ferry

THE FERRY LOOKBOOK

41 tip jar ideas

Signs, votes and seasonal cards for cafes, bars and coffee shops. Every idea pictured, with a note on when it works.













Tip pooling and tip payouts for restaurants

Book a demo useferry.com

CONTENTS

What is inside

Forty counter ideas in seven chapters, then one for the card reader. Copy any line onto a card, a chalk tag or the jar itself.

01 **Funny signs** — No. 01 to 04 — 03

02 **Cute signs** — No. 05 to 08 — 03

03 **Classy signs** — No. 09 to 12 — 04

04 **Crazy and controversial signs** — No. 13 to 16 — 04

05 **Signs by venue** — No. 17 to 24 — 05

06 **This-or-that votes** — No. 25 to 32 — 06

07 **Seasonal and DIY cards** — No. 33 to 40 — 07

08 **The digital tip jar, and what to do after close** — No. 41 — 08

HOW TO USE THIS PACK

1. **Pick by room.** Loud bar or quiet cafe? Each card has a note on where it fits.
2. **Write it big.** One line, large letters, readable from the back of the queue.
3. **Change one thing.** Run a new card for a week and compare it with the week before.
4. **Count it as one pot.** Vote jars are one tip pool, split by the rule the team already agreed.

Funny and cute

Eight lines that get a smile before anyone reaches for change.

CHAPTER 1 Funny signs



NO. 01 FUNNY

Tiny jar. Big thanks.

Four words, read in a second. It thanks before anyone gives, so the jar feels like a friendly nod.

Fits: small jars and small labels.



NO. 02 FUNNY

One last stop for loose change.

Catches guests at the exact moment change lands in their hand. The line gives those coins somewhere to go before the pocket wins.

Fits: a counter whose brand already jokes around.



NO. 03 FUNNY

Afraid of change? Leave it here.

The classic for a reason. The pun lands in one glance, and the smile does the asking.

Fits: any jar; the pun does the work.



NO. 04 FUNNY

Tips: cheaper than therapy for your barista.

Regulars love being in on the joke. It turns the barista into a character they root for, so it shines where faces are familiar.

Fits: busy cafes with a regular crowd.

CHAPTER 2 Cute signs



NO. 05 CUTE

Made with care. Thanks for being here.

Pure gratitude, zero ask. It suits counters where a hard sell would feel off, and it reads well on any jar or card.

Fits: any counter; it thanks without asking.



NO. 06 CUTE

Thanks for making us part of your morning.

Speaks to the daily ritual. Morning regulars see themselves in it, which makes the jar feel personal.

Fits: coffee counters with a morning rush.



NO. 07 CUTE

You've bean amazing. Tips welcome.

A coffee pun breaks the ice for a shy team. Light, quick and easy to hand-letter on a card.

Fits: coffee shops that like a pun.



NO. 08 CUTE

Every coin gets a tiny thank-you dance.

A promise guests can cash in. The first dance gets the whole line watching. Run it only if the team will commit.

Fits: teams happy to actually do the dance.

ferry | **Ferry splits your jar by your rules.** Tip pooling and tip payouts for restaurants, cafes and bars. useferry.com Book a demo

Classy and crazy

Four for the quiet room. Four for the crowd that argues back.

CHAPTER 3 Classy signs



NO. 09 CLASSY

Small change, warmly received.

Quiet and polished. It matches rooms with low music and nice glassware, where a loud joke would clash.

Fits: wine bars and quieter cafes.



NO. 10 CLASSY

Tips welcome. So are you.

Puts the guest ahead of the money. The second sentence is the one people remember.

Fits: a plain jar that needs one friendly line.



NO. 11 CLASSY

Gratuity, gratefully received.

Formal wording for formal service. The soft rhyme keeps it warm, so it reads as gracious.

Fits: cocktail bars and hotel lobbies.



NO. 12 CLASSY

For the team behind your cup.

Tells guests where the money goes. People like knowing a tip reaches the whole crew, including the hands they never see.

