PRINT • POST • PIVOT

READY IN 10 MINUTES ON ANY RAINY MORNING

FOOD TRUCK RAIN-DAY PIVOT KIT

Specials, Signage & Social Posts

Turn a washout into your most loyal customers' favorite day.

IN THIS SAMPLE:

5 window signs • Wet-weather discount ladder

6 menu pivot cards • Rain-day run checklist

+ 12 fill-in social posts (companion file: social-posts.md)

$19 ONE-TIME • PRINT UNLIMITED COPIES FOR YOUR TRUCK

Sample edition — idea-189 • US Letter, print on cardstock, laminate or use sheet protectors

WE'RE OPEN!

RAIN OR SHINE

AWNING UP • GRILL HOT • ORDER AHEAD

Hot food, dry pickup window,
and today's Rain-Day Special inside.

TODAY'S HOURS (dry-erase)

LOCATION TODAY

Print: cardstock, full color. Tape inside window facing out.

TODAY ONLY

RAIN-DAY SPECIAL

Write the special, cross it off when it's gone —
scarcity is honest on a rainy day.

SPECIAL NAME

PRICE

REG. PRICE

UNTIL (time / sold out)

Pair with Social Post #3. Show-this-post discount goes on the back.

FIND US HERE

TODAY ONLY!

Rain moved us under cover →

NEW LOCATION / ADDRESS

NEAREST LANDMARK

FROM (time)

UNTIL (time)

Same menu. Same crew. Drier line.

Post one at the OLD spot (with permission) and one at the NEW spot.

ORDER AHEAD

SKIP THE PUDDLES

Order on your phone. Pick up hot at the side window.
Pouring? Ask about curbside handoff.

YOUR QR CODE HERE

ORDER LINK / PHONE (large marker)

Test the QR from 6 feet away in daylight before service.

THANK YOU FOR BRAVING THE RAIN!

Show this sign's photo tomorrow for your RAIN-CHECK offer — because you showed up today.

TOMORROW'S OFFER

TOMORROW'S LOCATION + HOURS

Screenshot it now. See you tomorrow.

Matches Social Post #10. One rain-check per order.

THE HARDER IT RAINS,
THE MORE YOU SAVE

Owner calls ONE official level at open. No haggling, no surprises.

LEVEL 1 — DRIZZLE

5% OFF or free drink upgrade

LEVEL 2 — STEADY RAIN

10% OFF any combo signature item full price

LEVEL 3 — DOWNPOUR

15% OFF + FREE hot drink or free soup add-on

LEVEL 4 — STORM SPECIAL

BOGO 50% signature item + rain-check coupon for tomorrow

MARGIN GUARDRAILS

- Levels 1–2 discount the add-on / combo, never the signature item alone.
- Level 3+ only when foot traffic would otherwise be near zero.
- Write YOUR offers in marker: _____ _____ _____
- Announce the level once, at open, with Social Post #4. Change it only upward.

Fill-in blanks are intentional — set margins for YOUR menu, not a template's.

MENU PIVOT CARDS

Six swaps you can make with stock you already have.

CARD 1 — SOUP MODE

Add ONE soup. Sell the warmth.

- Soup of the day: _____ $_____
- Add soup to any combo: + $_____
- Script: "Want to make it a rain combo? Soup's hot."
- Prep: one pot, to-go cups with lids, crackers on top.

CARD 2 — HOT DRINK ANCHOR

A $2–$3 attach that feels like care.

- Drink: coffee / cocoa / cider (circle) $_____
- Free refill while it's raining? YES / NO
- Bundle line: "Hot drink with that? It's [temp]° out."
- Place cups where the line can see the steam.

CARD 3 — COMFORT COMBO

Re-bundle what you already sell.

- Combo name: _____ $_____
- Includes: _____ + _____ + _____
- Savings vs. separate: $_____ (keep it modest)
- This REPLACES discounting at Ladder Levels 1–2.

CARD 4 — FAMILY RAIN PACK

One big take-home ticket beats four small ones.

- Feeds: _____ Price: $_____ Serves at home
- Includes: _____
- Order-ahead only after [time]: _____
- Pitch: "Dinner's handled. Get home dry."

CARD 5 — THE PAUSE LIST

Decide what sits out BEFORE the line asks.

- 86 today (soggy / slow / low-margin): _____
- Say instead: "That's back [day] — today's [alt] is ___"
- 86 today #2: _____
- Never 86 your signature item. Pivot around it.

CARD 6 — CURBSIDE HANDOFF *or true downpours: bring it to the car.*

- Pickup spot: _____ Handoff hours: _____
- Customer texts/calls: _____ *Laminate the set. Dry-erase the blanks each rainy morning.*
- Script: "Stay in the car — we'll run it out."
- Safety: two hands, lit path, no running on wet ground.

RAIN-DAY RUN SHEET

- [ ] 90 MIN BEFORE: Check radar. Call the Ladder level. Decide: stay / pivot / partner.
- [ ] 75 MIN BEFORE: Post #1 (We're Open) or #2 (Location Pivot). Update Google Business.
- [ ] 60 MIN BEFORE: Tape Signs #1 + #2. Set Sign #3 at old spot if you moved.
- [ ] AT OPEN: Stories post with official Ladder level (Post #4). Pin Post #5.
- [ ] MENU: Soup on, hot drinks front, Pause List briefed to every hand on shift.
- [ ] DURING: One thank-you post live (#8). Watch stock for a Last Call post (#9).
- [ ] AT CLOSE: Post #10 (Rain Check). Photograph every sign for tomorrow's listing proof.
- [ ] NEXT DAY: Honor rain-checks without fuss. Log what sold — rain data is menu data.

KIT CONTENTS — FULL $19 EDITION

This PDF (5 signs, ladder, 6 pivot cards, run sheet) • Editable Canva/Slides version
12 social posts (social-posts.md) • Single-business license, unlimited prints for your truck