



PR Plan for CAFE 180

DU Strategic Communication Seminar

Spring 2022

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EXECUTIVE SUMMARY

The median age of Englewood residents is 36 years old, and the largest population group by age are those in the 25 to 30 range¹. Considering that Cafe 180 is located in a fashionable section of South Broadway, extending directly from Denver and that Gen-Z and Millennials prefer to support businesses that align with their social values, we see many opportunities for Cafe 180 to increase outreach to those in the 20 to 30 age range in order to achieve the overall objectives to 1) Grow “pay-it-forward” diner contributions by 20%, and 2) Increase volunteering at the café.

The DU Strategic Communication Team has created a broad campaign targeting three sub-audiences among 20-to-30 year-olds in Englewood. The PR Tactical Guide that follows provides recommendations, guidelines, and designs for social media, events, earned media and partnerships/promotions to support engagement with the following niche audiences:

YOUNG ENGLEWOOD HOMEOWNERS.

With houses slightly less expensive than Denver, yet easy access to the city, Englewood has become a hot spot for younger people buying homes. The community is close-knit and hosts many events, such as block parties, for its residents. Between its cafe and garden, Cafe 180 is in a perfect position to become more neighborhood-oriented and known as a spot for the new homeowners to gather and feel more connected with their community—by eating, volunteering, or both. **Key Message:** *Hey Neighbor!*

SINGLEWOOD. Statistics suggest that Englewood has a large population of young singles (62% of residents over the age of 20 are not married; among 20 to 34 year-olds in Englewood, 73% of men and 68% of women are single²). Considering that members of this age group are primarily interested in dating people that share common values, we see an opportunity to promote Cafe 180 as a place where young singles can go on lunch dates (whether to eat or to volunteer together)—not only is lunch a less stressful, lower-stakes time of day for a date, suggesting a date at Café 180 is a way people can highlight their own interests in giving back to the community. **Key Message:** *Show your date what you stand for, sit down to lunch at Cafe 180; (Integrate main Café 180 message, “Full Belly, Full Heart” into Singlewood campaigns.)*

WORK FROM HOMERS. Colorado has the highest rate of people working from home in the nation³ and during the pandemic, the number of “Work-From-Homers” in Colorado has increased even more⁴. Considering these statistics, we see an opportunity to promote Café 180 as a place for young (20-30 years old) “Work-From-Homers” to break up their schedule by leaving home for lunch or volunteering. Café 180 has the unique opportunity to be built into the “Work-From-Homer’s” daily routine. **Key Messages:** *Fast Casual with a Mission; Build Cafe 180 into your routine; Treat yourself, treat the community.*

The three sub-audiences above are a great fit for reaching 20-30 year-olds in Englewood. By focusing on these groups, we believe Café 180 will increase the number of returning volunteers and the number of paying customers.

¹ See: <https://worldpopulationreview.com/us-cities/englewood-co-population>

² See: <https://worldpopulationreview.com/us-cities/englewood-co-population>

³ See: <https://www.bizjournals.com/denver/news/2017/06/05/colorado-leads-the-nation-in-working-from-home.html>

⁴ See: <https://www.pewresearch.org/social-trends/2022/02/16/covid-19-pandemic-continues-to-reshape-work-in-america>

CALENDAR

Jul-22						KEY:
						Holiday
						Post for work from Homers WFH
						Daily Specials
						Post for Singlewood SW
						Post an Insta Reel
						Events
						Social Media Campaigns
						Sustainability
						Posts for Younge homeowners YH
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY - 1	SATURDAY - 2
					Post Daily Specials WFH posts	Post Daily Specials YH Posts It's Just Lunch Event
SUNDAY - 3	MONDAY - 4	TUESDAY - 5	WEDNESDAY - 6	THURSDAY - 7	FRIDAY - 8	SATURDAY - 9
Post an Insta Reel Garden Lesson	Post Daily Specials Singlewood Posts	Post Daily Specials WFH posts	Post Daily Specials YH Posts	Post Daily Specials Singlewood Posts Single's Service Day	Post Daily Specials WFH posts	Post Daily Specials YH Posts Colorado Cup Food Truck
SUNDAY - 10	MONDAY - 11	TUESDAY - 12	WEDNESDAY - 13	THURSDAY - 14	FRIDAY - 15	SATURDAY - 16
Colorado Cup Food	Post Daily Specials Singlewood Posts	Post Daily Specials WFH posts	Post Daily Specials YH Posts Neighbor Nights	Post Daily Specials Singlewood Posts	Post Daily Specials WFH posts	Post Daily Specials YH Posts Bumble IRL Lunch
SUNDAY - 17	MONDAY - 18	TUESDAY - 19	WEDNESDAY - 20	THURSDAY - 21	FRIDAY - 22	SATURDAY - 23
Post an Insta Reel	Post Daily Specials Singlewood Posts	Post Daily Specials WFH posts	Post Daily Specials YH Posts	Post Daily Specials Singlewood Posts	Post Daily Specials WFH posts	Post Daily Specials YH Posts Brew Fest Food truck
SUNDAY - 24	MONDAY - 25	TUESDAY - 26	WEDNESDAY - 27	THURSDAY - 28	FRIDAY - 29	SATURDAY - 30
	Post Daily Specials Singlewood Posts	Post Daily Specials WFH posts	Post Daily Specials YH Posts	Post Daily Specials Singlewood Posts	Post Daily Specials WFH posts	Post Daily Specials YH Posts
SUNDAY - 31						
Post an Insta Reel Garden Volunteer						

SOCIAL MEDIA TACTICAL GUIDE

DESIGN & BRAND RECOMMENDATIONS

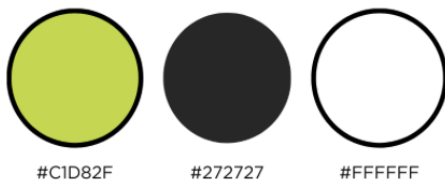
In this guide, we have created a set of social media tactics aimed at the three different audiences. Additionally, we have suggested a **list of apps that are useful for editing** photos, videos, and creating campaign materials. There are some suggestions for a **new color scheme**, as well as **fonts** for text when creating campaign deliverables.

