



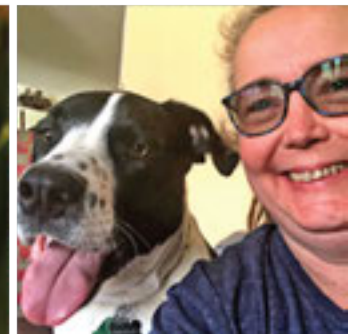
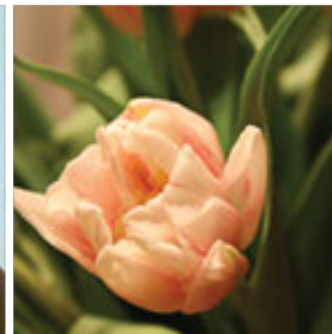
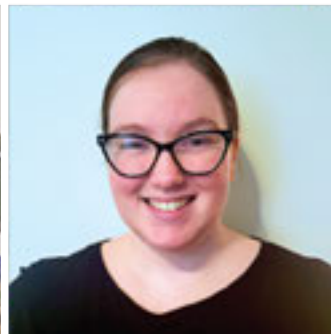
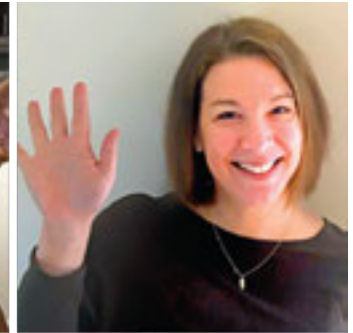
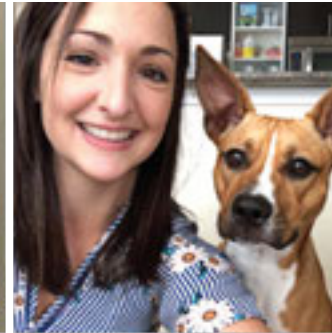
**COVID19 Webinar Series  
How I'm Doing It:  
Generating Positive  
Media Buzz**

**Presented by:  
Jackie Levine, Central Square  
Florist, Cambridge, MA**

**April 30, 2020**

# SAF Staff

[safnow.org/about-saf/saf-staff/](https://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.

- [Social Media Graphics and Posts](#)
- [Banner Ad Graphics](#)
- [Outreach to Local Editors](#)
- [Best Practices for Promoting Flowers](#)

### State Resources

Get information on **state-specific** regulations for "essential" businesses and how to apply for an exemption.

- [Examples of Successful Exemption Campaigns](#)
- [Tips for Requesting a Waiver](#)
- [SAF Letter to Governors Requesting a Waiver](#)
- [Sample Letter from a State-Wide Effort](#)

### 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](#)

## Industry Response

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](#)
- [Ascolflores](#)
- [Callflowers](#)
- [CCFC](#)
- [Expoflores](#)
- [PMA](#)
- [WF&FSA](#)

# COVID-19 Webinar Series



The graphic is a promotional banner for a webinar series. At the top left is the SAF logo, a stylized leaf icon. To its right is the text 'WebBlast' in a large, bold, white font. Further right, in a smaller white font, it says 'FREE for SAF Members' and '20 minutes of intense online learning. 10 minutes of Q&A.' Below this is a blue horizontal bar with the 'FLORAL INDUSTRY' logo (a red circle with 'FLORAL INDUSTRY' in white) and the text 'COVID-19 WEBINAR SERIES' in blue. Underneath is a blue bar with the text 'How I'm Doing It: Generating Positive Media Buzz | Thurs., April 30'. The main content area consists of a grid of blue rectangular buttons, each containing a webinar title and date. The buttons are arranged in three columns and five rows, with the last row containing only two buttons.

