COVID19 Webinar Series
How I’m Doing It: Generating Positive Media Buzz

Presented by:
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SAF Staff

safnow.org/about-saf/saf-staff/
COVID-19 Resources

COVID-19 Updates for the Floral Industry
Stay updated on the latest industry news related to the coronavirus disease (COVID-19).

Industry News
Visit our Industry News page for timely updates.

SAF NOW
Make sure you are receiving SAF’s newsletter, SAF NOW, every Wednesday. Not getting the newsletter? Email Sheila Santiago.

COVID-19 Webinar Series
Listen to the latest webinars on COVID-19 best practices

Mother’s Day Resources
Marketing, operations, customer service tips and more to plan for a successful Mother’s Day amidst COVID-19.

Tools to Promote Flower Buying
Use SAF’s ready-made resources to remind consumers that flowers provide instant joy and create a connection between people separated by distance.

SAF NOW
Find out more about how these groups and SAF partners are responding to the COVID-19 crisis.

State/Regional Groups (coming soon)
National floral networks

• AFE
• AFIF
• AIFD
• ASCFG trade and consumer-facing site
• Asocolflores
• Calflowers
• CCFC
• Expoflores
• PMA
• WF&FSA

Federal Aid
Learn more about the types of financial assistance available, how to apply, answers to FAQs and more.

• SBA Overview of Coronavirus Relief Options
• Paycheck Protection Program
• Borrower Guidance from Treasury Dept.
• Find Eligible Lenders for the Paycheck Protection Program
• Paycheck Protection Program Borrower Application
COVID-19 Webinar Series
COVID-19 State Resources

State Resources
SAF is working hard to provide you with the most up-to-date information on how your state is handling Covid19-related issues such as unemployment, aid, small business assistance, and essential business guidelines. In the event that you are unable to locate the resources you need under your listed state (below), SAF suggests you visit your state government page for further information. Your government page can be found by yourstate.gov or yourstateabbreviation.gov. Most pages have a dedicated link for COVID19 where these resources are located.

Navigating Requests for Exemptions from State and Local Jurisdictions
Decisions at the state and local level regarding directives on closures and shelter in place are being made very quickly, with little notice. Provisions for requesting exemptions vary from jurisdiction to jurisdiction. SAF has compiled tips for requesting a waiver or exemption, as well as examples of successful exemption letters and campaigns. Check out your state or local jurisdiction’s guidance in the links below.

*Indicates the state has specific “florists” or floral related businesses as being exempt from certain aspects of business closures or included on the list of essential businesses.

Guidelines “Opening America Again” from the White House website

OPENING UP AMERICA AGAIN

Alabama
- Reopening status
- Stay at Home Order
- Non-Essential Businesses
- Additional Exemption Information
- Small Business Resources
- Guidance on Unemployment Benefits

Alaska
- Reopening status
- Stay at Home Order
- Essential/Non Essential Businesses
- Small Business Resources
- Alaska Economic Stabilization

*Arizona
- Stay at Home Order
- Essential Businesses
- Additional Exemption Information
- Small Business Resources
- Guidance on Unemployment Benefits

Arkansas
- Executive Order (Updated April 13, 2020)
- Small Business Resources
- Guidance on Unemployment Benefits

California
- Stay at Home Order
- Essential Infrastructure Workers
- Office of Small Business Advocate
- Small Business Resources
- Guidance on Unemployment for Employers
- Small Business Finance Center
- County by County Ordinances

Nebraska
- Department of Economic Development Business Resources
- Nebraska Public Health Information
- Emergency Unemployment Insurance Benefit Relief

*Nevada
- Stay at Home Order
- Essential/ Non-Essential Businesses
- Additional Exemption Information
- Small Business Resources

*New Hampshire
- Stay at Home Order
- Essential/ Non-Essential Businesses
- Additional Exemption Information
- NH Small Business Development Center Resources
- Guidance on Unemployment Benefits

*New Jersey
- Stay at Home Order
- Essential / Non-Essential Businesses
- Additional Exemption Information
- Resources for Businesses

New Mexico
- Stay at Home Order (Updated 4/6)
- Essential/ Non-Essential Businesses
- Economic Development Department Business Resources
- Resources for Workers and Businesses

New York
- Stay at Home Order (Updated 3/18)
- Essential/ Non-Essential Businesses
- Small Business Services Assistance and Guidance
- Request for Designation as an Essential Business
#GivingTuesdayNow

American Floral Endowment

About AFE  News  Research  Students  Industry Programs  Grants  Donors  Donate

Give Flowers on #GivingTuesdayNow

Give Flowers on GivingTuesdayNow

May 5

Campaign Theme: Giving Flowers on GivingTuesdayNow

We're pleased to announce the launch of a new online campaign promoting Giving Flowers on GivingTuesdayNow. This new campaign aims to promote the power of giving. The campaign encourages you to give flowers on GivingTuesdayNow, a day of giving to support our efforts in the COVID-19 pandemic.

