



***COVID19 Webinar
Series: Prepping Your
Website for Holiday Sales***

***Presented by:
Vonda LaFever, AIFD, CFD, PFCI,
and Kami Martin of Flower Clique***

April 17, 2020

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):

- Visit our [Industry News page](#) for timely updates.
- Make sure you are receiving SAF's newsletter, [SAF NOW](#), every Wednesday. Not getting the newsletter? Email [Sheila Santiago](#).
- Listen to the latest [webinars on COVID-19 best practices](#).

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](#)

Communicating with Customers

Communication with customers is key right now. Some advice follows:

- [Shop Safety and Sanitation](#)
- [Why We're Staying Open](#)
- [Safety of Floral Industry Shipments](#)

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](#)

Government Resources

Get updates on state and federal grants and loans, tax relief and other financial assistance.

- [U.S. Small Business Administration \(SBA\) Disaster Loans](#)
- [U.S. Chamber of Commerce Tool](#)

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](#)

Ongoing Education

[Put unexpected staff downtime to use with SAF training and webinars, including:](#)

- [Tim's Calling...Live](#) (customer service)
- [Book More Weddings On the Spot](#) (weddings)

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](#)
- [ASCFC](#) trade and consumer-facing site
- [Asocolflores](#)
- [Calflowers](#)
- [CCFC](#)
- [Expoflores](#)
- [PMA](#)
- [WF&FSA](#)

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.

Alabama

- [Alabama Public Health Order \(March 27, 2020\)](#)
- [Alabama State of Emergency Proclamation](#)
- [Non-Essential Business and Services listing](#)
- [Alabama Small Business Development Center Business Info](#)

Alaska

- [Alaska Public Health Information](#)
- [Alaska Small Business Development Center](#)
- [Alaska Economic Stabilization](#)
- [Alaska Stay at Home Order](#)

Arizona

- [Arizona Public Health Information](#)
- [Arizona Emergency Information Network](#)

Arkansas

- [Arkansas Public Health Information](#)
- [Arkansas Guidance for Employees](#)
- [Arkansas Unemployment Insurance Benefits as a Result of COVID-19 Notice](#)

California

- [Office of Small Business Advocate](#)
- [COVID Response Site for Businesses](#)
- [Small Business Finance Center](#)
- [San Francisco Business Resources](#)

Colorado

- [Colorado Public Health Information](#)
- [General Overview of Closures](#)
- [Guidance for Businesses](#)
- [Business Resource Center](#)
- [Instructions for Social Distancing Certification for Businesses](#)
- [Guidance for Worker and Customer Protection](#)

Nebraska

- [Nebraska Public Health Information](#)
- [Emergency Unemployment Insurance Benefit Relief](#)

Nevada

- [Stay at Home Order](#)
- [Guidance on Essential Services](#)
- [Small Business Resources](#)

New Hampshire

- [Closure of Non-Essential Businesses Executive Order](#)
- [Resources for Businesses and Employers](#)
- [Guidance on Unemployment Benefits](#)
- [State's Description "What is an Essential Business"](#)

New Jersey

- [State of Emergency Declaration](#)
- [Stay at Home Order](#)
- [General Overview of Closures](#)
- [Resources for Businesses](#)
- [Exempt and Non-Exempt Businesses](#)

New Mexico

- [Stay at Home Order](#)
- [Guidance on Essential Businesses](#)
- [Information for Workers and Businesses](#)
- [Help for Businesses Negatively Impacted by COVID-19](#)
- [Business Loan Guarantee Program](#)

New York

- [New York State on PAUSE](#)
- [Guidance on Essential Employees](#)
- [Assistance and Guidance for Businesses](#)
- [State Business Resources](#)
- [Request for Designation as an Essential Business](#)

SAF Webinars



WebBlast

FREE for SAF Members

20 minutes of intense online learning. 10 minutes of Q&A.

[FAQs: What You Need to Know about Webinars >](#)

COVID-19 Webinar Series

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

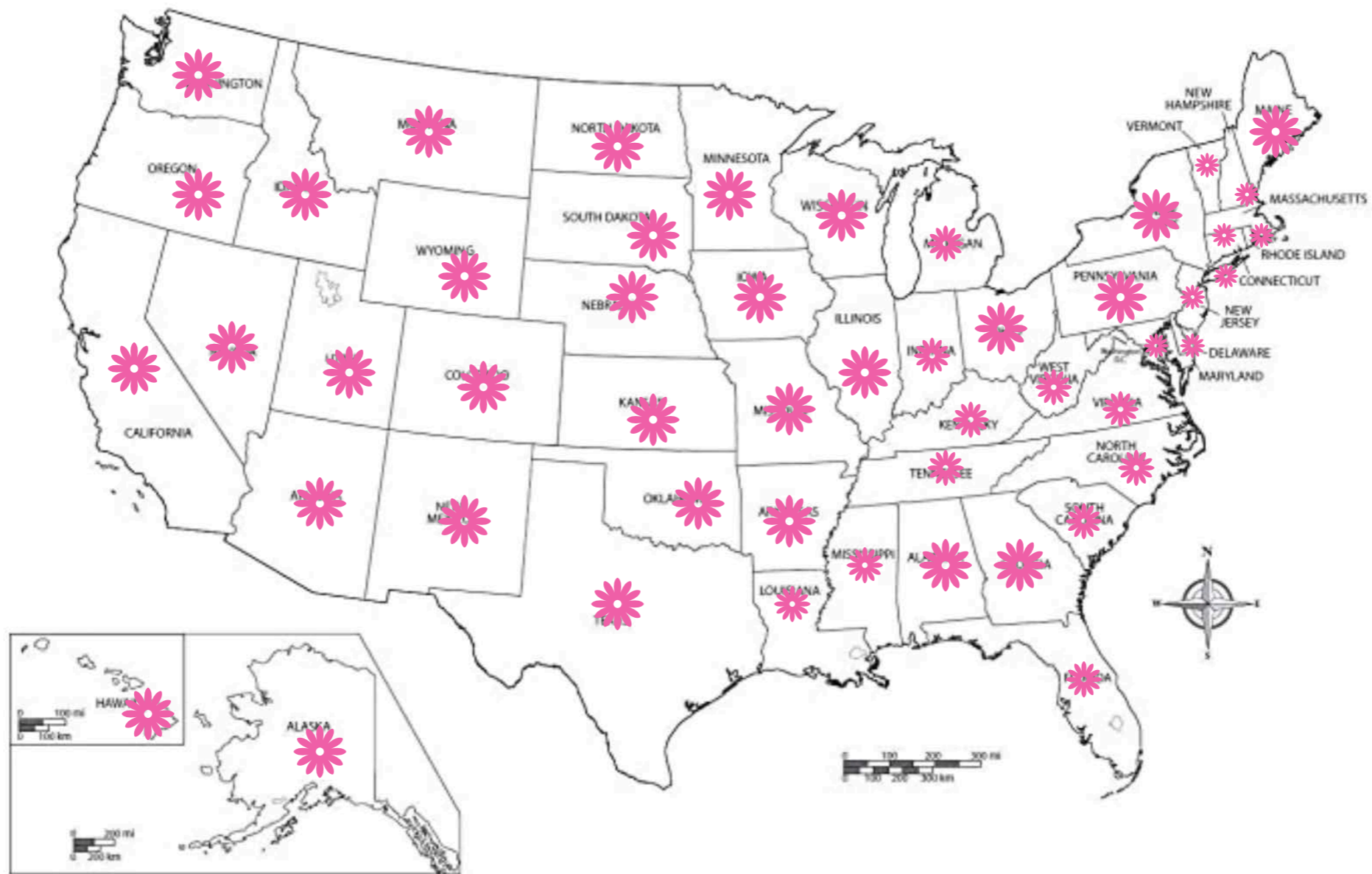
Coronavirus and the Floral
Industry | Tue., March 17

Questions?

Click on the question tab and type in your question

Questions answered at end of session

HI THERE.





YOUR WEBSITE

before...