**SAF WebBlast**  
FREE for SAF Members  
20 minutes of intense online learning. 10 minutes of Q&A.

**FLORAL INDUSTRY COVID-19 WEBINAR SERIES**

How I'm Doing It: Generating Positive Media Buzz | Thurs., April 30

- How I'm Doing It: Leveraging Downtime While Closed | Tues., April 28
- How I'm Doing It: Strategies for Reopening | Fri., April 24
- Prepping Your Website for Holiday Sales | Tues., April 21
- Training Tips and Adaptable Designs for Mother's Day | Fri., April 17
- Tim's Calling ... Live: Making Every Sale Count | Thurs., April 16
- Mother's Day Planning | Tues., April 14
- Fresh Product Supply Update | Thurs., April 9
- Social Media Strategies for Florists | Wed., April 8
- Financial Best Practices During the Crisis | Tues., March 31
- Accessing Federal Aid | Mon., March 30
- The Economic Impact of COVID-19 | Thur., March 26
- Recovering and Rebuilding Wedding & Event Work | Tues., March 24
- Sourcing Fresh Product - The New Normal | Mon., March 23
- HR Strategies for Navigating a Crisis | Fri., March 20
- Financial Planning | Thur., March 19

# 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 [yourstatename.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 specified "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



## 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](#)
- [Non-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**  
Funding Generations of Progress Through Research and Scholarships

About AFE | News | Research | Students | Industry Programs | Grants | Donors | Donate

## Give Flowers on #GivingTuesdayNow

6 Comments

**Campaign Promotes Giving Flowers on #GivingTuesdayNow**

We're pleased to announce the launch of a new online campaign promoting GivingFlowers on #GivingTuesdayNow. This new campaign aims to provide a day of flower giving. The campaign coincides with #GivingTuesdayNow, a national day of giving to support unity in response to the COVID-19 pandemic.

**We know the challenges the industry faces right now. We're here to help.** Spread messages of the emotional benefits that flowers provide, such as helping stress and improving emotional health while promoting flower buying.

**Participating in the GivingFlowers on #GivingTuesdayNow campaign is easy and a great way to boost your pre-Mother's Day sales.**

Below are images that you can download and use as you wish. Simply right-click on each image and save to your computer. Then upload images to your social media accounts on the days leading up to May 5th, and especially on the day of.

Along with sharing these high-resolution images, we recommend that you include your own messaging to bring consumers to your site to order flowers. If you have a special discount offer or if you want to provide contactless delivery, be sure to include the message that fits with your vision. Encourage sending love through flowers for family, friends, local responders, and essential employees all over. Whatever your unique messaging is, be sure to promote the national day of giving, #GivingTuesdayNow.

**For other ideas:**

- Take photos to share on #GivingTuesdayNow, promoting the beautiful flowers being sent.
- Encourage recipients to take a picture and post an social with the #GivingTuesdayNow hashtag.
- Offer a discount for #GivingTuesdayNow.
- Follow up with those that participate to remind them to send flowers on Mother's Day.
- Thank your customers for their support all this time. Let them know they are helping to keep your small business open.

**Latest News**

**AFC is Working for the Industry's Future and Prosperity**

As flower professionals busy, we hope that you are well—safe and healthy. We know that the stress, anxiety and uncertainty of being a florist in your own family and home. [Read More >](#)

**Learn More on the Future**

The American Floral Endowment is committed to helping address the industry's greatest challenges— from our members' labor needs, such as AFC for help managing the number of the. [Read More >](#)

**Green Center with Card Member**

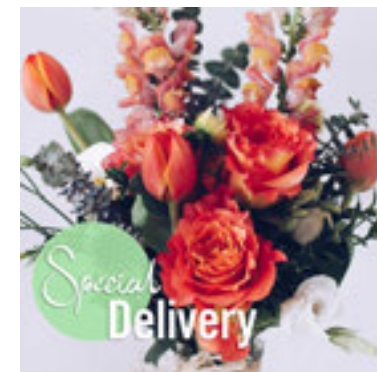
Competition is fierce, so it's for getting the gift card with the most to our newly launched AFC Green Center. Join in a contest or. [Read More >](#)

**Be #FloristTogether**

#FloristTogether - It's our message! The government regulations, shutdowns, restrictions, limitations of our resources, challenges that COVID-19 is facing our individuals, businesses and families. While everyone is being their best. [Read More >](#)

**Send Flowers Direct Media Photo**

Below are social media images that you can download to use on your personal or business social media sites. To save each image, please right-click on the image to save it. [Read More >](#)



# Questions?

- Click on the question tab and type in your question
- Questions answered at end of session



