National Ice Cream Day

Have you heard the scoop? 🍨🍧🍦 It's #NationalIceCreamDay! 😊 Order your favorite flavor and get $1 off using promo code SCOOP — and be sure to snap a pic and tag us as you enjoy!

Parents Day

It's #NationalParentsDay! Tag a mom or dad you'd love to treat to **[restaurant name]**. We'll be gifting a **[dollar amount]** coupon to **[X]** lucky winners!

Get inspired

Black Bear Diner celebrated National French Fry Day by featuring three different types of fries from their menu — regular, sweet potato, and poutine. They drove engagement by asking followers to choose their favorite.

www.blackbeardiner.com

Black Bear Diner on DoorDash

@blackbeardiner

Get inspired

Bob Evans celebrated the Fourth of July with a photo of their festive strawberry whipped cream pie, encouraging followers to take a whole pie to go.

www.bobevans.com

Bob Evans on DoorDash

@bobevansfarms

Get inspired

Ray's Candy Store posted a photo of their beloved owner Ray serving customers soft serve on National Ice Cream Day. The caption encouraged followers to stop by the store and used a variety of relevant hashtags to maximize their reach.

Ray's Candy Store on DoorDash

@rayscandystore

August

Sun	Mon	Tue	Wed	Thu	Fri	Sat
				1 National Panini Month National IPA Day	2 National Ice Cream Sandwich Day	3 National Watermelon Day
4 National Chocolate Chip Cookie Day International Beer Day	5 National Oyster Day	6	7	8	9 National Book Lovers Day National Rice Pudding Day	10 National Lazy Day National S'mores Day
11	12	13 National Filet Mignon Day National Prosecco Day	14	15 National Relaxation Day	16 National Rum Day	17
18 National Fajita Day	19 National Potato Day	20 National Bacon Lovers Day	21 National Senior Citizens' Day	22	23	24 National Waffle Day
25 National Banana Split Day	26 National Dog Day	27	28	29	30	31 Eat Outside Day

How you can celebrate

Eat Outside Day

It's #EatOutsideDay! 🌳 We want to see you chowing down in the most creative spots possible. On a hike, in a kayak, by a waterfall... the options are endless! Snap a photo of your takeout order in the great outdoors, then tag us — each winner will get a **[dollar amount]** off coupon!

National Chocolate Chip Cookie Day

Happy #NationalChocolateChipCookieDay! 🍪🍪🍪 Celebrating has never been sweeter: We'll be giving away a free cookie with each DoorDash order all day long. Now that's a batch made in heaven 😉

National Relaxation Day

Shoes, off. Sweatpants, on. Delivery, ordered. We've got you covered this #NationalRelaxationDay! No cooking required 😉

Get Inspired By Our Merchants

Oh! Mexico celebrated National Fajita Day with a photo of their steaming fajitas that encouraged customers to pop into their restaurant to celebrate, or order delivery. They also included some relevant National Fajita Day-related hashtags and festive emojis.

- www.ohmexicorestaurant.com
- Oh! Mexico on DoorDash
- @ohmexico

September

Sun	Mon	Tue	Wed	Thu	Fri	Sat
1 National Gyro Day	2 Labor Day	3	4	5 National Cheese Pizza Day International Day of Charity	6	7 National Beer Lovers Day
8	9	10	11	12 National Chocolate Milkshake Day	13 National Peanut Day International Chocolate Day	14
15 Hispanic Heritage Month National Double Cheeseburger Day National Wife Appreciation Day	16 National Guacamole Day Negroni Week	17 Negroni Week	18 National Cheeseburger Day Negroni Week	19 Negroni Week	20 National Pepperoni Pizza Day Negroni Week	21 Negroni Week
22 National Ice Cream Cone Day Negroni Week	23	24	25 National Food Service Employees Day	26 National Pancake Day	27	28
29 National Coffee Day	30					

How you can celebrate

Tip

National Food Service Employees Day

Feature photos or videos of your staff at work: cooking up delicious dishes, providing five-star service, and bringing your brand to life. Customers will love getting to know the people who make it all possible at your restaurant!

International Day of Charity

It's #InternationalDayofCharity! We're excited to be donating **[percentage]** of today's profits to **[charity name]**, an organization that's very near and dear to our hearts. Read about their inspiring mission here: **[link to charity website]**. ❤️

National Coffee Day

It's a brew-tiful day for a discount ☕ Get a free coffee with any takeout order this #NationalCoffeeDay!

Get inspired

BAR PRIMI BOWERY

Bar Primi celebrated Negroni Week, a global charity fundraising initiative launched by Imbibe Magazine, by enticing diners with a fast-paced instructional video on how to make various kinds of Negronis. They also highlighted the cause they're raising money for and encouraged followers to support their mission by raising a glass at their restaurant.

- www.barprimi.com
- Bar Primi on DoorDash
- @barprimi

Get inspired

menchie's frozen yogurt

On International Chocolate Day, Menchie's promoted their chocolate chip cookie frozen yogurt flavor. In a collaboration with Hershey's Chocolate, they created a flavor to highlight the classic candy bar.

