

Tips for giving back to frontline workers



CELEBRATE AT WORK

Offer a holiday "family meal" before each shift for your staff to celebrate.



GO VIRTUAL

Let frontline workers know that they can host a virtual holiday party with friends while safely quarantined. Check out [Waypoint's blog](#) for recipes and tools so you can offer this at your establishment and provide your customers with tips on how to host their special occasions virtually or with family and friends at home.



MAKE IT TO-GO

Pre-package to-go holiday meals for your staff as a thank you gift for their service during COVID.



MIX THEM A DRINK

Create a custom cocktail for frontline workers.



GIFT A HAM OR TURKEY

Provide each member of your staff with a turkey or a ham for the holidays. Don't forget that Waypoint is your one call resource for [Butterball](#) and [Tyson](#) products.



OFFER HAPPY HOUR SPECIALS

Optimize your happy hour specials for frontline workers to take cocktails or mocktails to-go. We've put together [customizable menu, flyer and packaging solutions](#) for you to use.



UTILIZE SOCIAL MEDIA

Reach out to frontline workers on social media to market your to-go and catered holiday menu options. Don't know where to start? Check out [Waypoint's marketing guide](#).



PUT UP SIGNS

Use signage that thanks frontline workers at your establishment, for dine-in patrons to view.



RUN A PROMOTION

Offer discounts and/or raffle off gift cards or a free catered holiday meal to frontline workers on social media. You can have them enter by "liking" your social media pages and commenting on the post with where they will be working over the holidays.



END ON A SWEET NOTE!

Don't forget dessert! Offer frontline workers a free slice or whole pie from [Sara Lee](#), as a thank you.

For more ideas, visit our [Blog](#) or check out our [Recipes](#)



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