



Bloomin' 4 Good Program

CHECKLIST

**These are suggested action items for each stage of your time in this program. While none are required, it's encouraged to help you raise more donations for the great work you do in your community.*



Educate

- Visit the Resource Center
- Download the Marketing Toolkit
- Read the FAQs on program website
- Send out an internal staff email blast
- Inform your volunteers/supporters
- Set a goal for your month in the Program
- Reach out to Program Manager with Qs



Communicate

- Download the Campaign Calendar
- Post/Schedule out Social Media posts
- Visit the Image Bank and use our imagery
- Send a press release to local newspaper
- Introduce yourself to the store manager
- Post the news in your town bulletin
- Print and post flyers around town



Motivate

- Visit the store to see the bouquet display!
- Send out a Launch Day email blast
- Post to social media throughout the month
- Send sales updates out to supporters
- Share photos of others with the bouquets
- Encourage supporters to buy more than one floral bouquet throughout the month!



Celebrate!

- Thank your supporters for their help
- Share your donation total on social media
- Receive check in the mail in 10-12 weeks