- www.menchies.com
- Menchie's on DoorDash
- @mymenchies

Get inspired

Bay Area-based pizza restaurant Square Pie Guys celebrated National Cheese Pizza Day with a playful video of adding the cheese from a slice of their Detroit-style pizza to a plate of fries. They caught their followers' attention by emphasizing the extreme cheesiness of their pizza and a "cheesy" pun in the caption.

www.squarepieguys.com

Square Pie Guys on DoorDash

@squarepieguys

October

Sun	Mon	Tue	Wed	Thu	Fri	Sat
		1 National Pizza Month National Seafood Month World Vegetarian Day International Coffee Day	2 National Kale Day	3	4 National Taco Day National Cinnamon Roll Day National Vodka Day	5
6 National Noodle Day	7	8	9	10	11	12
13	14 National Dessert Day	15	16 National Boss' Day	17 National Pasta Day	18 National Chocolate Cupcake Day	19
20 International Chefs Day	21 International Day of the Nacho National Pumpkin Cheesecake Day	22	23	24	25 National Breadstick Day	26 Pumpkin Day
27 National American Beer Day	28 National Chocolate Day	29 National Cat Day	30	31 Halloween		

How you can celebrate

National Pizza Month

Happy #NationalPizzaMonth! 🍕🍕🍕 We know what we're eating for dinner tonight... and tomorrow... and the day after that 😉 Join the celebration by ordering your favorite **[restaurant name]** pie on DoorDash!

National Boss' Day

It's #NationalBossDay! Today, we're featuring the force of nature behind our brand: the one and only **[boss name]**. They dreamed up **[business name]** back in **[year]**, inspired by the thought of **[mission statement]**. Fast forward **[X]** years, and we're honored to be living that mission each and every day. Here's to you, **[boss name]**!

Halloween

Trick or TREAT yourself this Halloween! Our **[dish]** is so good, it's scary 🤖

Get inspired

BAR PRIMI BOWERY

At Bar Primi, National Pasta Day is every day! They shared a photo that highlights how people can fall in love over a bowl of their pasta.

- www.barprimi.com
- Bar Primi on DoorDash
- @barprimi

Shari'S

This Shari's Pies Halloween post advertised a promotion that appeals to families and trick-or-treaters. The image notes that "Kids Eat Free" on Halloween as long as they're in costume.

- www.sharis.com
- Shari's Pies on DoorDash
- @shariespies

November

Sun	Mon	Tue	Wed	Thu	Fri	Sat
					1 Native American Heritage Month World Vegan Day	2
3 National Sandwich Day	4	5 National Chinese Takeout Day	6 National Nacho Day	7	8 National Cappuccino Day	9
10 National Vanilla Cupcake Day	11 Veteran's Day National Sundae Day	12	13	14 National Pickle Day	15 National Clean Out Your Refrigerator Day	16 National Fast Food Day
17	18	19	20	21	22	23 National Espresso Day
24	25	26 National Cake Day	27 Thanksgiving Eve	28 Thanksgiving National French Toast Day	29 Black Friday	30 Small Business Saturday

How you can celebrate

National Clean Out Your Refrigerator Day

It's #NationalCleanOutYourRefrigeratorDay! 🧽 When you're done in the kitchen, we've got you covered with deliciousness, delivered 😊 Order from us on DoorDash today!

Thanksgiving

Happy Thanksgiving! 🦃 There's so much for **[restaurant name]** to be grateful for this year: our talented cooks, inspiring staff, incredible customers, and (of course) tasty dishes like this one. What are you thankful for today?

Cyber Monday

This #CyberMonday, we're offering a **[percentage]** discount on delivery orders so you can fuel up while snagging the best online deals. 🛍️ Happy shopping!

For more strategies to drive sales during the colder months, check out our blog post Optimize Your Winter Restaurant Operations During Slow Season.

Get inspired

MENDOCINO FARMS
sandwich market

Mendocino Farms celebrated National Sandwich Day with a buy-one-get-one promotion and an eye-catching photo of a stack of their tasty sandwiches. This promotion also encouraged followers to create a free MyMendo account — a strategy for the restaurant to capture valuable customer information that can be used in future marketing campaigns.

- www.mendocinofarms.com
- Mendocino Farms on DoorDash
- @mendocinofarms

Get inspired

the Smoke Shop
by Andy Husbands

The Smoke Shop BBQ celebrated veterans for their service by offering all vets a free complimentary sandwich and side on Veterans Day.