We know the challenges the industry faces now. We're here to help spread messages of the wonderful benefits flowers provide, such as reducing stress and improving emotional health while promoting flower buying.

Participating in the Giving Flowers on GivingTuesdayNow campaign is easy and a great way to support your local florist on Mother's Day.

Follow these steps to get started:

1. Download and share the images in your social media accounts on the days leading up to May 5, and especially on the day of.
2. Encourage friends and family to download and share the images in their social media accounts.
3. Spread the message of the wonderful benefits flowers provide.

#GivingTuesdayNow

American Floral Endowment

The American Floral Endowment is committed to helping florists in the industry gather strength — from seed to market, and every step of the way — to keep our industry and the American way of life growing.

Career Center Gift Card Winner

Congratulations to our gift card winner for receiving the gift card. We look forward to supporting you in your career.

American Floral Endowment

SAF Center for the Environment

Giving Tuesday Now

#GivingTuesdayNow

Bringing Flowers to Life for Giving Tuesday Now

Send a warm hug

Social Delivery
Questions?

- Click on the question tab and type in your question

- Questions answered at end of session
Kate Delaney, AAF
SAF’s Director of Career Development
Mother’s Day Resources

COVID-19 has created challenges—and opportunities—in planning for Mother’s Day. Here are some COVID-specific Mother’s Day resources, along with top tools from SAF’s general Mother’s Day content library, to help you prepare:

### Planning for Mother’s Day 2020 Amidst COVID
- Mother’s Day COVID Press Release Template...
- Webinar: Mother’s Day Planning
- Webinar: Fresh Product Supply Update
- Webinar: Tim’s Calling...Live: Making Every Safe Count
- Webinar: Training Tips and Adaptable Designs for Mother’s Day
- Webinar: Re-Opening Your Shop

### Industry Statistics
- Mother’s Day 2019 Survey Results
- About Mother’s Day
- Mother’s Day Member Survey Results 2016-2018
- Researchers to Floral Industry: Market Mother’s Day to ‘Big Floral Spenders’
- One in Three American Adults Bought Mother’s Day Flowers or Plants

### Public Relations
- Press Releases
- Radio Scripts
- NYC Floral Tips Into Pop Culture for Mother’s Day
- Top Four Talking Points for Mother’s Day Interviews
- Florists Talk Shop with Reporters for Mother’s Day

### Marketing/Social Media
- Social Media Graphics and Posts
- Banner Ads and Graphics
- Using Social Media to Boost Mother’s Day Business
- 3-Part Mother’s Day Digital Strategies
- Nine Social Media Ideas to Post for Mother’s Day
- Steal These Ideas for Mother’s Day Social Media Posts
- Millennial Florist Shares Instagram Tips for Mother’s Day
- SEO Pro Dishes Tips on Mother’s Day Best Practices

### Store Operations
- Webinar: Mother’s Day Mania
- Webinar: Fresh Product Supply Update
- Webinar: Mother’s Day Strategies for Buying and Marketing
- Webinar: Mother’s Day Pricing for Profits
- Build Your Mother’s Day Team
- Webinar: 3 Questions to Ask Your Team the Week After Mother’s Day
- 6 Valentine’s Day Ideas to Use for Mother’s Day

### Customer Service
- Webinar: Tim’s Calling...LIVE: Making Every Safe Count
- How to Turn Negative Feedback into a Positive
- Sincere Apologies, Gestures Cure Customer Complaints
Central Square Florist

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Outreach to Reporters
Leveraging Social Media
Preparing for Interviews/Media
Strategy
Examples
PRESIDENT TRUMP’S PLAN TO REOPEN ECONOMY

NORTH SHORE
TOMORROW
52°
BOSTON
The Value of News Clips
Questions?

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April 30, 2020