50-70%

*check out your website
before they buy*





YOUR WEBSITE

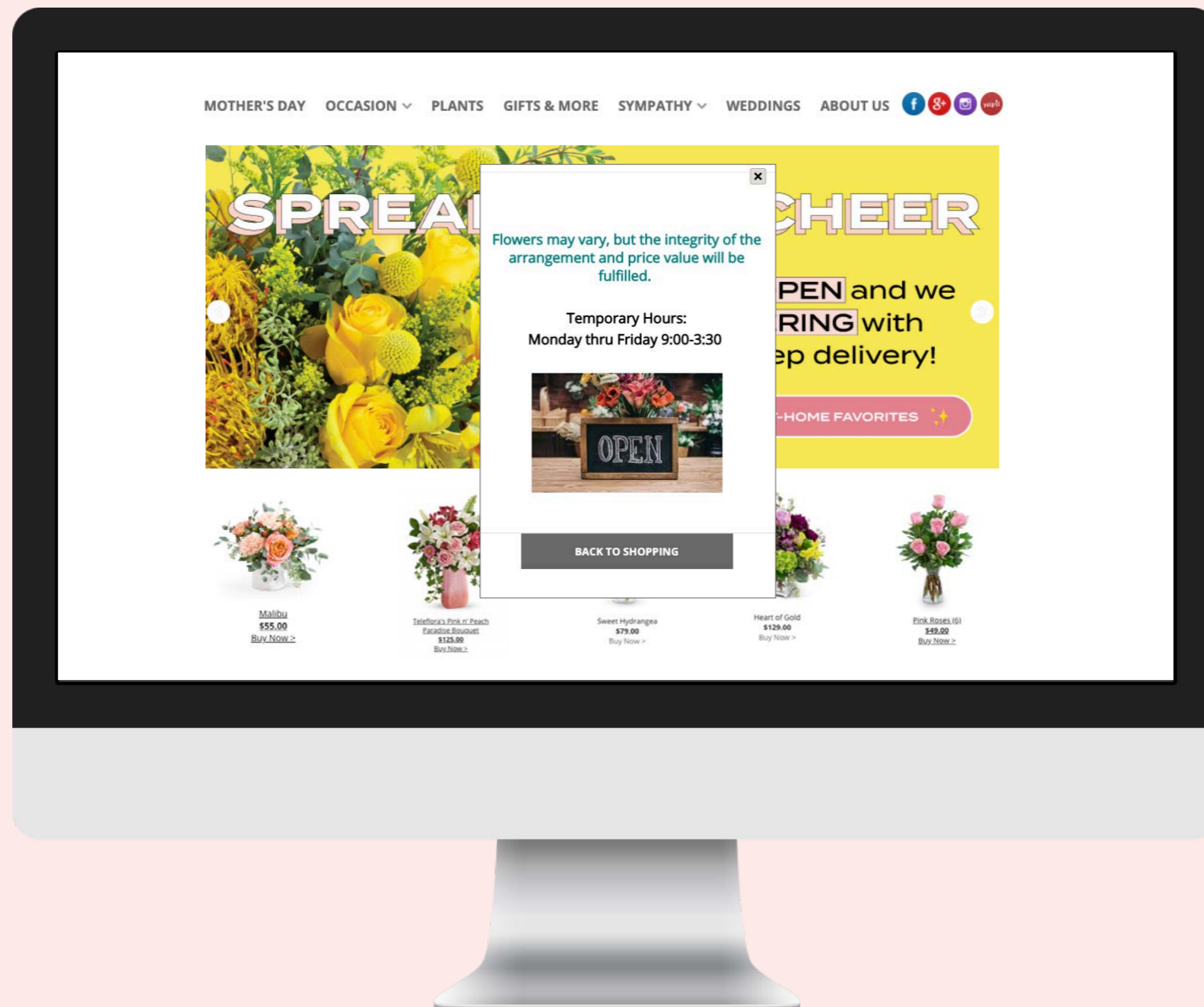
NOW...

80% +

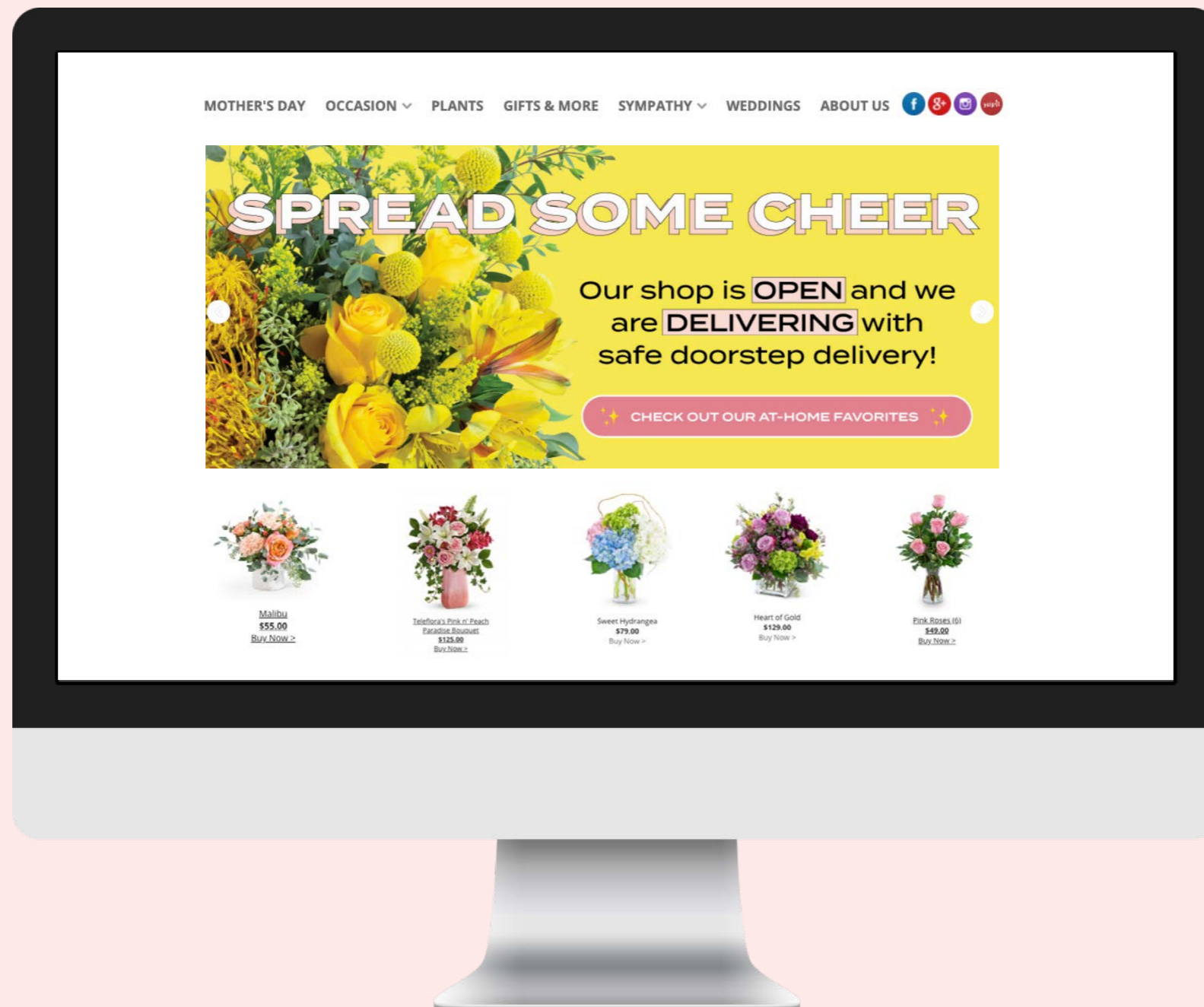
*check out your website
before they buy*



What will they see?



What will they see?



SHOWROOM TO THE FUTURE

WE ARE STILL OPEN AND OFFERING NO-CONTACT DELIVERY


Now, more than ever, we spread joy & boost local florist and give

Dear Friends and Customers:

We are open and offering no-contact delivery. We will do our best to fulfill as ordered, but substitutions may be necessary. We will always maintain price value and integrity and use only the freshest seasonal blooms.

Please order online or call the shop to order: 337-234-1421

Now, more than ever, we are grateful that you've chosen to shop local!



BACK TO SHOPPING



Malibu
\$55.00
[Buy Now >](#)



Teleflora's Pink n' Peach
Paradise Bouquet
\$158.00
[Buy Now >](#)



Sweet Hydrangea
\$79.00
[Buy Now >](#)



Heart of Gold
\$129.00
[Buy Now >](#)



Pink Roses (6)
\$59.00
[Buy Now >](#)

SHOWROOM CLOSED
TO THE PUBLIC

WE ARE STILL OPEN FOR
NO-CONTACT DELIVERY!

Now, more than ever, is the time to spread joy & boost morale. Support your local florist and give us a call today! ✨



Malibu
\$55.00
[Buy Now >](#)



Teleflora's Pink n' Peach
Paradise Bouquet
\$155.00
[Buy Now >](#)



Sweet Hydrangea
\$79.00
[Buy Now >](#)



Heart of Gold
\$129.00
[Buy Now >](#)



Pink Roses (6)
\$59.00
[Buy Now >](#)



Malibu
\$55.00
[Buy Now >](#)



Teleflora's Pink n' Peach
Paradise Bouquet
\$125.00
[Buy Now >](#)



Sweet Hydrangea
\$79.00
[Buy Now >](#)



Heart of Gold
\$129.00
[Buy Now >](#)



Pink Roses (6)
\$59.00
[Buy Now >](#)

BEGIN SHOPPING >

BIRTHDAY

GET WELL

LOVE & ROMANCE

PLANTS

BEST SELLERS

WEDDINGS

Send Flowers When You Can't Be There In Person



**Same Day
Touch-less
Delivery**

**The Perfect Way to Make Someone Smile
Order Online or Call Us Today**

New! At Home Favorites

SHOP NOW

TRIED AND TRUE SINCE 1929

At Broadway Florist, we are a local, family owned business that knows flowers, especially how to arrange them into beautiful bouquets, sprays and posies! We have been in the flower business here in Rockford, IL, for over 85 years...your Tried and True florist. For flower arrangements, that are perfect for any occasion, choose Broadway Florist. Come by today to place an order, pick up a bouquet or just browse our shop!

Celebrate Every Day with Beautiful Flowers From

Florist

WHAT OPTIONS DO YOU HAVE?