**SAF**

SOCIETY *of*  
AMERICAN  
FLORISTS




**Kate Delaney, AAF**  
SAF's Director of  
Career Development



# Mother's Day Resources


## 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

- Mothers Day COVID Press Release Template
- Webinar: Mother's Day Planning
- Webinar: Fresh Product Supply Update
- Webinar: Tim's Calling...Live: Making Every Sale 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 Florist Taps 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



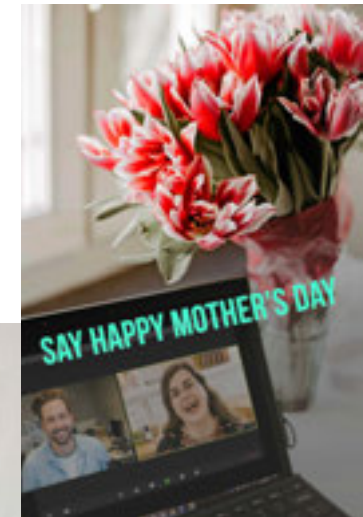
### Store Operations

- 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: 5 Questions to Ask Your Team the Week after Mother's Day
- 8 Valentine's Day Ideas to Use for Mother's Day



### Customer Service

- Webinar: Tim's Calling...LIVE: Making Every Sale Count
- How to Turn Negative Feedback into a Positive
- Sincere Apologies, Gestures Cure Customer Complaints



# Central Square Florist




**Jackie Levine**  
Central Square Florist  
Cambridge, MA

# Outreach to Reporters

**Central Sq Florist @csflorist** · Mar 19

We gave away 3,000 flowers that would otherwise be trashed due to lack of business. We set up flower outposts around the city to support fellow local businesses & gave away flowers to lift people's spirits. Science proves flowers make people happy! 🌸 We wish everyone the best 💜



9:24 PM · Mar 19, 2020 · Twitter Web App

32 Retweets 190 Likes

**Noreen @anjitan** · Mar 19  
Replying to @csflorist  
That is incredible

**TinaMarieMB @TinaMarieMB** · Mar 20  
Replying to @csflorist  
So heartwarming! 🌸

**Nic Fallos @StarbrightNYC** · Mar 19  
Replying to @csflorist  
You are generous, kind and truly an example for all to follow. I watched your journey at all the outposts today! Bravo @csflorist - you are one of a kind. We wish you wellness and health in these upside down times.

**Sarah Koenig @SarahAndersen** · Mar 20  
Replying to @csflorist  
@tiziens\_dearing this would be a great local feature :)

**Central Sq Florist @csflorist** · Apr 15

Disturbing news: on our way to take our trucks out of the Green Street Garage in Central Square this morning we noticed we were broken into. We're feeling pretty down! We aren't open and instead volunteering our vehicles to deliver food to frontline healthcare workers 🙏🙏 #CambMA



Central Square BID and Adam Gaffin

22 22 60

# Leveraging Social Media

**Boston 25 News** @boston25 · Mar 20

While yesterday's weather was gloomy and dull, Central Square Florist in Cambridge made sure people's days were a little brighter. The flower shop donated their extra flowers to local restaurants to help them get business. [boston25.com/2U6z3W](https://www.boston25.com/2U6z3W) #boston25



**Central Sq Florist** @csflorist

Our trucks are lined up on Mass Ave! But we're not making flower deliveries because we're temporarily closed. What are we doing? We're using our flower delivery vehicles to deliver ~4,000 meals to frontline healthcare workers with @offtheirplate #OffTheirPlate



**Susan Tran** @susantran · Mar 20

#00166 Grateful for @csflorist. We talked about the flower shop's project on [BNFN](#) this morning then on my walk with [MargaretTheDog](#) I spotted the beautiful tulips at [TheThirdPlace!](#) ❤️🌷 #Gratitude2020



**Central Sq Florist** @csflorist · Mar 19

We gave away 3,000 flowers that would otherwise be trashed due to lack of business. We set up flower outposts around the city to support fellow local businesses & gave away flowers to lift people's spirits. Science proves flowers make people happy! 🌷 We wis...



**Wes Richardson** @Rick\_Sabey · Apr 15


**Rick Sabey** @Rick\_Sabey - Apr 15

Central Square Florist is delivering about 4,000 meals to frontline healthcare workers this week.

