

National Vending Day Toolkit

March 5, 2026

NAMA[™]

National Vending Day is your chance to put your team, your business, and the entire convenience services industry in the spotlight. By harnessing the collective voice of the industry, we raise awareness of the value of your individual businesses and the contributions they make.

It is a moment of industry visibility, credibility, and appreciation, expressed in ways the public already understands.

How to Use This Toolkit

This toolkit is designed to make participation easy with sample messaging, graphics and ideas to participate. You don't need to do everything — and every post, photo, and story helps amplify the industry's voice.

This year's theme, "Convenience That Cares," honors people and businesses showing up for their clients every day.

Here are a few simple ways you to make use of this toolkit:

- Share stories, photos, or short video that reflects this year's theme *Convenience that Cares*, highlighting the people, care, and community impact behind convenience services.
 - Use suggested social posts, graphics, and templates (or customize them) to highlight your team, business, and the work you do every day.
 - Choose the tactics that make sense for your organization, whether that's social media, local outreach, or internal recognition.
- ★ Encourage your team to participate from their own accounts to help extend visibility beyond your organization.

Participation Ideas

Share Your Story Online

We encourage operators to share their own story through video blogs, YouTube and social media. Videos offer a unique way to highlight the people and experiences you offer, bringing your business to life. Example video topics:

- A quick shout-out to your team, showing appreciation
- A behind-the-scenes look at your operation
- A short message from a leader or frontline employee

Share Your Story with NAMA

Submit a brief story, testimonial, or photo that captures the spirit of *Convenience That Cares*. [Submit](#) by **March 1** for a chance to be featured in NAMA's outreach.

Celebrate Your Team

Recognize the people behind the service, those who keep products stocked, equipment running, and customers supported. Ideas include:

- Internal recognition or awards
- Team photos or short shout-outs on social media
- Breakroom or workplace celebrations

Spread the Word on Social Media

Use the sample posts or your own messages to highlight your business and the day.

- Hashtags: #VendingDay and #ConvenienceThatCares
- Tag partners, customers, or colleagues to expand reach including NAMA (see below)

★ [Suggested posts, graphics, and other tools at the bottom of this document.](#)

NAMA Social Handles:

- LinkedIn: [linkedin.com/company/NAMANow](https://www.linkedin.com/company/NAMANow)
- Facebook: [facebook.com/NAMANow](https://www.facebook.com/NAMANow)
- Instagram: [@nama_now](https://www.instagram.com/nama_now)
- X (Twitter): [@NAMAvending](https://twitter.com/NAMAvending)

National and Local Outreach Opportunities

National Vending Day creates a shared moment for industry-wide visibility, with opportunities to engage at both the national and local level. Members can participate in one or more of the following, depending on what makes sense for their business.

Participate in NAMA-Led Advocacy Outreach

In the lead-up to March 5, NAMA is supporting member advocacy and media efforts nationwide. Members may choose to participate by:

- Requesting a proclamation from your governor.
- Submitting a letter to the editor or local op-ed.

★ Sign up to participate with [NAMA Voice](#).

Engage Local Media

Use National Vending Day as a hook for local coverage by highlighting how your organization serves communities including workplaces, hospitals, and more. Options include:

- Sending a short media alert using the provided template at the bottom of this document.
- Pitching a human-interest story focused on your team or community impact.
- Submitting a letter to the editor or brief op-ed tied to “Convenience That Cares.”

Templated Assets

Graphics

For easier download visit files at namanow.org/vending-day



Social Media Copy Examples

Use these sample posts as-is or customize them to reflect your organization. We recommend posting at least 3 times throughout the day.

General

- This National Vending Day, [Company/Organization] recognizes the caring teams keeping convenience services running across workplaces, schools, and communities. #VendingDay #ConvenienceThatCares
- Happy National #VendingDay! At [company/org], we love making life a little easier, whether it's a mid-afternoon coffee or a quick snack on the go. Today, we're proud to celebrate the entire industry that keeps millions moving every day.

Consumer/client focused

- It's #VendingDay! Celebrating all the ways the convenience services industry makes life easier, faster, and more convenient for millions of people. Here's to the machines, services, and the teams who make it happen! #ConvenienceThatCares
- Snacks in the breakroom, drinks at the gym, coffee for the office —it's really the little things that help keep you moving in your day. Supporting you is what [company/org] is all about! Happy National Vending Day #ConvenienceThatCares
- National #VendingDay reminds us convenience shows up in everyday moments: school study sessions, busy offices, or late-night shifts. At [company/org], we're honored to be part of those moments. #ConvenienceThatCares

Employee Spotlight

- National #VendingDay is a good moment to recognize the people behind every service. Thank you for all you do! #ConvenienceThatCares [Post a photo of your team and caption it with one thing that motivates you to deliver excellent service]
- National #VendingDay is about spotlighting the convenience services industry, especially the people in it. Shout-out to [employee name or team] and everyone who keeps the industry moving. #ConvenienceThatCares [Post a photo of your team and caption it with one thing that motivates you to deliver excellent service]

Supplier/partner focused

- National #VendingDay is a reminder that convenience is a team effort. We're honored to work alongside operators and partners to keep life moving in communities nationwide. #ConvenienceThatCares
- Happy National #VendingDay! Millions of snacks and beverages move through convenience services each day. We're proud to play a role in supporting access to the products people count on. #ConvenienceThatCares

Employee/Partner Email

Hello team,

March 5, 2026 is National Vending Day, a day that recognizes the convenience services industry and the work that keeps everyday spaces running smoothly.

For our part, we'd like to thank you and all you do for [our company] and the clients you support. We will be marking the day by [briefly note how you are celebrating, if applicable: e.g., recognizing teams internally, sharing a message publicly, or simply acknowledging the day].

How you can take part (optional):

If you're comfortable, consider liking, sharing, or commenting on our National Vending Day post when you see it on social media. A simple interaction helps raise awareness of the industry and the role it plays in supporting workplaces, hospitals, schools, and other essential spaces.

National Vending Day is about recognizing consistent, reliable service and the people and systems behind it. Thank you for the work you do every day and for supporting the industry in whatever way feels right to you.

Media Release Examples

Headline: [Business Name] Celebrates National Vending Day with [Event/Activity]

Body:[City, State] – [Business Name] is celebrating **National Vending Day on [Date]**, recognizing the essential work of the convenience services industry and the people behind it. From micro-markets to vending machines and service deliveries, [Business Name]’s team ensures that communities, workplaces, and public spaces run smoothly every day.

‘Our teams show up consistently to support our clients and customers,’ said [Business Leader/Owner Name]. ‘National Vending Day is a perfect opportunity to **highlight the dedication and care that often goes unseen.**’

To mark the day, [Business Name] is participating in several activities:

National Vending Day is observed annually on the first Thursday in March and was established by NAMA to recognize the essential role of the convenience services industry and the professionals who support it nationwide. Learn more about the industry’s local economic impact at namanow.org/impact.

Headline: [Business Name] Partners Celebrate National Vending Day

Body:

[City, State] – [Governor/Mayor Name] has proclaimed [Date] as **National Vending Day** in [City/State], highlighting the work of convenience service professionals. [Business Name] is celebrating by showcasing the people and networks that support workplaces, schools, hospitals, and public spaces across the community.

[Business Leader/Owner Name] said, ‘National Vending Day is a great way to **connect our team’s daily efforts to the broader community impact**, and to show appreciation for the professionals who make convenience possible.’

Activities include [social media stories, optional client-facing posters, and recognition initiatives that demonstrate the industry’s reliability and care].

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