NYC Flower Deliveries- Reach Out & Touch Someone

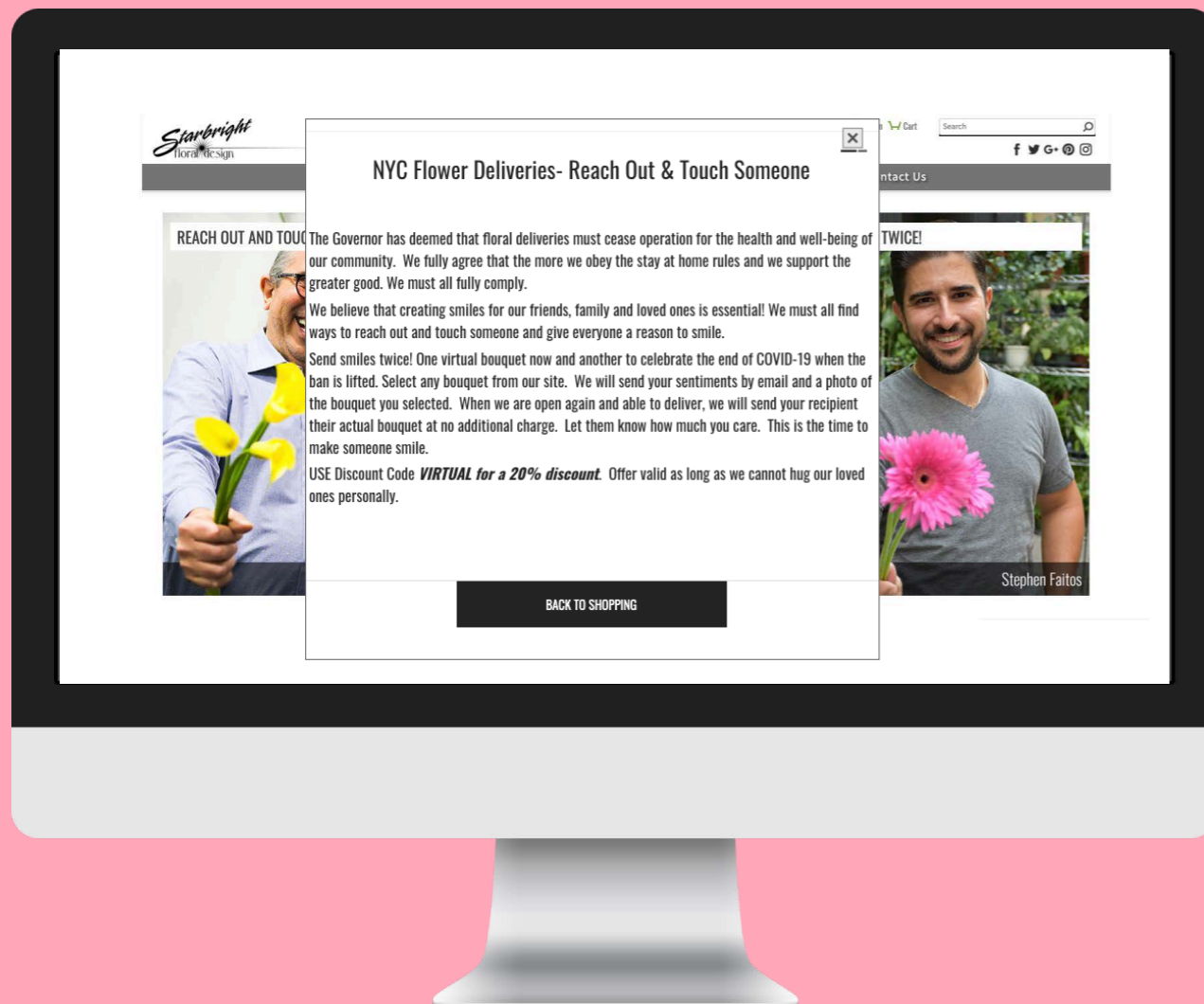
The Governor has deemed that floral deliveries must cease operation for the health and well-being of our community. We fully agree that the more we obey the stay at home rules and we support the greater good. We must all fully comply.

We believe that creating smiles for our friends, family and loved ones is essential! We must all find ways to reach out and touch someone and give everyone a reason to smile.

Send smiles twice! One virtual bouquet now and another to celebrate the end of COVID-19 when the ban is lifted. Select any bouquet from our site. We will send your sentiments by email and a photo of the bouquet you selected. When we are open again and able to deliver, we will send your recipient their actual bouquet at no additional charge. Let them know how much you care. This is the time to make someone smile.

USE Discount Code **VIRTUAL** for a **20% discount**. Offer valid as long as we cannot hug our loved ones personally.

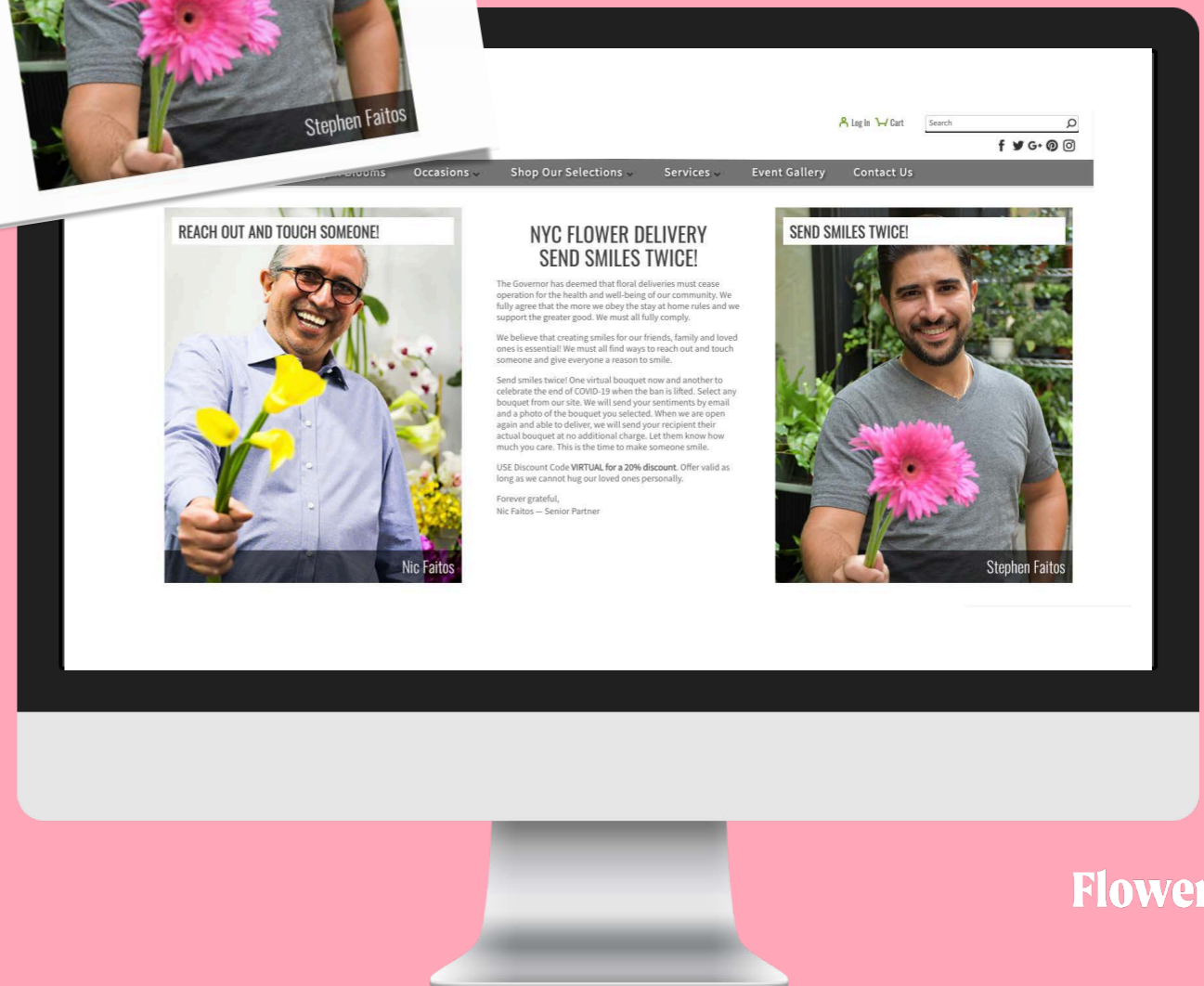
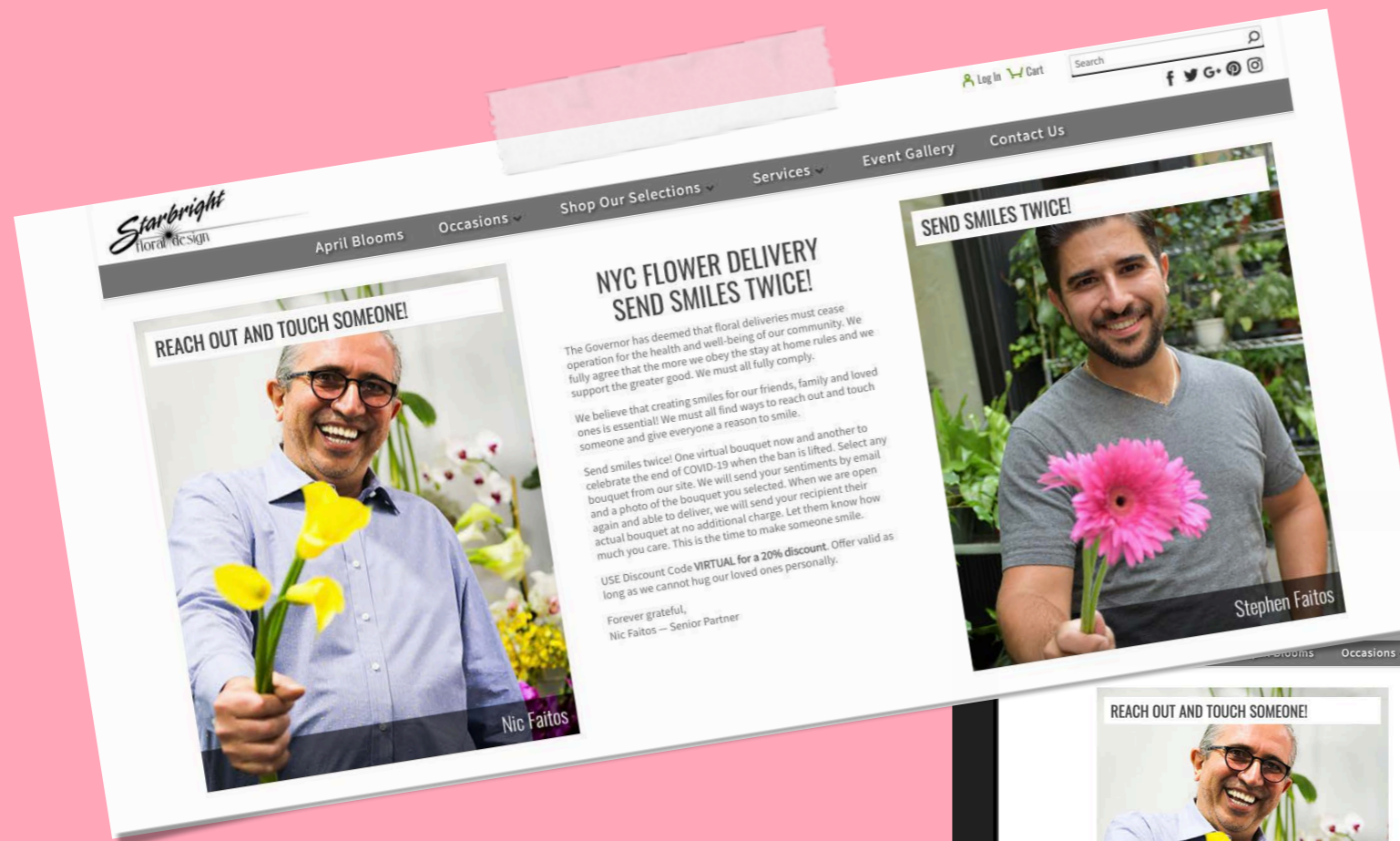
BACK TO SHOPPING



