

NAMASM

#vendingday



2021 Operator Toolkit

What's Inside:

- ✓ Social Media Campaign Instructions
- ✓ Hashtag Instructions
- ✓ NAMA Show and CTW Raffle Rules
- ✓ High-Res Logo for Print and Display

Overview:

On Thursday, March 4, 2021, NAMA will celebrate the third annual National Vending Day by highlighting the extraordinary contributions of vending and convenience service over the last year. This is well deserved recognition of vending operators who worked to keep critical locations such as hospitals, police stations, fire houses, rest stops, and manufacturing facilities stocked with necessary sustenance for our front-line heroes.

Understanding that the last year has been stressful and challenging on the convenience services industry, we invite you to join us in highlighting your amazing employees and the work they have done to fuel front line workers during the COVID-19 pandemic.

“Share Your Front-line Heroes” Social Media Campaign

NAMA encourages operator members to “Share Your Front-line Heroes!”

Take part in a social media campaign highlighting the extraordinary work that operators have done to fuel the frontlines during the COVID-19 pandemic. Honor your employees that have gone above and beyond to ensure your business could continue servicing key client locations, brought a positive attitude, or performed their duties with outstanding commitment to ensure day-to-day operations could continue.

Examples of employees to highlight:

- Route Drivers
- Line Pickers
- Service Technicians
- Operations Managers
- Office Staff

Members are asked to post to Facebook, Instagram, LinkedIn, or Twitter using the hashtags **#vendingday** and **#fuelingthefrontlines** and tagging the NAMA account.

#vendingday Raffle

NAMA operator members who participate in the social media campaign will be automatically enrolled in raffle for **one free registration** to [The NAMA Show and Coffee Tea & Water – Together in 2021](#). The more employees you post on March 4th, the more chances you have to win!

***** Only one winner will be chosen and awarded one (1) free registration to the show. *****

Must be an operator company to win.

Social Media Campaign 1-2-3's

- 1 Select your hero(es).
- 2 Print or display the #vendingday logo.
- 3 Take a photo of your hero(es) holding or standing with the logo and post using the hashtags!

Sample Social Media Posts



This year, we are celebrating [#vendingday](#) with [@NAMANow](#) by honoring [employee name] for helping [Company] keep our front-line workers going throughout the COVID-19 pandemic.

[employee name]'s hard work made it possible for us to continue [#fuelingthefrontlines](#) – keeping machines stocked for nurses, doctors, and hospital workers.



Today we are joining [@namanow](#) in celebrating our great employees for [#vendingday](#)! They work tirelessly to help [company name] in [#fuelingthefrontlines](#) – To all our front-line heroes, thank you!



This is [employee name]. Each day she works to make sure orders are filled and our products make it to client locations throughout [state]. Today we are joining [@nama_now](#) in celebrating [#vendingday](#)! People like [employee name] make [#fuelingourfrontlines](#) possible.

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