- www.thesmokeshopbbq.com
- The Smoke Shop BBQ on DoorDash
- @thesmokeshopbbq

Get inspired

Bob Evans engaged followers ahead of Thanksgiving by asking them to comment their must-have Turkey Day dish. The post featured a fun GIF highlighting some of the restaurant's beloved Thanksgiving sides.

www.bobevans.com

Bob Evans on DoorDash

@bobevansfarms

December

Sun	Mon	Tue	Wed	Thu	Fri	Sat
1	2 Cyber Monday	3	4 National Cookie Day	5 International Volunteer Day	6	7
8 National Brownie Day	9 National Pastry Day	10	11	12	13	14 National Biscuits and Gravy Day
15 National Cupcake Day	16 National Chocolate Covered Anything Day	17 National Maple Syrup Day	18	19	20 National Sangria Day	21 National Fried Shrimp Day
22	23	24 Christmas Eve	25 Christmas Day Hannukah begins	26 National Thank You Note Day	27	28
29	30 National Bacon Day	31 New Year's Eve National Champagne Day				

How you can celebrate

Tip

International Volunteer Day

Showcase your staff volunteering for a cause that supports your mission statement! Offering opportunities to give back can help increase employee engagement and boost team morale.

Christmas Eve

"Twas the night before Christmas..." Which **[restaurant name]** dish would you like to see under the tree tomorrow morning? Let us know in the comments below! We'll be gifting **[X]** lucky winners a **[dollar amount]** coupon to make their holiday dreams come true 🎁

National Thank You Note Day

It's #NationalThankYouNoteDay! We may be biased, but nothing says "thank you" like a free meal 🍽️ Treat a special someone to their favorite **[restaurant name]** dish today!

Get inspired

Urban Plates highlighted their Family Meals (bundles of entrees and sides to feed a group) as a way to minimize stress and maximize quality time with family during the holiday season.

www.urbanplates.com

Urbanplates on DoorDash

@urbanplates

Get inspired

Bob Evans encouraged followers to celebrate National Bacon Day with their signature Blue Ribbon Bacon that will delight any bacon lover.

www.bobevans.com

Bob Evans on DoorDash

@bobevansfarms

Restaurant Week Playbook

Before we wrap up this guide, we wanted to touch on another special occasion that's dear to restaurant operators: Restaurant Week!

No matter what time of year it happens in your city, here are a few tips for making the most of your local restaurant week:

- **Promote well in advance.** Start promoting at least a month ahead of time. This way, diners can make plans to dine with you (instead of discovering they'd missed out a day too late).
- **Give customers a sneak peek.** Share your Restaurant Week menu across social platforms, featuring different food photos one by one — and encouraging followers to tag friends who would enjoy each dish!
- **Offer appetizing referral incentives.** For example, a diner who refers three parties to book a table at your restaurant could earn a free entrée of their choice.
- **Cook up a brand new dish.** Create a buzzworthy menu item that customers can't ignore — like a limited edition ice cream flavor or an eye-catching cocktail creation.
- **Create a unique hashtag.** Then use it throughout the entire week to increase discoverability!

Give your holiday marketing a boost with DoorDash

DoorDash partners get access to marketing tools that help them get noticed by new customers and drive more orders. Eligible merchants can try Sponsored Listings or Promotions with $100 credit per store.*

*This is a limited-time offer for select merchants in the US valid until terminated by DoorDash; DoorDash may end this offer at any time. Eligible merchants will see the offer available in the Marketing tab in DoorDash's Merchant Portal. Stores that have previously participated in Promotions are not eligible for the credit. After the $100 credit is consumed per store, merchants will be automatically charged for the remainder of the campaigns per store. No cash value. Non-transferable.

Sponsored Listings

Sponsored Listings are targeted ads that are featured in highly visible places on the DoorDash app, like the homepage and search results. Unlike ads on other platforms, Sponsored Listings are pay-per-order, not per click — so you'll only pay for the ad when an order is placed through it.

New to DoorDash? Get started →

Already on DoorDash? Log in →

Promotions

Promotions enable you to incentivize new, existing, and/or lapsed customers to order more and spend more with a discount, free delivery, or a free item. When you run a promotion, your restaurant will be prominently featured in the Offers tab on the DoorDash app.

New to DoorDash? Get started →

Already on DoorDash? Log in →

Storefront Marketing

DoorDash partners using Storefront to generate commission-free orders directly through their website have access to additional marketing tools, including:

Promotions:
Encourage customers to place orders on your website with custom promotions.

Order with Google:
Allow customers to place orders directly from your Google Business Profile.

New to DoorDash? Get started →

Already on DoorDash? Log in →

Ready to join the thousands of restaurants already on DoorDash?

1. **Sign up for DoorDash.** Visit get.doordash.com and complete the signup form.
2. **Receive orders.** Once your account is activated, your team prepares orders.
3. **Dashers deliver.** Dashers pick up orders and deliver them to customers!

Get Started

Sources

1. DoorDash, "2023 Restaurant Online Ordering Trends"
2. Huffington Post, "15 Surprising Facts and Tips About Fruit and Veggies"
3. CBS News, "Blizzard 2015 Causes Kale Shortage in New York City"

DOORDASH for Merchants

About DoorDash

DoorDash (NYSE: DASH) is a technology company that connects consumers with their favorite local businesses in more than 25 countries across the globe. Founded in 2013, DoorDash builds products and services to help businesses innovate, grow, and reach more customers. DoorDash is building infrastructure for local commerce, enabling merchants to thrive in the convenience economy, giving consumers access to more of their communities, and providing work that empowers. With DoorDash, there is a neighborhood of good in every order.