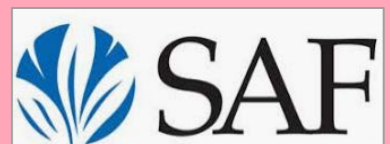
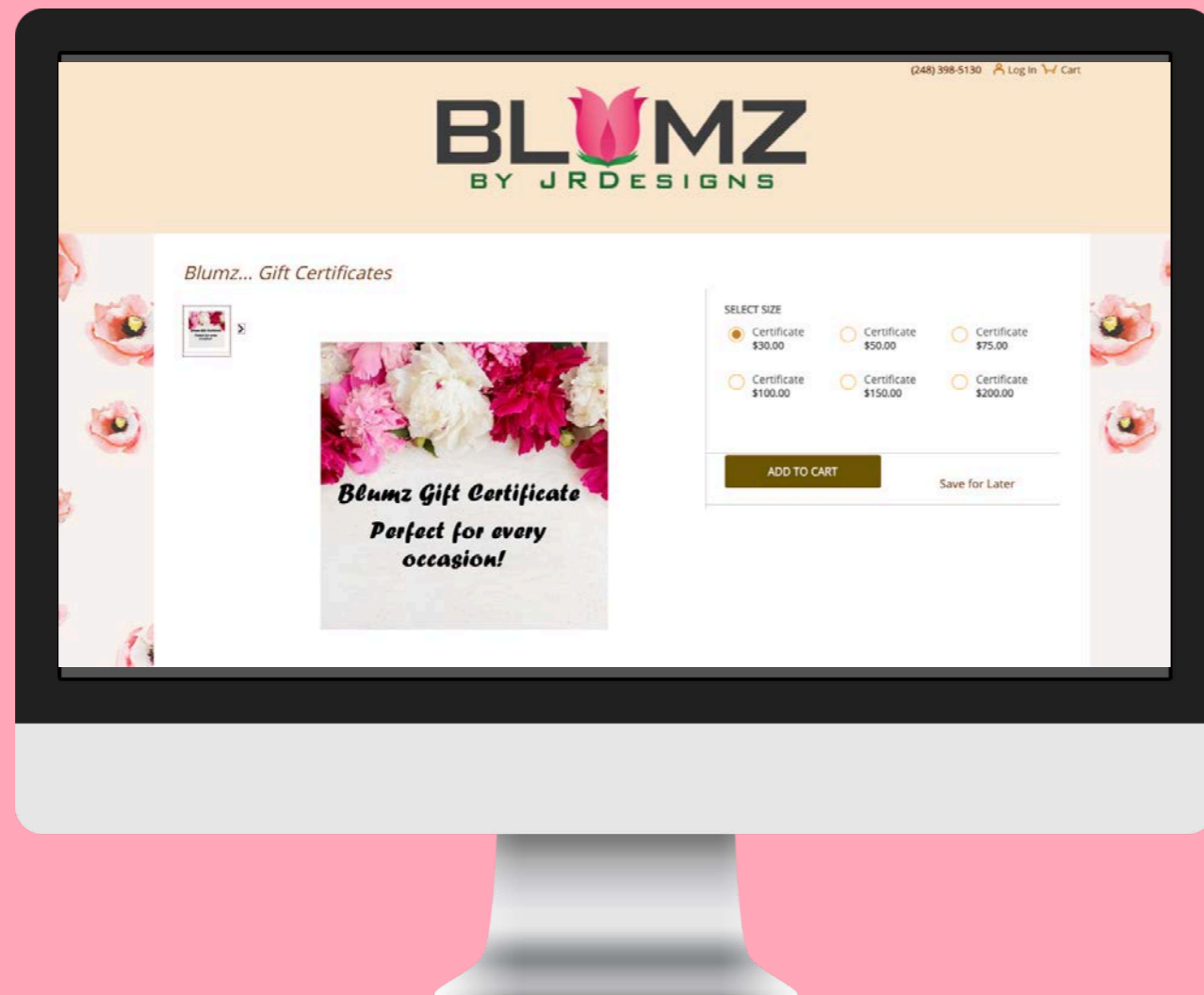
The monitor displays the Starbright Floral Design website. A pop-up window titled "NYC Flower Deliveries- Reach Out & Touch Someone" is open over the main content. The pop-up contains the same text as the separate block to the right. The background website shows a navigation bar with "Starbright Floral Design", a search bar, and social media icons. The main content area has a heading "REACH OUT AND TOUCH" and a photo of a man holding yellow flowers. Below the photo is a "BACK TO SHOPPING" button.



WHAT OPTIONS DO YOU HAVE?

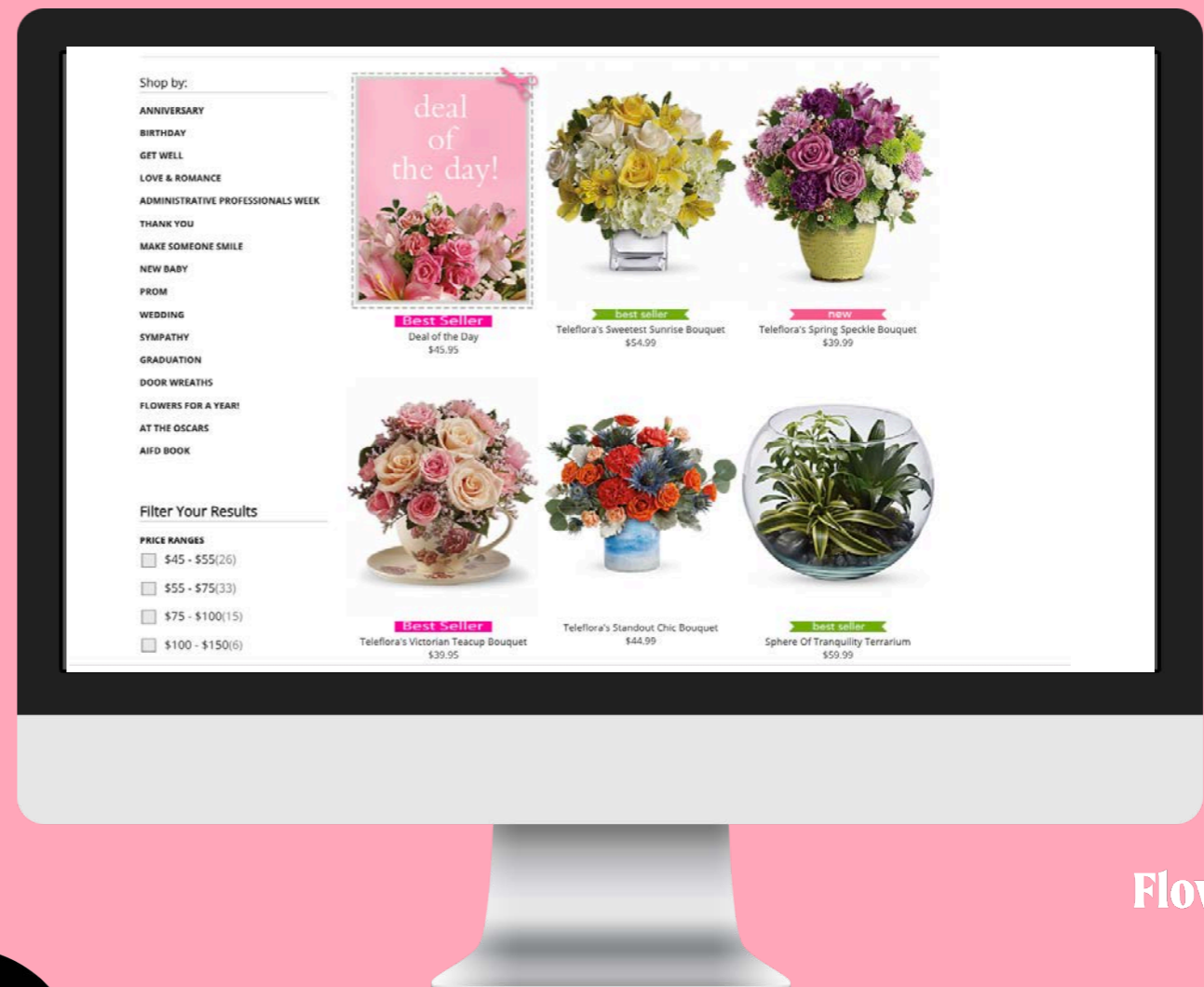


WHAT?
... will you sell?