Suggested Apps for Editing:

- 1) Splice
 - a) Video Editing App
 - b) <https://spliceapp.com/>
 - c) This is a place where you can edit videos before you post them on Instagram or before you start to create a reel.
- 2) VSCO
 - a) Photo Editing App (it is also a form of social media, but that will not be used)
 - b) <https://www.vSCO.co/>
 - c) This is a great photo editing app; it is made for easy use by providing preset filters so that you don't have to do all the work!
- 3) Canva
 - a) Free Design Tool
 - b) Canva Pro is recommended, which costs \$12.99 per month.
 - c) <https://www.canva.com/>
 - d) This is a great place to create posters/flyers for events and special deals (this is what we used to create our campaign plans and posters).

Suggested Color Scheme:

We recommend that you start phasing out purple, and focusing on greens, black, and white.



[To explore other colors and fonts, click here.](#)

Suggested Fonts (Canva):

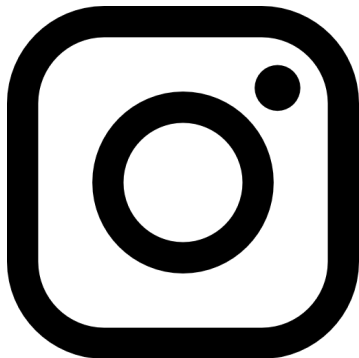
We suggest for headers using a clean, bold modern sans serif, such as League Spartan available in Canva.

- Header: “League Spartan”
- Body: “Gotham” - [Click here for free download](#)

Social Media Handles:

It is our recommendation that you align all your social media handles to be the same so that users don't get confused when looking up your social media.

- Twitter is currently @cafe180colorado
- Instagram is currently @cafe180englewood
- Since Twitter has fewer followers, we recommend changing it to @cafe180englewood to align with Instagram.



INSTAGRAM POST RECOMMENDATIONS

We have created the following **example posts** – **organized by Audience & Message** – for you to replicate on social media. Each audience has different campaigns to promote different aspects of the café. Within these campaigns, we have provided an example of captions, hashtags, tags, and pictures ideas that will help reach the audience and send the intended message in the best ways possible (some are stock photos that you would need to replace with your own; others are from the café's current collection of photos or have been taken by our team).

Note: The Events section has additional social media posts integrated into those plans.

“SINGLEWOOD”

The posts below fall under the category of VOLUNTEERING for Singewood

POST 1 / Volunteer Singewood

- **Caption:** “Ask not what your date can do for you, but what your date can do for the community. Come volunteer at our local garden where we harvest fresh produce for the CAFE 180 community.”
- **Hashtags (in caption):** #CAFE180 #Singewood #FullBellyFullHeart #Sustainability #Volunteering
- **Hashtags (in comments):** #Lunch #Gardening #Dating #Englewood
- **Tags:** Tag people in the picture and relevant community members & organizations
- **Image ideas:** [people gardening](#)



POST 2 / Volunteer Singewood

- **Caption:** “On your next lunch date, serve rather than be served...”
- **Hashtags (in caption):** #CAFE180 #Singewood #FullBellyFullHeart #Sustainability #Volunteering
- **Hashtags (in comments):** #Lunch #Gardening #Dating #Englewood #Colorado #Denver #Explorepage #Foodie
- **Tags:** tag the people in the picture as well as any other community members/organizations that are relevant to the post
- **Image ideas:** People in the CAFE 180 kitchen, prepping food and having a good time.

The posts below fall under the category of LUNCH DATES for singlewood.

POST 1 / Lunch dates

- **Caption:** “Real love is found at lunchtime...”
- **Hashtags (in caption):**
#CAFE180
#FullBellyFullHeart
#LetsEatSinglewood
- **Hashtags (in comments):** #Dating
#Englewood #Lunch
#Colorado #Denver
#Explorepage #Foodie
- **Tags:** Tag people in the picture and relevant community members and organizations
- **Image ideas:** [couples eating together](#)



POST 2 / Lunch dates

- **Caption:** “Show your date what you stand for; sit down to lunch together at CAFE180...”
- **Hashtags (in caption):**
#CAFE180 #FullBellyFullHeart
#LetsEatSinglewood
- **Hashtags (in comments):**
#Dating #Englewood #Lunch
#Colorado #Explorepage
#Foodie
- **Tags:** tag people in the picture and other relevant community members & organizations
- **Image idea:** [couples eating together](#)



Note – We created additional posts to promote Singlewood EVENTS, which you'll find in the EVENTS section.

“HEY NEIGHBOR” for YOUNG ENGLEWOOD HOMEOWNERS

POST 1 / LUNCH: Bring Your Neighbor

- **Caption:** “Come and get to know your neighbors by eating or volunteering at the café! Tag the neighbor you want to bring in the comments!” (This will get people interacting with the post and the hashtag) / “Bring your neighbor to Café 180, we guarantee a good time and yummy food” → input details of the initiative.
- **Hashtags (in caption):**
#BringYourNeighbor #HeyNeighbor #FullBellyFullHeart #CAFE180
- **Hashtags (in comments):**
#Volunteering #Lunch #Englewood #Neighbor
- **Tags:** Anyone that is featured in the post should be tagged (will encourage them to repost)
- **Image ideas:** We like this image from your collection.