Someone broke into their delivery truck overnight.

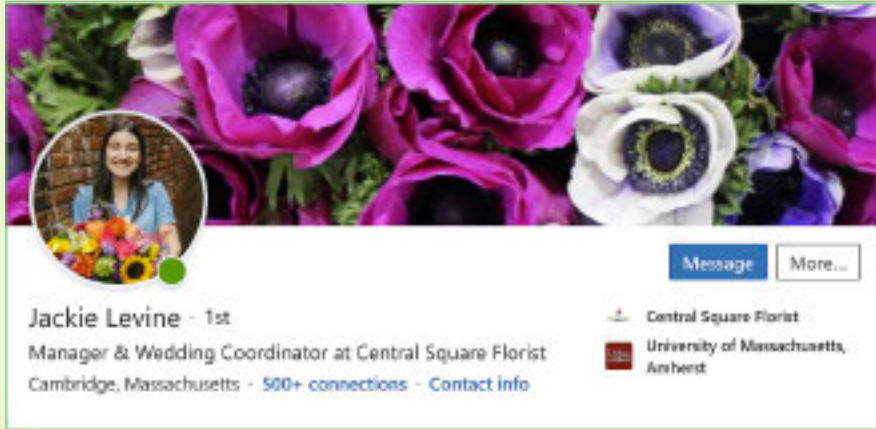
Even with the broken passenger-side window, they still delivered lunch meals today.

"We had to."



Cambridge florist's truck broken into after delivering meals to frontline ... The owners of a fourth-generation florist shop in Cambridge woke up to disturbing news on Wednesday when they learned someone had broke... [@bostonherald.com](#)

# Preparing for Interviews/Media Strategy



Jackie Levine - 1st  
Manager & Wedding Coordinator at Central Square Florist  
Cambridge, Massachusetts - 500+ connections - [Contact info](#)

Message More...

Central Square Florist  
University of Massachusetts, Amherst

This image shows a LinkedIn profile for Jackie Levine. The profile picture is a circular portrait of a woman with long dark hair, smiling, surrounded by colorful flowers. The background of the profile banner is a close-up of several large, vibrant purple and white flowers. The text on the profile includes her name, title, location, and connection count. There are also buttons for 'Message' and 'More...' and a list of companies she is associated with: Central Square Florist and University of Massachusetts, Amherst.



# Examples


**Boston Herald**

News Sports Health Environment Lifestyle Tech Opinion

Home Local News

## Cambridge florist's truck broken into after delivering meals to frontline coronavirus medical workers

They still delivered meals with a broken window



By **KEVIN COONEY** | [kevin.cooney@bostonherald.com](mailto:kevin.cooney@bostonherald.com) | Boston Herald  
Published: April 16, 2020 at 12:00 PM EDT

The service of a South Shore florist shop in Cambridge ends up as delivering meals to workers under the coronavirus pandemic. The shop's florist's truck was broken into after delivering meals to frontline medical workers.

**31 ARTS**

## Central Square Florist offering free flowers to brighten up a dreary day of social distancing



Cambridge florist brightening days by giving out flowers

**CAMBRIDGE FLORIST GIVING OUT FREE FLOWERS**

**SCREENED POSITIVE FOR COVID-19: BAWET SAYS HE HAS NO SYMPTOMS**

Central Square Florist is giving away flowers to local businesses struggling in our economy.

By **KEVIN COONEY** | [kevin.cooney@bostonherald.com](mailto:kevin.cooney@bostonherald.com) | Boston Herald  
Published: April 16, 2020 at 12:00 PM EDT


**CAMBRIDGE, Mass.** — On a gloomy Thursday as the world waits in limbo for a global pandemic to subside, one Cambridge business was out doing what it can to brighten its community.

Central Square Florist has an abundance of flowers. It usually does, but their shop is especially filled as weddings, parties and even funerals have been cancelled en masse in an effort to stem the spread of the coronavirus.

"A lot of extra flowers due to just the whole outbreak of coronavirus, people not going to work, people canceling their events, people canceling their weddings. Just all of the things that are happening right now," manager Justin Lurie explained. "So we have extra and we need something to do with them."