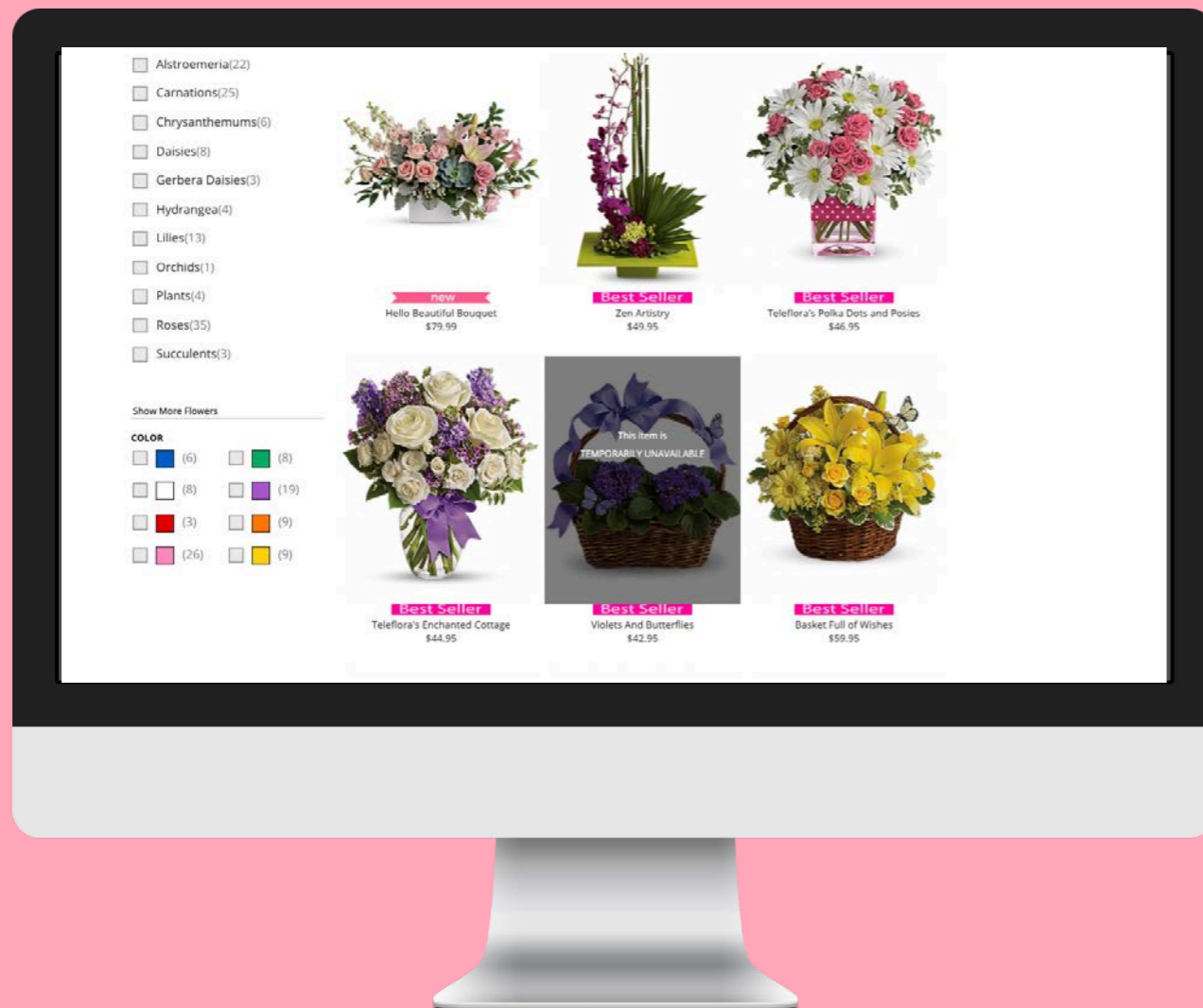
WHAT?

... will you sell?

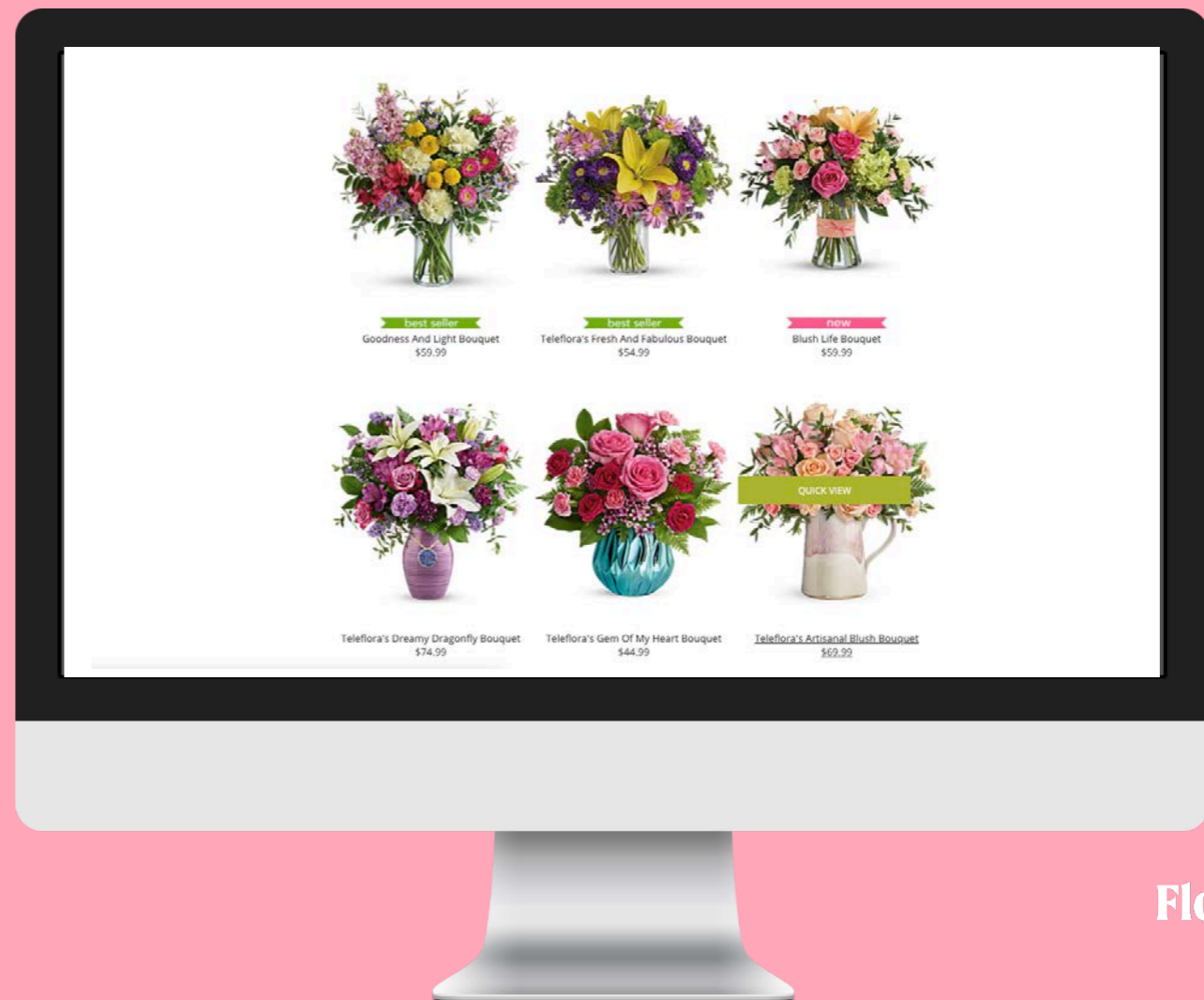


WHAT?