POST 2 / VOLUNTEERING for Young Englewood Homeowners

- **Caption:** “Volunteering at CAFE 180 is a wonderful way to bond with your neighbors!”
- **Hashtags (in caption):**
#BringYourNeighbor #HeyNeighbor #CAFE180 #FullBellyFullHeart
- **Hashtags (in comments):**
#Volunteering #Lunch #Englewood #Neighborhood
- **Tags:** Anyone featured in the post + other volunteers (will encourage reposting)
- **Image ideas:** [Diverse groups of people volunteering](#)



POST 3 / Employee Feature for Young Englewood Homeowners

- **Caption:** “Our employees love to get to know our neighbors, come into the café to get to know our amazing team! Build an amazing connection with the neighborhood at CAFE 180.”
- **Hashtags (in caption):**
#BringYourNeighbor
#HeyNeighbor #CAFE180
#FullBellyFullHeart
- **Hashtags (in comments):**
#Volunteering #Lunch
#Englewood #Neighbor
- **Tags:** Employees featured in the post and any customers/volunteers also featured in the picture.
- **Image ideas:** Use images of your staff (example placeholder [here](#))



POST 4 / Patron Feature – for Young Englewood Homeowners

- **Caption:** “Grab a tasty lunch with your neighbor at CAFE 180”
- **Hashtags (in caption):**
#BringYourNeighbor
#HeyNeighbor
#CAFE180Englewood
#FullBellyFullHeart
- **Hashtags (in comments):** #Lunch
#Englewood
#Neighbor
- **Tags:** Anyone in the photo (who doesn’t mind being tagged); For example, @lalulucca @celiaa.b_ from the DU class are featured in this image!



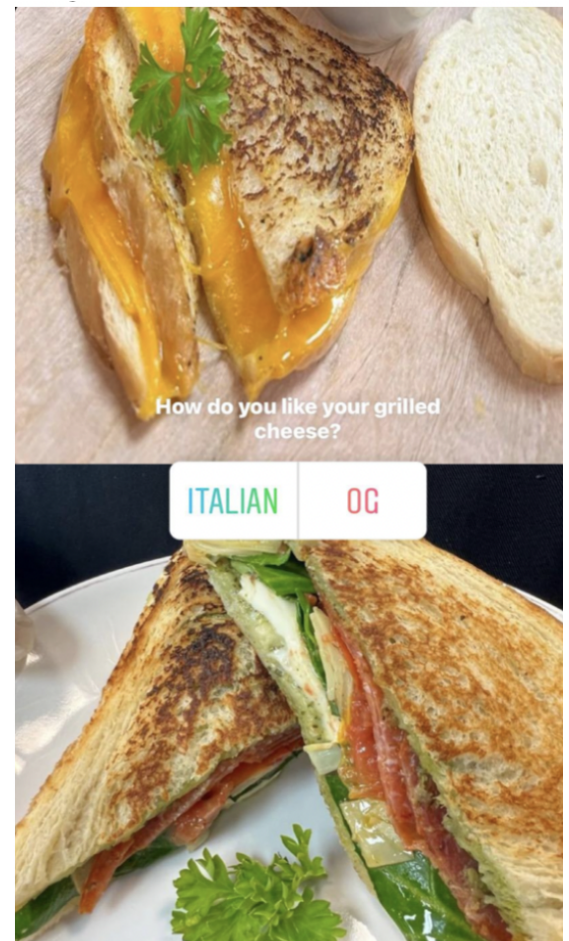
“WORK-FROM-HOMERS”

Stories can show Work-from-Homers that Cafe 180 is a delicious lunch option

Post 1 / Instagram Story for the WFHers:

- **Caption:** “How do you like your grilled cheese?”
- **Hashtags (on story):** #meltycheesy
- **Tags:** None for stories
- **Imagine Ideas:** Pics of delicious food, combined with polls.

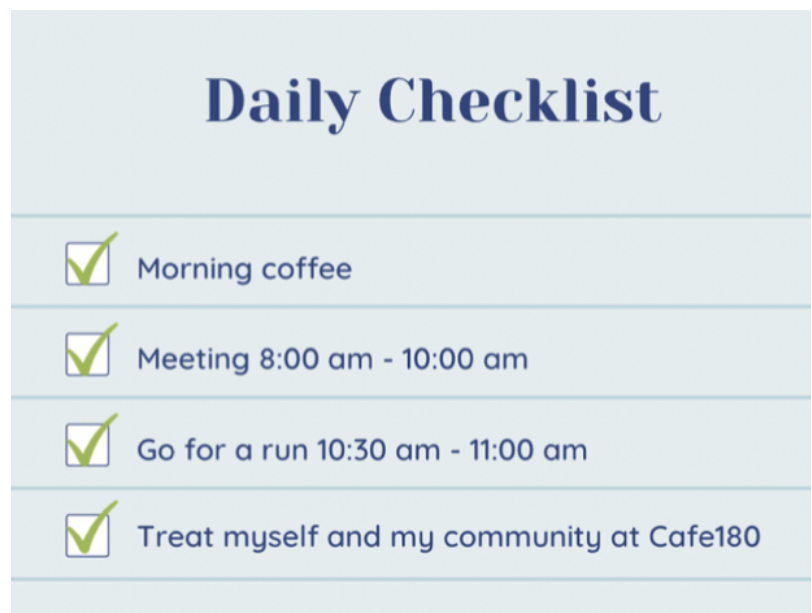
Make sure
you know
when to use a
Story or a
Post



Posts can encourage Work-from-Homers to “Build CAFE 180 into your daily routine”

Post 1 / Lunch for Work-from-Homers

- **Caption:** “It’s time to start coming to CAFE 180 on the daily! Building us into your routine is a treat to yourself and the community”
- **Hashtags (in caption):**
#WorkFromHome #CAFE180
#FullBellyFullHeart
- **Hashtags (in comments):**
#DailyRoutine #Lunch
#FastCasualWithAMission
- **Tags:** coworking spaces nearby, Influencers (see list below)
- **Image Ideas:** Create a check-list graphic that shows CAFE 180 as part of someone’s day



Post 2 / Lunch & Volunteer for Work-from-Homers

- **Caption:** “Treat Yourself while you Treat Your Community. Come visit CAFE 180 on your lunch break for a healthy and delicious meal or Volunteer to make someone else’s lunch”
- **Hashtags (in caption):** #WorkfromCAFE180 #CAFE180 #FullBellyFullHeart
- **Hashtags (in comments):** #Lunch #WorkFromHome #FastCasualWithAMission
- **Image Ideas:** People enjoying working in the kitchen



HIGHLIGHTING SUSTAINABILITY

One of the things that CAFE 180 should draw attention to on social media is the sustainability aspect of their company. First, the social media team should create a story highlight on the Instagram Page called Sustainability to add each story posts.