Fits: cafes that pool tips across the team.

CHAPTER 4 Crazy and controversial signs



NO. 13 CRAZY

Every dollar delays the barista's villain origin story.

Internet humor on a card. Guests who get the reference feel like insiders, and it makes a great photo.

Fits: late-night bars and a crowd that gets the joke.



NO. 14 CRAZY

Our barista bet their ex this jar would be full by Friday.

A tiny soap opera with a deadline. Regulars check back on Friday to see how it ended, so keep the story going.

Fits: a team that enjoys a running bit.

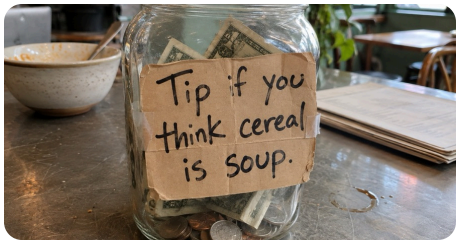


NO. 15 CRAZY

Is a hot dog a sandwich? Tip to settle it.

Everyone has an opinion and nobody gets hurt. A harmless argument gets people talking at the counter.

Fits: counters that already run votes.



NO. 16 CRAZY

Tip if you think cereal is soup.

Absurd enough to stop a queue. Expect debate, laughter and a few coins dropped purely to make a point.

Fits: regulars who will argue back, kindly.

CHAPTER 5

Signs by venue

Wordplay that matches what is on the counter.



NO. 17 BAR

Tipping: the only shot we can't pour.

Bar wordplay for bar people. It lands best after the first round, when the room is loose and reading the back bar.

Fits: cocktail bars and late-night counters.



NO. 18 BAR

Karma is on tap.

Four words that sound like a line on the beer list. Short enough to chalk on a growler tag.

Fits: taprooms and beer bars.



NO. 19 BAKERY AND BRUNCH

We knead the dough.

The bakery pun guests expect and still enjoy. Set it by the pastry case, where the dough joke explains itself.

Fits: bakeries with a pastry case.



NO. 20 BAKERY AND BRUNCH

Thanks a brunch.

Weekend crowds read everything while they wait. A two-word pun suits a long, hungry line.

Fits: brunch spots with a weekend line.



NO. 21 FOOD TRUCK

Fuel for the truck. And the crew.

Names two things guests already picture: the engine and the people inside. Made for a narrow window ledge.

Fits: food truck windows with a small ledge.



NO. 22 ICE CREAM AND DOUGHNUTS

Tips make us melt.

Sweet, short and on theme. It pairs with the cone in the guest's hand, especially on a hot day.

Fits: ice cream counters on hot days.



NO. 23 ICE CREAM AND DOUGHNUTS

Keep the change. We'll keep the sprinkles coming.

A playful trade: spare change for more of what they came for. It reads as a wink.

Fits: doughnut shops and dessert bars.



NO. 24 PIZZA

Tips: the best topping.

Pizza people argue about toppings all day. This one settles it with a grin.

Fits: pizza counters and slice shops.

ferry | **Ferry splits your jar by your rules.** Tip pooling and tip payouts for restaurants, cafes and bars. useferry.com Book a demo

CHAPTER 6

This-or-that votes

Two jars, one question. Guests can vote out loud for free, and both jars count as one pot.



NO. 25 VOTE

Croissant: center or corners?

A center B corners

A question pastry fans answer instantly. Voting with coins feels like a game, and anyone can join by saying their pick.

Keep it fair: Same jar size, same label size.



NO. 26 VOTE

First sip: sit down or keep walking?

A sit down B keep walking

Splits the room into two honest camps. It gets guests chatting with the barista while the drink is made.

Keep it fair: Take spoken votes at the register too.



NO. 27 VOTE

Weekend breakfast: sweet or savory?

A sweet B savory

Built for weekends, when brunch is on everyone's mind. Easy to answer, hard to stay neutral.