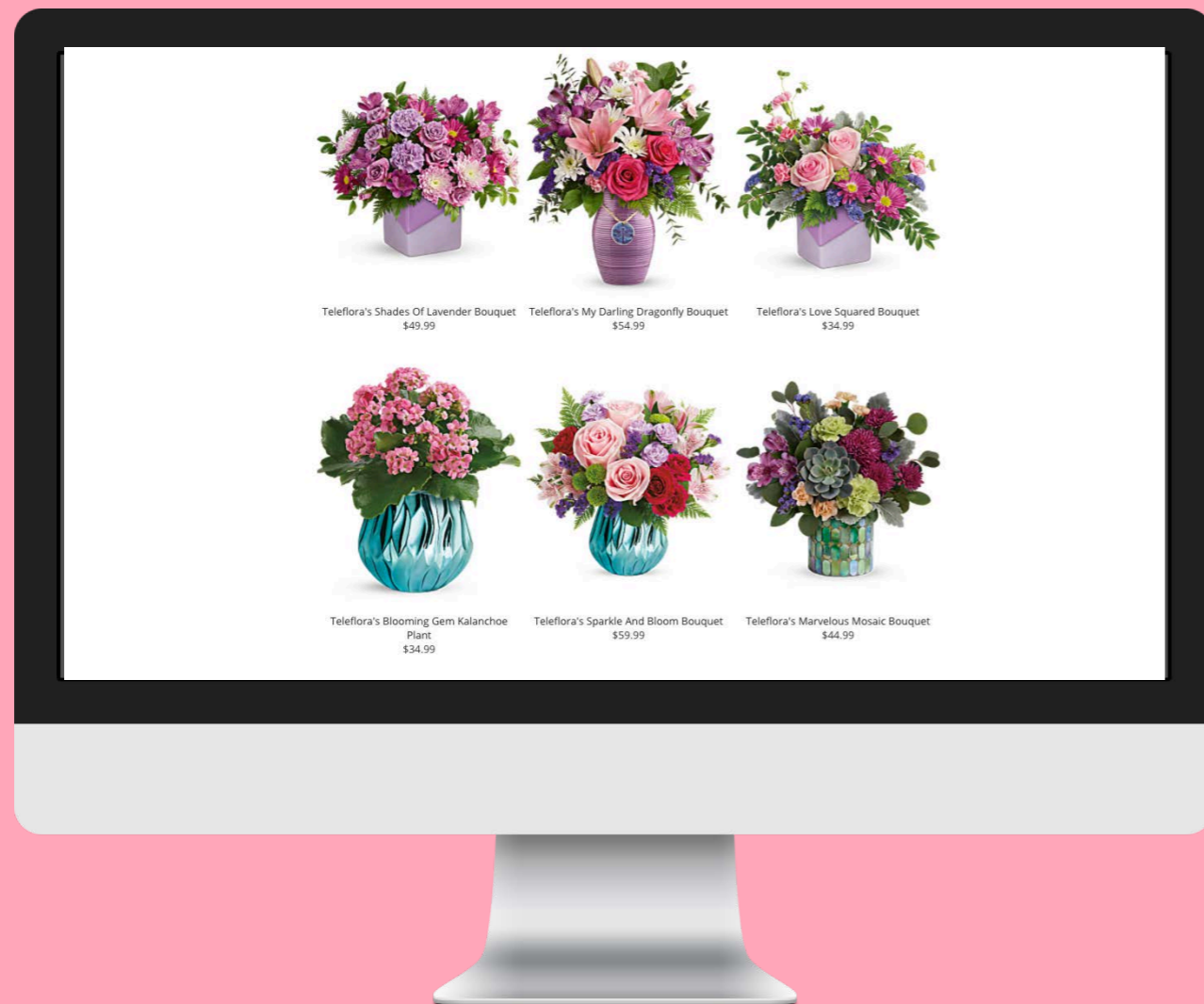
... will you sell?



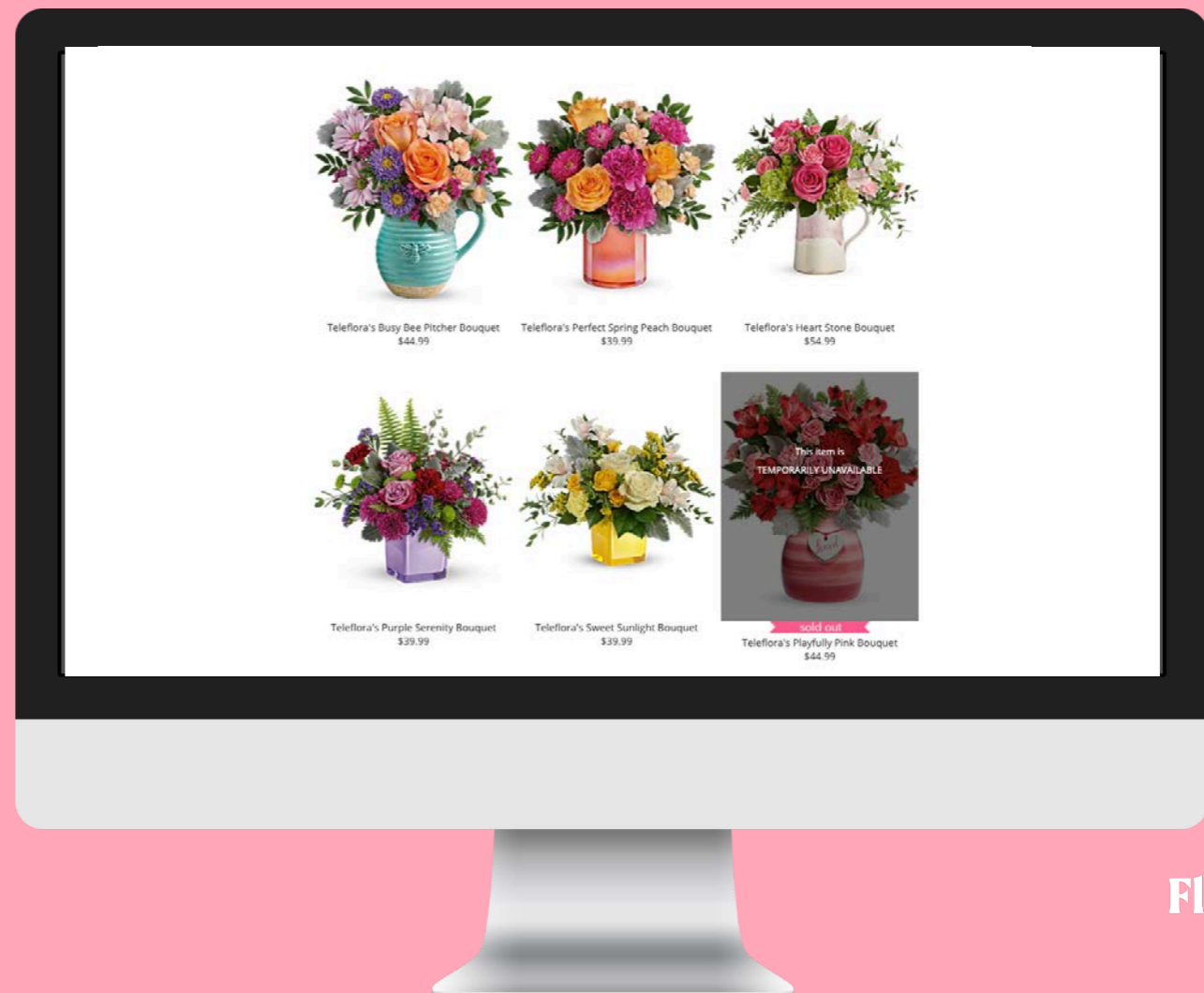
HOW MANY?



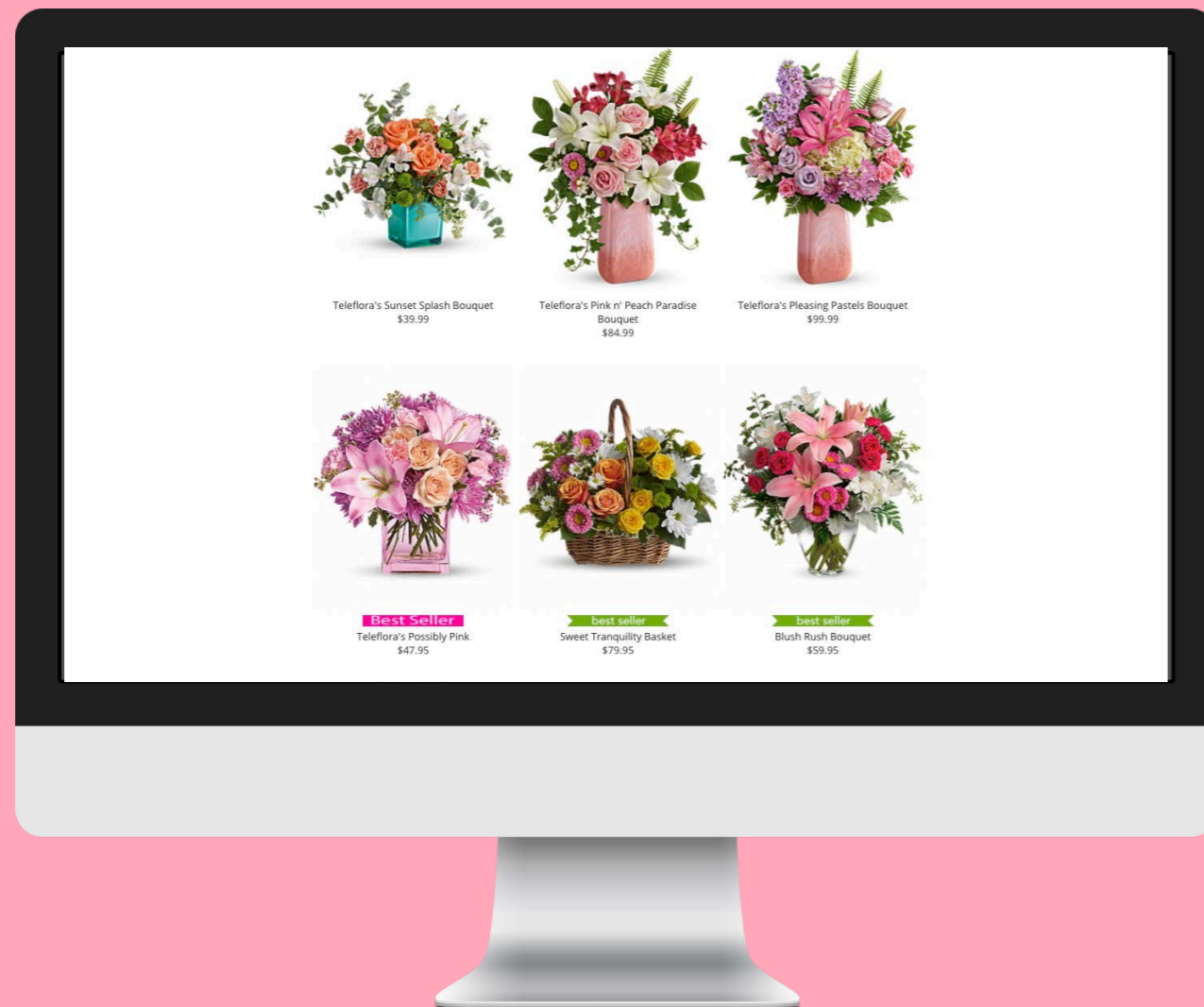
HOW MANY?