CAFE 180 should also begin posting about sustainability on Instagram. Here are a few sample post ideas:

Post 1 / Make short videos for story and reels to promote that you have your own garden and use fresh ingredients:

- **Caption:** “Today at Café 180! Tag a neighbor you would like to garden with!”
- **Hashtags (in caption):** #CAFE180 #FullBellyFullHeart #SUSTAINABILITY
- **Hashtags (in comments):** #HeyNeighbor #Singlewood (#WFH)
- **Tags:** Tag volunteers to increase user engagement
- **Image Ideas:** any images of people working in the garden



Post 2: Make a graphic of healthy/sustainable ingredient list, added to Insta-story

- **Caption:** “At CAFE 180, we sustain our community with only the best ingredients”
- **Hashtags (in caption):** #CAFE180 #FullBellyFullHeart
- **Hashtags (in comments):** #HeyNeighbor #Singlewood #Colorado #Englewood #SUSTAINABILITY
- **Tags:** Any other companies you are working with and anyone featured in the post
- **Image Ideas:** (This example image is from Pinterest – the idea is to focus on the benefits of certain ingredients you use)



CAFE 180 should also do more to PROMOTE THE COMPOSTING program:

1. ON INSTAGRAM: Make a reel of someone composting leftover food at café

- **Caption:** “At CAFE 180, we do not like to waste our food!”
- **Hashtags (in caption):** #CAFE180 #FullBellyFullHeart #HeyNeighbor #SUSTAINABILITY
- **Hashtags (in comments):** #FastCasualWithAMission #Composting
- **Video Ideas:** Showing a customer choosing to compost their food vs throwing it out. Another video could have an employee talking about the café’s composting attempts.

2. IN THE CAFE: Add signage to explain what, where, how to compost

3. On the CAFE 180 WEBSITE: Create a sustainability section on website, under “Mission”

- See “Linger Denver” for an example. This is under the “about” section on their website



UTILIZING LINKEDIN

LinkedIn is a social media site for professionals that can be used to build one's network, increase brand recognition and promote various elements of one's company/brand. It is an incredibly useful tool as it allows people to find information about businesses very easily and it opens doors for potential new employees to get an understanding of the company they are interested in while also checking for mutual connections within the company. Since 25% of American adults use LinkedIn (and 22% use it every day), there are a lot of opportunities for growth through this site that could be used to optimize engagement between Café 180 and its target communities.

Steps to creating a LinkedIn Profile for your Business:

First, see this Video with step-by-step instructions: [How to create a LinkedIn Company Page \(2022\)](#) and this helpful article: [How to Use LinkedIn For Business in 2022](#)

1. Create a LinkedIn Profile for yourself by using either a Google or Facebook account or an existing email address (business email suggested but not required).
2. Once you have created your own account (and used the tips to create a strong profile listed below), click the work icon located in the top right corner of your LinkedIn homepage.
3. Look at the bottom of the list and click **Create a Company Page +**.
4. Select the type of page you would like to create (for CAFE 180, it will be company).
5. Enter your **Page Identity, Company or Institution Details, and Profile Details** information. This includes the name of your business and a quick tagline for your business.
6. Check the verification box to confirm you have the right to act on behalf of the company in the creation of the page.
7. Click **Create Page**
8. Click **Start Building your page!** To complete your new LinkedIn Profile for CAFE 180.

Then... OPTIMIZE your page:

1. Click the **Edit Page** button
2. Fill out as many fields as possible in the **Additional Information** area
3. **Work in natural sounding keywords** to company description (keep description to 3-4 paragraphs) --this will help Café 180 appear in more searches

[6 Tips from ITResources for creating a strong LinkedIn Page:](#)

1. Have a professional photo set for your profile picture.
2. Create an eye-catching headline. This helps CAFE 180 to explain who they are and why they are important to the Englewood Community!
3. Create a summary statement that goes in-depth about your headline. You are continuing to sell your business and can state your missions and values in this section. This section gives you the ability to highlight the personality of CAFE 180 and what they stand for.
4. Choose a background image that can help people identify your personal brand and what is relevant within CAFE 180's industry.
5. Display your professional work through photos, posts, and awards that CAFE 180 has been a part of. This gives people on LinkedIn the opportunity to see what CAFE 180 is doing in action.
6. Obtain references and endorsements from people who have volunteered or ate at CAFE 180 in the past. This gives CAFE 180 more credibility within the community and helps generate more excitement.

EARNED MEDIA

Get others to tell the Café 180 story through “Earned Media.” We have created an extensive list of websites where you can post Café 180 events, reporters and editors you can contact for story ideas involving Café 180, and Influencers you can reach out to who may highlight Café 180 in their content.