**WEEKLY CAMBRIDGE**

Thousands of meals delivered to medical workers with help from Cambridge businesses



Central Square Florist is giving away flowers to local businesses struggling in our economy.

By **Kevin Cooney** | [kevin.cooney@bostonherald.com](mailto:kevin.cooney@bostonherald.com) | Boston Herald  
Published: April 16, 2020 at 12:00 PM EDT

**It's not easy.** Cambridge florist's truck broken into after delivering meals to frontline coronavirus medical workers

They still delivered meals with a broken window

By **KEVIN COONEY** | [kevin.cooney@bostonherald.com](mailto:kevin.cooney@bostonherald.com) | Boston Herald  
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The service of a South Shore florist shop in Cambridge ends up as delivering meals to workers under the coronavirus pandemic. The shop's florist's truck was broken into after delivering meals to frontline medical workers.





**PRESIDENT TRUMP'S PLAN TO REOPEN ECONOMY**

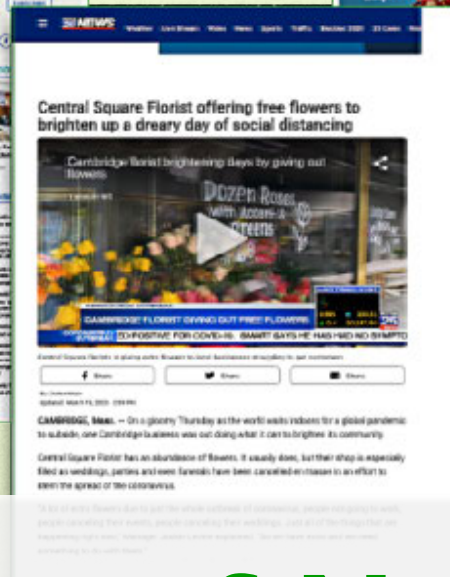
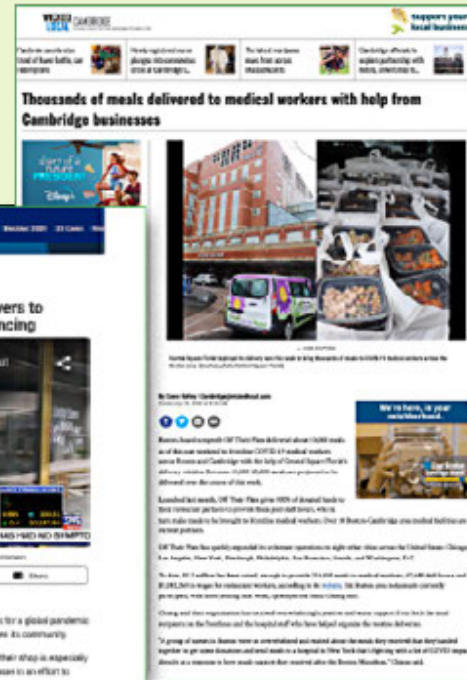
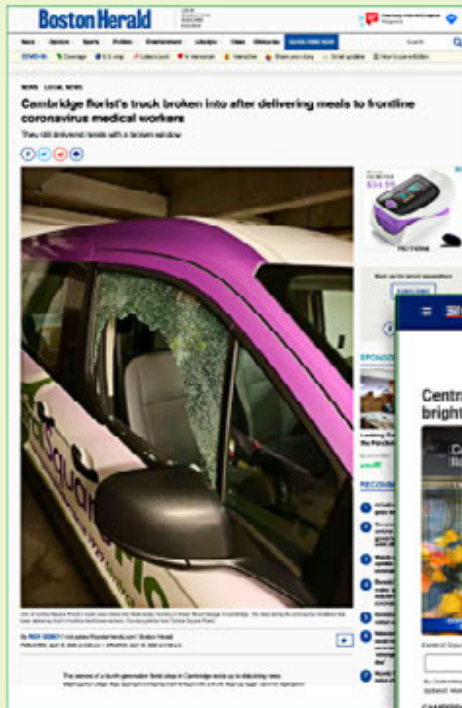
NORTH SHORE

TOMORROW

52°







# The Value of News Clips

# Questions?



*Jackie Levine  
Central Square Florist  
Cambridge, MA*

**April 30, 2020**