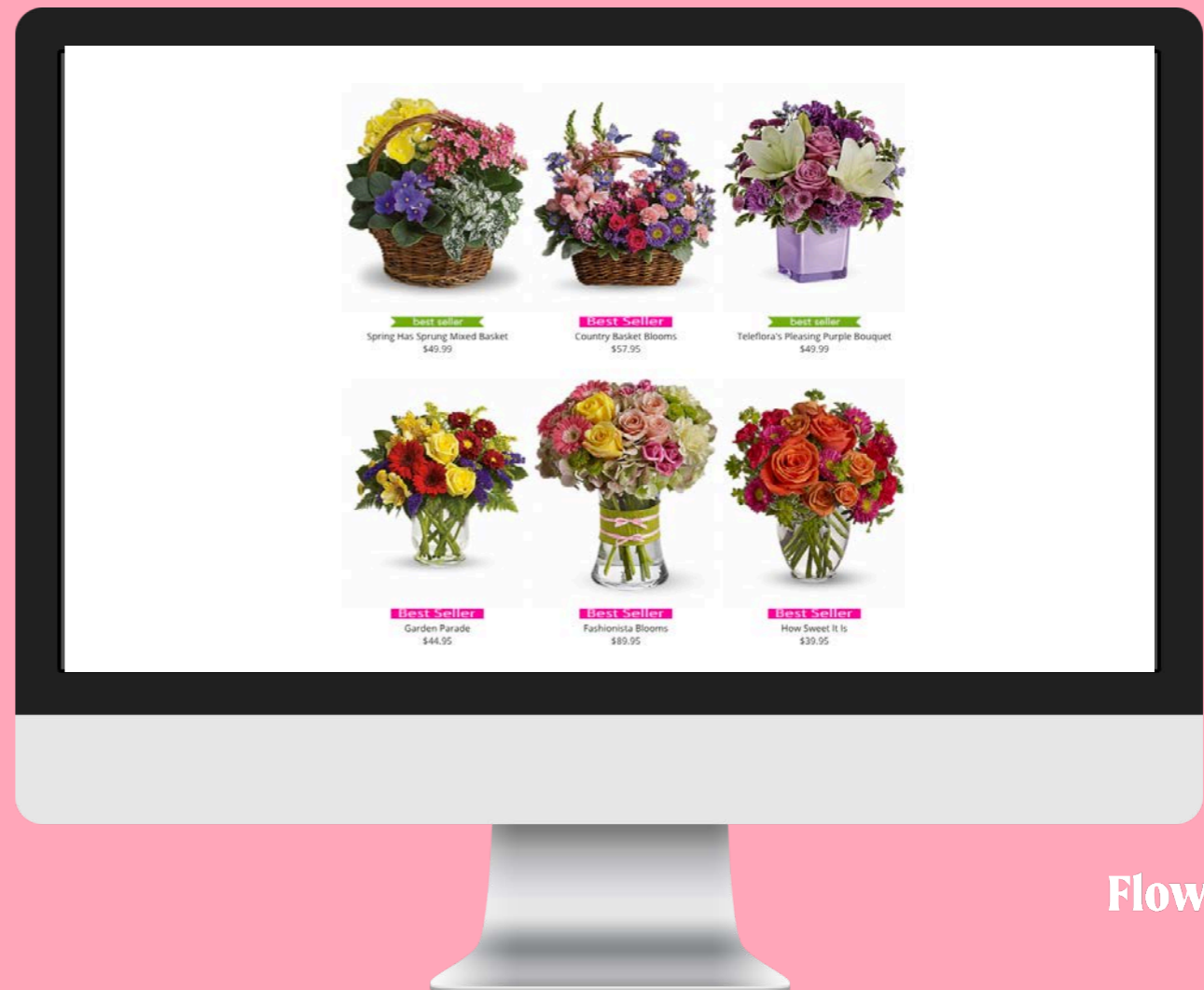
HOW MANY?



HOW MANY?



HOW MANY?



FLOWER LIST



Roses

White
 Yellow
 Purple
 Pink
 Hot Pink
 Orange
 Peach

Spray Roses

White
 Yellow
 Pink
 Hot Pink
 Orange
 Red
 Peach

Lilies

White
 Yellow
 Pink

Mini Carnations

White
 Yellow
 Purple
 Lavender
 Pink
 Orange
 Peach

Carnations

White
 Yellow
 Purple
 Lavender
 Pink
 Orange
 Green

Gerbera

Red
 Hot pink
 Yellow

Mums

White Daisies
 White cushion
 Yellow Daisies
 Yellow buttons
 Green kermit
 Lavender Cushion
 Lavender Daisy
 Lavender buttons

Accent Flowers

Wax Flower
 Limonium
 Soliago
 Monte cassino
 Purple Statice
 Pink Statice
 White Statice
 Buplerum

Hydrangea

White
 Mini Green
 Antique

Other

Purple Dendrobium
 Pink Larkspur
 Pink snapdragons
 Hypericum Berry
 Purple Stock
 Eryngium
 Pink Snapdragons
 Matsumoto asters
 Purple, Pink, Red

Alstroemeria







White
 Pink
 Yellow
 Lavender
 Peach

Foliage / Greens

Many varieties

PRE-MADE CONSUMER BUNCHES

Consider this & why...

	Love you Mom				Beauty		
	UPC: 8-41866-01790				UPC: 841866-20450		
	Product Description		Stems		Product Description		Stems
	Carnation	Asst.	2		Mini Hydrangea	Green	1
	Daisy	Asst.	1		Spray Rose	Hot Pink	2
	Daisy	Asst.	2	Cremona	Lavender	1	
	Alstroemeria	Asst.	1	Carnation	Red	1	
	Solidago	Yellow	1	Mini Carnation	Red	1	
	4 Color Asst. per box			Novelty	Purple	2	
	Total	7		Stems		8	
	Pack	20/Qb		Pack	15/Qb		
	Price	\$5.20		Price	\$7.75		
	Emma Asst.			Candy Hearts			
	You Sparkle				Best Mom Ever		
	UPC: 841866-20448				UPC: 8-41866-01413		
	Product Description		Stems		Product Description		Stems
	Garden Rose	Pink w/Glitter	1		Holiday Pick		1
	Cushion	White	2		Carnation	Asst.	2
	Alstroemeria	Pink	3	Alstroemeria	Pink	2	
	Carnation	Red	1	Daisy	Asst.	2	
				Daisy	White	2	
				Delistar	Color Asst.	1	
				Gerbera	Color Asst.	1	
				4 Color Asst. per box PNK/YEL/OR/LAV			
	Stems	7		Total	11		
	Pack	20/Qb		Pack	15/Qb		
	Price	\$6.85		Price	\$8.35		
	Sweet Romance Pink			Papillon Matching			
	Celebrate Mom				Treasure		
	UPC: 8-41866-11599				UPC: 8-41866-94136		
	Product Description		Stems		Product Description		Stems
	Hydrangea	Pink	1		Sunflower	Yellow	2
	Spray Roses	Yellow	2		Cushion	Yellow	2
	Statice	Lavender	2	Snapdragon	White	2	
	Alstroemeria	Pink	2	Coccolous	Green	1	
	Carnation	Pink	2	Carnation	Yellow	1	
	Coccolous		2	Alstroemeria	White	3	
	Total	11		Total	11		
	Pack	12/Qb		Pack	15/Qb		
	Price	\$9.85		Price	\$8.35		

PRE-MADE CONSUMER BUNCHES

FTD® MOTHER'S DAY BOUQUETS

SAVE VALUABLE TIME THIS HOLIDAY WITH FTD LABOR SAVERS

ALL FOUR SKUS ARE PROJECTED TO BE TOP NON-CODIFIED BEST SELLERS ON FTD.COM



B05 Sunny Sentiments



B55 You're Precious



B35 Sweet & Pretty



B03 Sweet Surprise

DESCRIPTION	CONTENTS	BOUQUETS PER CASE	DELIVERED PRICE	DELIVERED CASE PRICE	TOTAL CASES
B05 Sunny Sentiments Deluxe	7 Yellow Roses, 4 Yellow Alstroemeria, 4 White Daisy Poms, 2 Green Buttons, 3 Leather	14	\$16.17	\$226.38	<input type="text"/>
B55 You're Precious Deluxe	7 Hot Pink Roses, 5 Pink Alstroemeria, 3 Light Pink Carns, 3 Red Carns, 4 Red Mini Carns, 3 Leather, 1 Green Pitt (Sub for Vari Pitt)	14	\$19.87	\$278.18	<input type="text"/>
B35 Sweet & Pretty Deluxe	4 Hot Pink Roses, 4 Pink Alstroemeria, 4 White Carns, 4 Hot Pink Mini Carns, 3 Green Buttons, 2 Isr Ruscus	16	\$16.63	\$266.08	<input type="text"/>
B03 Sweet Surprise Deluxe	2 Bi-Color Hot Pink Roses, 5 Pink Mini Carns, 5 Hot Pink Mini Carns, 5 White Daisy Poms, 3 Leather	16	\$13.42	\$214.72	<input type="text"/>
Mixed Combo Box Deluxe <i>Limited Availability</i>	5 Sunny Sentiments (B05), 3 You're Precious (B55), 3 Sweet & Pretty (B35), 3 Sweet Surprise (B03)	14	\$16.54	\$231.56	<input type="text"/>

All flowers ship UPS from the farm to your door in as little as 48 hours.

No inventory risk on FTD bouquets! Simply call your FTD Flower Exchange representative no later than May 15th to submit your refund request on unused inventory. To be eligible for a refund on unused bouquets you must keep your Mercury online from 5/4 – 5/10. A refund would be provided for the difference in orders received and bouquets purchased.

Member Number Shop Name
 Shop Contact Name Delivery Date (Tues, Wed, Thurs, Fri)
 Sold By Available delivery 4/20 - 5/6. Delivery dates need one week lead time.