POST EVENTS you host or attend on the following websites:

[Eventbrite.com](https://www.eventbrite.com)
[Intheloopsingles.com](https://www.intheloopsingles.com)
[meetups.twitch.tv](https://www.meetups.com/twitch/tv)
[Feverup.com](https://www.feverup.com)
[Allevents.in](https://www.allevents.in)
[Do303.com](https://www.do303.com)
[Denver.org](https://www.denver.org)
[Colorado.com](https://www.colorado.com)

CONTACTS at Denver-area Newspapers and Lifestyle Magazines:

303 Magazine

- [Jessica Engen](#): Writer for 303 Magazine restaurant and food scene. Writing centered around activism and non-profits.
 - o Jessica.Engen@303magazine.com
- [Kristina Vasquez](#): Editorial Intern for 303 Magazine.
 - o Kristina.Vasquez@303magazine.com
- [Daniel Weimer](#): Writer for 303 Magazine.
 - o Daniel.Weimer@303magazine.com
- Lexi Reich: Managing editor for 303 Magazine
 - o Lexi@303magazine.com

The Denver Post

- [Tiney Riccardi](#): Writer for the Denver Post
 - o cricciardi@denverpost.com
- [Lily O'Neil](#): Reporter and writer for Denver Post
 - o Lily@BusinessDen.com

The Colorado Sun

- Larry Ryckman: Editor for Colorado Sun
 - o Larry@coloradosun.com
 - o [Twitter](#): @larryryckman
- Kevin Simpson: Writer for Colorado lifestyle
 - o Kevin@coloradosun.com
 - o [Twitter](#): @KevinJourn
- Tatiana Flowers: Writer and reporter for inequality in Denver
 - o Tatiana@coloradosun.com
 - o [Twitter](#): @tatianadflowers
- Olivia Sun: photographer for The Colorado Sun
 - o Oliviasun@coloradosun.com
 - o [Twitter](#): @olivia__sun

Denver Life Magazine

- editorial@denverlifemagazine.com: contact for editors and writers for the magazine.

Denver Westwood

- Molly Martin: Food and drink editor
 - o [Link](#) to contact Molly Martin
- Emily Ferguson: Culture editor
 - o [Link](#) to contact Emily Ferguson
- General link to [Pitch a Story Idea](#)

5280

- 5280 Phone: 303-832-5280
- Fax: 303-832-0470
- [Sarah Kuta](#): Writer and Editor for 5280 Magazine's topics of food and drink.
 - o sarahkuta@gmail.com
- Patricia Kaowthumrong: [Food Editor](#)

SOCIAL MEDIA INFLUENCERS in the Denver food scene:

TikTok

NOTE: Invite these influencers to come into café and use #heyneighbor

- **@eatlizabeth (78.2k followers)** -- daily vlogs, lifestyle
 - o Eatlizabeth@gmail.com
- **@Denverfoodscene (475k followers)** -- huge food influencer (Denver, Aurora, Colorado Springs)
 - o Foodscenedenver@gmail.com
- **@RaynaKing_Denver (12.k followers)** -- going out, food/beverage
 - o Raynaking96@gmail.com
- **@ArriveSocialCo (86.8k followers)** -- day trips in Colorado
 - o DM on TikTok or Instagram
- **@Pao_denver (43.6 k followers)**
 - o DM on TikTok or Instagram

Instagram

NOTE: Use the hashtags listed below in any timeline posts to expand possible reach:

- **@BestFoodDenver (55.9k followers, community organization)**
 - o #bestfooddenver
 - o #bestfoodfeed
- **@HiddenDenver (14.8k followers)**
 - o Hello@explorehidden.com
- **@DenverFoodAdventures (7,658 followers)**
 - o socialdenverfoodadventures@gmail.com
- **@303_food (34.3k followers)**
 - o Use #303eats for a chance to be featured
- **@MileHighMunch**
 - o Milehighmunch@gmail.com
- **@DenverFoodScene (176k followers)**
 - o Use #denverfoodscene
 - o Foodscenedenver@gmail.com
- **@5280scene (67k followers)**
 - o Tag using #5280scene
- **@Denver.Foodie (10.8k followers)**
 - o Writer for @303_food
 - o Denverfoodie@yahoo.com

- **@Eater_Denver (47.7 k followers)**
 - o Use #eaterdenver and they will repost their favorites
- **@DenverFoodieThings**
 - o DM on Instagram

AUDIENCE-SPECIFIC INFLUENCERS

We suggest working with influencers to promote CAFE 180 outside of your own personal social media accounts. Below is an explanation for each audience group on how to best work with influencers.

- @ [Denver Food Scene](#)
- @ [PAQ](#)
- @ [Denver.Foodie](#)
- @ [Denv.her](#)
- @ [BiteswithBre](#)
- @ [Denver.darling](#)

“Singlewood”

- Specifically work with Denver Darling to have her post about CAFE 180 as a great place for a lunch date.
- Invite influencers to Singlewood events
- Posts influencers for the Media Outreach Campaign

“Hey Neighbor”

- Use accounts listed and reach out to see who would like to come in and volunteer. Have the influencer post and CAFE 180 will post about them coming into volunteer.
- These posts will be a part of the Hey Neighbor Volunteering Campaign.

“Work-from-Homers”

- Since most influencers work from home, they are a great audience to work with and connect with. Use the provided list to invite influencers to work from the café and ask them to post about it.
- This will be part of the Daily Routine campaign for the work from home audience.

POTENTIAL EMAIL PITCHES to Denver Lifestyle Magazines

We think there are many great Café 180 stories that could be told by local media as part of their reporting. Below we have created two sample pitches aimed at writing up the café as a great place for a lunch date. Reach out to one of the Media List contacts (e.g. Westword, 303, Denverite, 5280) with a pitch, such as:

See sample pitches on the following page →

Singlewood Pitch #1: Find Love at Lunchtime

Dear _____,

My name is _____ and I work at the Englewood pay-what-you-can restaurant, CAFE 180.

We've been reading about how Gen-Z is ditching dinner in favor of daytime dates, making Café 180 the perfect spot for a lunch date in Englewood. By evening, these days, singles want to be in their sweatpants watching Netflix or hanging out with old friends. Building on this new milieu, we hope you'll do a story about the "BEST LUNCH DATES IN THE DENVER AREA" to appeal to those who prefer an early night in our post-Covid-couch-potato era. Of course, we hope you'll include Café 180 in the write-up, since we provide an opportunity for people to either eat a delicious meal based on donations (where anything over \$12 pays forward to another diner) OR the chance to volunteer in our kitchen to make the date active and inspiring.

[CAFE 180](#) is a "fast casual with a mission" restaurant that boasts a dog friendly patio and a pay-what-you-can community-support model. We're on South Broadway in Englewood.