Keep it fair: No prize, no purchase implied.



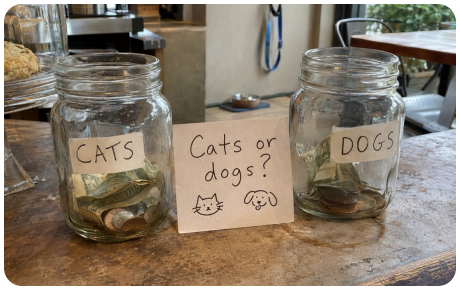
NO. 28 VOTE

Coffee sidekick: cookie or muffin?

A cookie B muffin

Points at the pastry case without selling anything. Guests glance over, pick a side and smile.

Keep it fair: The result doesn't change the menu.

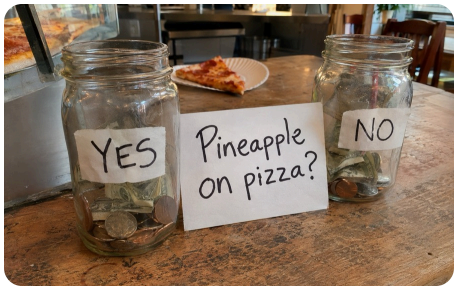


NO. 29 VOTE

Cats or dogs?

A cats B dogs

The oldest rivalry there is. Zero explanation needed, and the running score gives regulars something to check.



NO. 30 VOTE

Pineapple on pizza?

A yes B no

Reliable for strong feelings. Expect loud opinions and a close count.



NO. 31 VOTE

Early bird or night owl?

A early bird B night owl

Guests answer about themselves, which people enjoy. Morning rush and closing shift will post very different scores.



NO. 32 VOTE

Beach or mountains?

A beach B mountains

A holiday daydream at the register. Calm, friendly and safe for any crowd.

CHAPTER 7

Seasonal and DIY cards

One reusable holder, a new card each season.



NO. 33 FALL

Leaves outside. Warm cups inside. Thank you.

Seasonal cards show the counter is looked after. Swap it in when the leaves turn and regulars notice.

Display note: Removable card, same holder.



NO. 34 WINTER

Warm drinks. Warm thanks.

Cozy with no holiday named, so it runs from first frost to spring and includes everyone.

Display note: Fits the holidays without leaving anyone out.



NO. 35 SPRING

Fresh flowers. Fresh coffee. Thank you.

Fresh and light after a long winter. A hand-drawn flower adds charm for the price of a marker.

Display note: Draw the flowers; keep real ones off the counter.



NO. 36 SUMMER

Cold drinks. Warm thanks.

The winter line flipped for iced-drink season. Regulars who saw the last card catch the callback.

Display note: Same holder, new card.



NO. 37 ILLUSTRATED DIY

Brewed here. Appreciated here.

A small drawing makes a jar look made by people. The rhythm of the line helps it stick.

Display note: A simple line drawing, words kept large.



NO. 38 HALLOWEEN

No tricks. Just tips.

A two-beat line anyone can read through a costume mask. Run it for a week, then take it down.

Display note: Swap it out the morning after.



NO. 39 VALENTINE'S DAY

We like you a latte.

A coffee pun with a heart. Sweet for couples and friendly for solo regulars.

Display note: Draw the hearts; keep candy off the counter.



NO. 40 NEW YEAR

New year. Same great tips.

A light nod to resolutions. It greets returning regulars in the first quiet week of January.

Display note: Run it for the first week of January.

ferry | **Ferry splits your jar by your rules.** Tip pooling and tip payouts for restaurants, cafes and bars. useferry.com Book a demo

CHAPTER 8 · NO. 41

Jar and screen, side by side

Keep the jar next to the card reader. Cash goes in the jar, card tips go on the screen, and both get counted at close.



Counted the jar? See Ferry split it.

Ferry applies your pooling rules by role, shift and location, so every share is worked out the same way each night.

Book a demo Or try the free tip pooling calculator