If you have any questions regarding CAFE 180 or about all the reasons we're the perfect spot to highlight in a lunch date story, please don't hesitate to reach out.

Singlewood Pitch #2: Singlewood Values

Dear _____,

I work at the Englewood pay-what-you-can restaurant, CAFE 180, and I'm writing to pitch a story idea about dating and social justice. Recent research conducted by [Bumble](#) found that dating someone with shared values is the most important thing people look for in a romantic partner (listed by 61% of respondents!).

We think going on a "lunch date" where you actually volunteer to *make* lunch for others—OR donate a bit more than the value of your meal to pay-it-forward for those café customers who can't pay at all—is a great way for people to show their date what their values are.

[IF you are doing an event, describe it here, for example:] As part of our campaign to "Show your date what you stand for by sitting down to lunch at Cafe 180", we are partnering with Bumble to create events for "Singlewood" at the café. ***[Describe the event(s) here]...***

and/or: These meet-ups will be on a first come first serve basis for volunteering, but anyone is able to come and hang out with us for lunch at CAFE 180 in Englewood!

[IF there is no event but you'd like to pitch that they write article about ways to show your values to your date, continue as follows:] We want to encourage single people to "show your date what you stand for by sitting down to lunch at Cafe 180", but at the same time we know there are SO many great ways that single people can set up dates in a way that focus on their social commitments rather than just meeting up at a bar. I hope you'll consider writing a story about various organizations in the Denver Metro area where people can do this, and that if you do so, you'll consider highlighting Café 180 as one of them!

[CAFE 180](#) is a "fast casual with a mission" restaurant that boasts a dog friendly patio and a pay-what-you-can community-support model. On South Broadway in Englewood. Follow us on social media: @Cafe180Colorado and @Cafe180Englewood.

Please reach out if you have any questions – I would love to talk with you further!

EVENTS

CAFE 180 is the perfect meeting place for an inclusive Englewood community. With CAFE 180's mission and values being so community-centered, you have an **opportunity to hold events that bring people from around the community together. You can also TAKE THE CAFE TO THE COMMUNITY by periodically renting a food truck.** Below we have designed multiple events that are held monthly throughout the course of the year. These are just all ideas we think would be beneficial to the growth within the target markets. They do not have to be held as often as we planned, but we suggest that they should be held at least once!

Basic materials needed for any event attended:

- Mission board/statement
- Cafe 180 tent [which you already have]
- Cafe 180 tablecloth [which you already have]
- Method of collecting email addresses.

OFFER VOUCHERS to Event Attendees

To encourage people to post about CAFE 180 when they see you at events, we recommend you offer a **Free Meal-for-your-neighbor Voucher** to anyone who tags a friend on their Instagram Story inviting them to lunch at Cafe 180.

FRONT of Voucher:

**THIS VOUCHER
IS GOOD FOR...**

**ONE FREE MEAL
WHEN YOU BRING
YOUR NEIGHBOR!***



CAFE180.ORG • 3315 SOUTH BROADWAY. ENGLEWOOD, CO 80113

BACK of Voucher:

*CAFE 180 is actually pay-what-you-can restaurant, where anyone can eat regardless of the ability to pay.

**THIS VOUCHER IS REALLY JUST GOOD
FOR AN EXCUSE TO HAVE AN
AMAZING MEAL WITH AN AMAZING
NEIGHBOR.**

#heyneighbor! Tell the whole neighborhood that you visited #cafe180

   @cafe180englewood

CAFE 180

Capitalize on Existing Events w/a Food Truck

We recommend you consider renting a food truck for the Summer to take CAFE 180 to events around the community.

COSTS /

- Rental: Depending on the lease, renting a food truck for a month cost anywhere from \$2,000 to \$3,000. (\$70-100 dollars per day)
- Insurance: The monthly insurance on a food truck is 135 dollars.
- Gas: 4 dollars per gallon x 20-gallon tank= 80 dollars.
- Cooking Supplies: Most of what is in the kitchen will be available for the truck. However, some of it should be minimized in a way that makes transportation and storage. The cost of this will vary depending on what is and is not available already.

You can buy a **custom designed CAFE 180 magnet** to attach to the side of the food truck to personalize it. [Link to magnet company.](#)

**FULL BELLY.
FULL HEART.
FOOD TRUCK.**



cafe180.org
@cafe180englewood
3315 S Broadway, Englewood



Rent a Food Truck to bring Cafe 180 to Existing Summer Events, such as:

- Denver Summer Brew Fest: July 23rd, 2027, W Colfax Ave.
 - o This targets the millennial audience. Also, the brew fest will gather a broad spectrum of Denverites, huge for promotion.
 - o They have non-profit partners
 - o Largest target audience.
- Colorado Cup: Ultimate frisbee tournaments. July 9-10: Aurora.
 - o The Ultimate community is super inclusive and positive. They would love to know more and support organizations such as Café 180.
 - o Large target of audience from age and wealth.
- Jack Johnson Fiddlers Green: August 31st, 7-10pm.
 - o Provide good food for a good concert. Jack Johnsons entire vibe that he gives out is being a good person. Cafe 180 fits this image perfectly.
- Family Movie Nights: [Skyline Acres Swim & Tennis](#)
 - o This would hopefully help get rid of any stigma that Cafe 180 is not a place for young families; rather, it is an affordable place that makes delicious and healthy food.
- Englewood Block party: August 27th. 3400 Block of South Broadway, Englewood, CO 80113
 - o We know you already attend, but this is a great place to bring the café to people's attention through a food truck. The community connection, convenience, and location of this event are key

Create New Events aimed at the key audiences:

1. **Neighborhood nights: Open the cafe for dinner once a month in the summer** (E.g. Third Wednesday of every summer month)
 - Create more brand awareness by giving people insight into the mission and values.
 - Works for all sub-audiences (Singlewood, Young Englewood Homeowners & Work-from-Homers)
 - Join the CAFE 180 community for games, food, and fun!
2. **Bring Your Dog to Lunch Day for Work-from-Homers**
 - National “bring your dog to work day” - last Friday of June (June 24, 2022) (although you are encouraged to host these days more than once a year)
 - Works well for Work-from-Homers
 - **Caption/slogan:** “When you work from home, every day is ‘bring your dog to work day.’ Shake up you and your dog’s routine and celebrate ‘bring your dog to lunch’ day at Cafe 180!”
 - **Content:** When people bring their dogs into the cafe ask if you can take pictures to stockpile Cafe180xDog content
3. **Garden Volunteer Event for Singlewood: Once per month during garden-season**
 - Singles gather on one day per month (ex: Sunday mornings) during the summer to volunteer at the community garden
 - Create an online signup sheet/RSVP

- Give a free Cafe 180 box lunch to volunteers
- Distribute info about the event and the link to the “sign-up sheet” across the cafe’s social media, LinkedIn, Facebook groups of singles and possibly on the 303 Magazines “List of Things to Do in Denver This Weekend”
- Messaging: “Sprout a sustainable connection at Cafe180’s garden event for singles”; “Grow a connection at Cafe180’s garden event for singles”

INSTAGRAM & MESSAGING for Garden Volunteers Event:

- **Caption:** “Sprout a sustainable connection at Cafe180’s garden event for singles”
- **Hashtags (in caption):** #CAFE180 #Singlewood #FullBellyFullHeart #LetseatSinglewood
- **Hashtags (in comments):** #Dating #Events #Englewood
- **Tags:** tag any community members/organizations that are relevant to the post
- **Image:** For this event, we have created a flyer/poster design that you can update to reflect the details of the event:



SPROUT A SUSTAINABLE CONNECTION

AT CAFE180'S GARDEN EVENT FOR SINGLES

LAST SUNDAY OF EVERY MONTH

Come help out the community while getting to know other volunteers! CAFE 180's Garden Singles Event occurs every 1st Thursday of every month, with a dinner mixer catered by the restaurant

LUNCH PROVIDED BY CAFE 180

RSVP AT CAFE 180 OR SCAN THE QR CODE*

*Must be 21+ to Participate

For more information, visit cafe180.com

CAFE 180

4. **Singles Service Day: First Thursday of every month, aimed at Singlewood.**

- Singles gather at the cafe for an in-cafe volunteer shift on Fridays (or whichever day you think would be most successful)
- Create an online signup sheet/RSVP
- Distribute info about the event and the link to the “sign-up sheet” across the cafe’s social media, LinkedIn, Facebook groups of singles and possibly on the 303 Magazines “List of Things to Do in Denver This Weekend”
- Messaging: “Serve rather than be served at your next lunch date”; “Ask not what your date can do, but what your date can do for the community”

INSTAGRAM & MESSAGING: Single Service Day

- **Caption:** “Serve others and serve yourself at Cafe180’s Singles Service Day”
- **Hashtags (in caption):** #CAFE180 #Singlewood #FullBellyFullHeart #LetseatSinglewood
- **Hashtags (in comments):** #Dating #Events #Englewood
- **Tags:** Tag people in the picture and any relevant community members/organizations
- **Image ideas:** We have created this image which you could use and/or adapt for Instagram or as a flyer/poster that you would want to use throughout the campaign



5. **Bumble IRL: Every Third Saturday of each month.**

- Contact Bumble to become one of its IRL dating event locations.
- Consider doing a “Volunteer event” hosted by Bumble IRL for singles in the Englewood area
- Singles could meet at Cafe 180 for lunch and/or volunteering
- Messaging: Full Belly, Full Heart. (The café’s message works perfectly here).

Use INSTAGRAM, EVENT BRIGHT & INFLUENCER marketing

- **Instagram Caption:** “Come meet the “Singlewood” community at CAFE 180 every third Saturday with Bumble!” (plus details of event)
- **Hashtags (in caption):** #CAFE180 #Singlewood #FullBellyFullHeart #LetseatSinglewood #singlesaturday
- **Hashtags (in comments):** #Dating #Events #Englewood
- **Image Ideas:** We have created this design that could be used or adapted for Instagram



Holiday Events that encourage Work-from-Homers to “Serve yourself, serve your community”

1. **Thanksgiving feast:** We know you already do a Thanksgiving Dinner, and encourage you to invite Work from Homers AND Singlewood to the dinner. Here are sample Instagram posts to do so:
 - **Caption:** “Show thanks to your community by spending the holiday with us at CAFE 180” – (input details) --> this would be appealing to people who may not be able to return home for the holidays
 - **Hashtags (in caption):** #ServeYourselfServeCommunity #WorkFromHome #CAFE180 #FullBellyFullHeart
 - **Hashtags (in comments):** #Lunch #Thanksgiving #Turkeyday
 - **Tags:** tag potential companies that you will partner with to provide the food, like... @WholeFoods @Safeway
 - **Image Ideas:** We have created the following design that can be edited / adapted to post on Instagram:



2. Day of Giving (all audiences)

- **Caption:** “Come celebrate the holiday with us by donating gifts, clothes, and canned goods to your community” (input details) → Saturday, December 7th 11-2
- **Hashtags (in caption):** #ServeYourselfServeCommunity #WorkFromHome #CAFE180 #FullBellyFullHeart
- **Hashtags (in comments):** #Donate #MerryChristmas #Community
- **Tags:** potentially tag the places you are working with/donating to
- **Image Ideas:** We have created the following design that can be edited / adapted to post on Instagram:



PARTNERSHIPS & PROMOTIONS

Rewards Program: (aimed at Work-from-Homers)

The **CAFE 180 Bingo Card** encourages people to build CAFE 180 into their routine!

The rewards program is designed to be a fun, interactive way to get excited about returning to and promoting Café 180. Unlike other rewards programs, this provides an opportunity to experience Café 180 in different ways than just coming in and dining. It is beneficial to both the company and the consumer. When they complete the card, they **receive a reward for themselves and for others.**

You can decide how to reward them, but we think a full card should come with a certain number of tickets that they can give away, inviting others to a free meal. It allows them to “pay it forward” directly to a stranger on the street, an elderly person on their block, and/or a neighbor they’d like to bring to lunch.

We designed the Bingo Card to be able to fold in half into a business card size and fit in a wallet; People can come to the café for the punch on their card).

You can also post it on Social Media to make it interactive:

- **Caption:** “It’s time for Ultimate CAFE 180 Bingo! Complete your bingo card to win a free meal and 3 pay-it-forward coupons”
- **Hashtags (in caption):** #WorkFromHome #CAFE180Englewood #FullBellyFullHeart
- **Hashtags (in comments):** #Lunch #Volunteering #PayItForward
- **Tags:** @cobaltworkspace (the coworking space nearby)



It's just lunch (aimed at Singlewood)

"It's Just Lunch" sets people up on lunch dates; we suggest contacting them to get on the list of restaurants they recommend to singles. In doing so, Café 180 can:

- Emphasize that Cafe 180 is more than just a lunch date... it's a place people can "Show your date what you stand for by sitting down to lunch at Cafe 180".
- **We also suggest promoting this Café 180 as a lunch date place on Instagram.**
- **Caption:** "You're never too busy to find love, it's just lunch."
- **Hashtags (in caption):** #CAFE180 #Singlewood #FullBellyFullHeart #LetseatSinglewood
- **Hashtags (in comments):** #Dating #Events #Englewood
- **Tags:** tag the people in the picture as well as any other community members/organizations that are relevant to the post
- **Image ideas:** Be sure to rotate among a diverse group of dating-related imagery. Here is an [example image](#):



Realtor Outreach (aimed at Young Englewood Homeowners)

Partnerships w/Realtors to show Young Englewood Homeowners that Cafe 180 is a great way to be part of their community.

Realtors in the Englewood area serve as a bridge between new move-ins and existing community members. Since they have their finger on the pulse as to what people are looking for in their new neighborhood, we think Cafe 180 would benefit from working with realtors to engage with young Englewood homeowners and get the word out about what could be their new favorite local lunch or volunteering spot.

Realtor Outreach Plan:

- Ask realtors to send postcards to clients after they purchased a home (**see our example design on the next page**) – encourage realtors to “Be the first person to send your client mail to their new home”
- Partner with other sustainable and social enterprises to make a list of local businesses or volunteering opportunities that realtors can give out to new move-ins (“Keep investing in Englewood”)
- Ask realtors to mention CAFE 180 with the new homeowners
- Sign clients up for the CAFE 180 newsletter
- Taking clients to CAFE 180 for lunch in between showings

Realtors to contact:

- Madison Kissel (Compass, madison.kissel@compass.com):
Young real estate agent in Englewood, has managed over 600 real estate transactions since the beginning of her career. She seems to be in her 30s and would align with some of our messaging.
- Mauri Tamborra (RE/MAX, mauri@realtor.com)
Consistently in the top 1% of her award-winning firm. She is a certified “Eco-broker” specializing in energy-efficient and green homes. She would appreciate Cafe180’s sustainability efforts.
- Danielle Nuno (The Awaka Group, info@theawakagroup.com):
A young Real Estate agent in Englewood, who graduated from the University of Colorado Denver. She spent 10 years after college working in Corporate Retail management where she learned customer service, developing a team, and driving sales results. Nuno “strives to take the stress out of the home buying process and gives her clients the best experience”.
- Brandi Wright (Madison & Co Properties, brandi@madisonprops.com):
Brandi has been in Real Estate for 3 years. She strongly believes in hard work, perseverance, integrity, and spirit, which she applies with all her clients. She has a very bright personality and will strive to help her clients find a place they can call home. She says she has a very strong understanding of the community because she is very involved in it.
- Chris Tucker (True Realty, chris@truerealtyco.com):
Chris’s main goal is to earn trust, confidence, and satisfy each one of their clients. Chris has worked in residential real estate for most of his career and has gone on to start his own brokerage.

See sample Realtor Postcard on the following page →



Welcome to Englewood!

Get to know some of your
neighbors by volunteering at CAFE
180!

3315 S Broadway, Englewood

cafe180.org

 @cafe180englewood

HEY NEIGHBOR REALTY

2490 S GAYLORD ST,
DENVER, CO 80210

Cafe 180 is a pay-what-you-can café on Broadway in Englewood that provides delicious meals and the chance to give back to the community through paying a meal forward or volunteering behind the counter. Dogs welcome on the patio!



REALTOR R. REAL

REALTOR

(303) 333 3333

realtor.r.real@realtor.com



LOLO GIFTS /

Many realtors sign their clients up to receive monthly coupon gifts from LOLO:

[LoLo Gifts](#) partners with local businesses to curate a “gift of the month” that is sent to clients to help them engage their network, treat them to something special, and to “keep the local vibe alive”.

Sign up [HERE](#) and Submit a Comment about CAFE 180, such as: Café 180 is a pay-what-you-can café in Englewood, Colorado that provides people with a delicious meal as well as an opportunity to give back to their community through paying a meal forward or volunteering behind the counter. Café 180 believes everyone should have access to fresh food, regardless of their ability to pay and by giving people the opportunity to contribute in any way they can, it is a place that is nourishing to both body and soul.



Relationship Marketing that is
MEANINGFUL...
because it's **LOCAL!**

CONCLUSION

Thank you for inviting us to work with you this Spring! We enjoyed learning about CAFE 180 and diving into the research and creative ideas that we think will help you reach this market.

You will find all the editable files for documents created in this project on Canva, where you can adapt them to your needs:

https://docs.google.com/document/d/1NXOWzBtibrjS-dtRz3fo73vHePE2o_yA7SYdbLz_gZA/edit?usp=sharing

#DU-LOVES-CAFE180