Fax completed order forms to 866.710.4951. For questions, call 800.767.4000.

For FTD Flower Exchange representative call to confirm order and desired delivery date. Offer valid while supplies last. Offered only on existing personal placed orders and cannot be combined with any other offers or discounts. Any dispute regarding offers or orders will be governed by the terms of your FTD member agreement and the terms listed at www.ftd.com. FTD reserves the right to accept or reject orders.

102-2022_28

Flower Clique

EXCLUSIVE

Premium bunches



Mayra	Pink	2
Matsumoto	Pink	1
Hydrangea Soft Pastel		1
Alstroemeria	Pink	2
Limonium	Lavender	1
Buplerum	Green	0
Total		7



Alstroemeria	Yellow	3
Carnation	Purple	3
Rose	Purple	3
Mini Hydrangea	Green	2
Parvifolia Euc		2
Waxflower		0
Total		13



Mayra	Pink	4
Matsumoto	Pink	2
Hydrangea Soft Pastel		1
Alstroemeria	Pink	2
Limonium	Lavender	1
Buplerum	Green	0
Total		10



Rose	Free Spirit	3
Carnation	Peach	5
Rose	Coral Spray	2
Hypericum	Peach or White	2
Mini Hydrangea	Green	3
Pravifolia Euc		2
Total		17



Serious consideration...

Which designs?

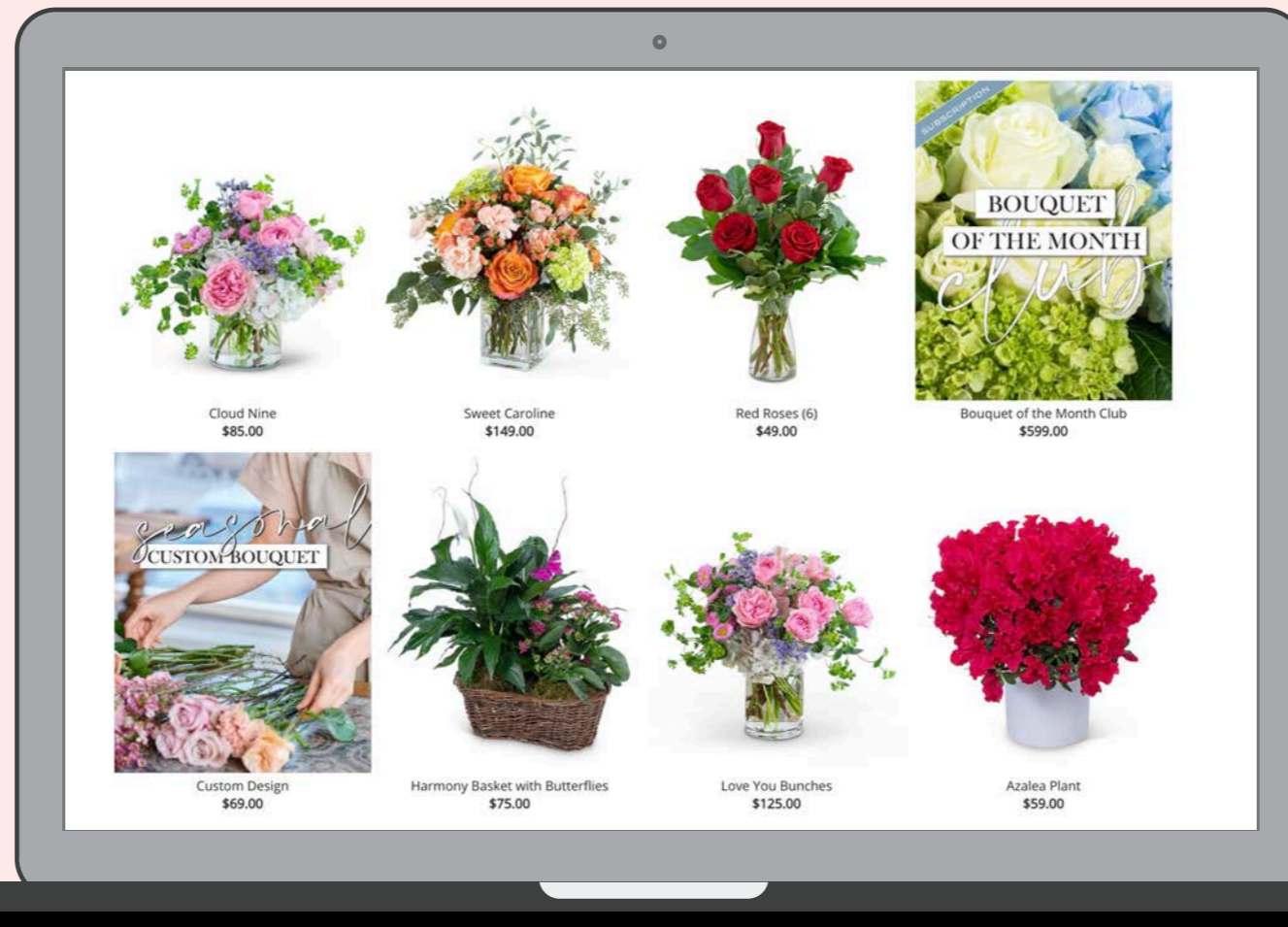
How many?

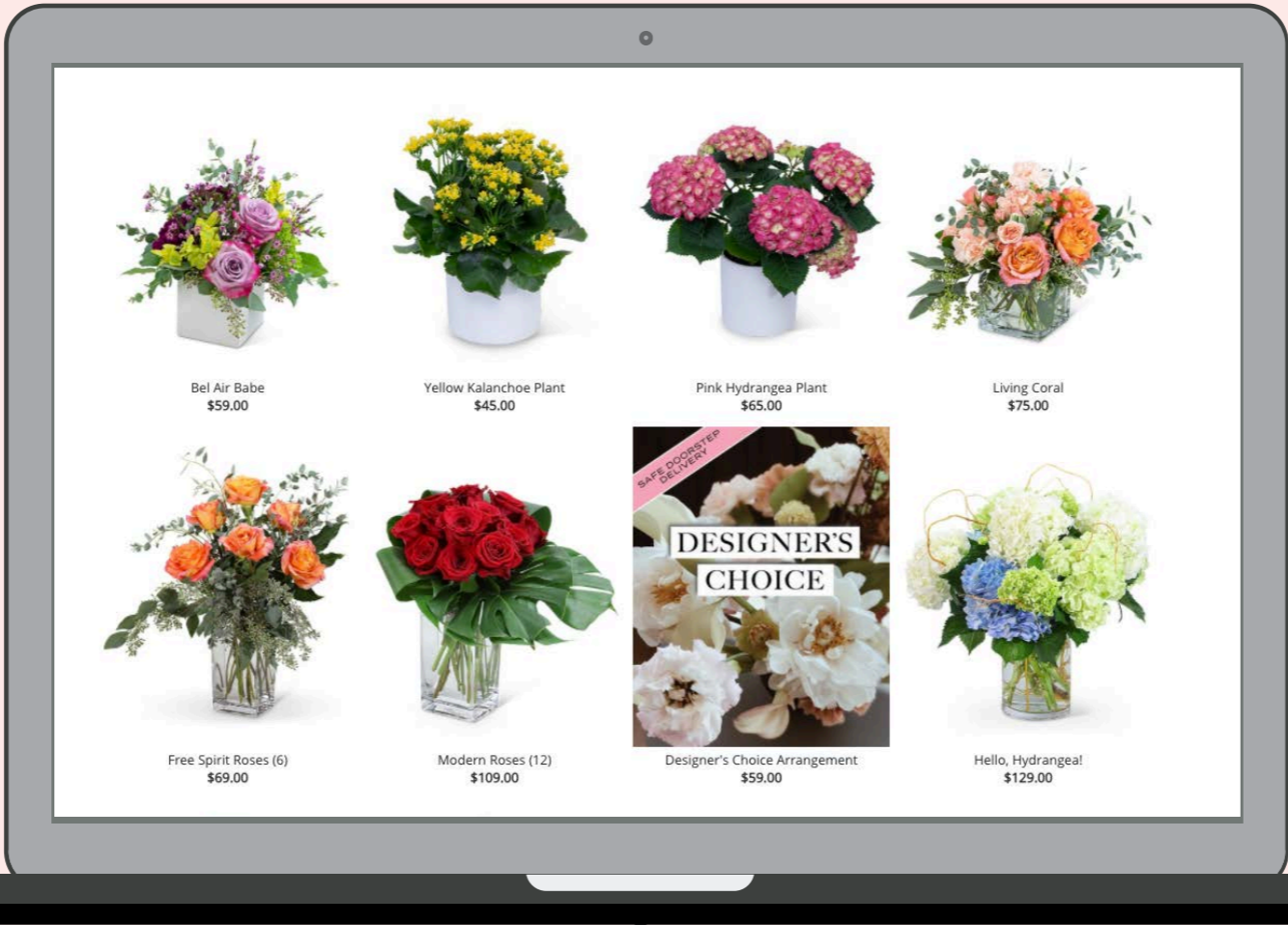
Which flowers?

Do the math~

Recipe x #

Mother's Day, simplified.





Bel Air Babe
\$59.00



Yellow Kalanchoe Plant
\$45.00



Pink Hydrangea Plant
\$65.00



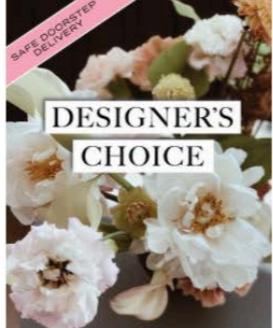
Living Coral
\$75.00



Free Spirit Roses (6)
\$69.00



Modern Roses (12)
\$109.00

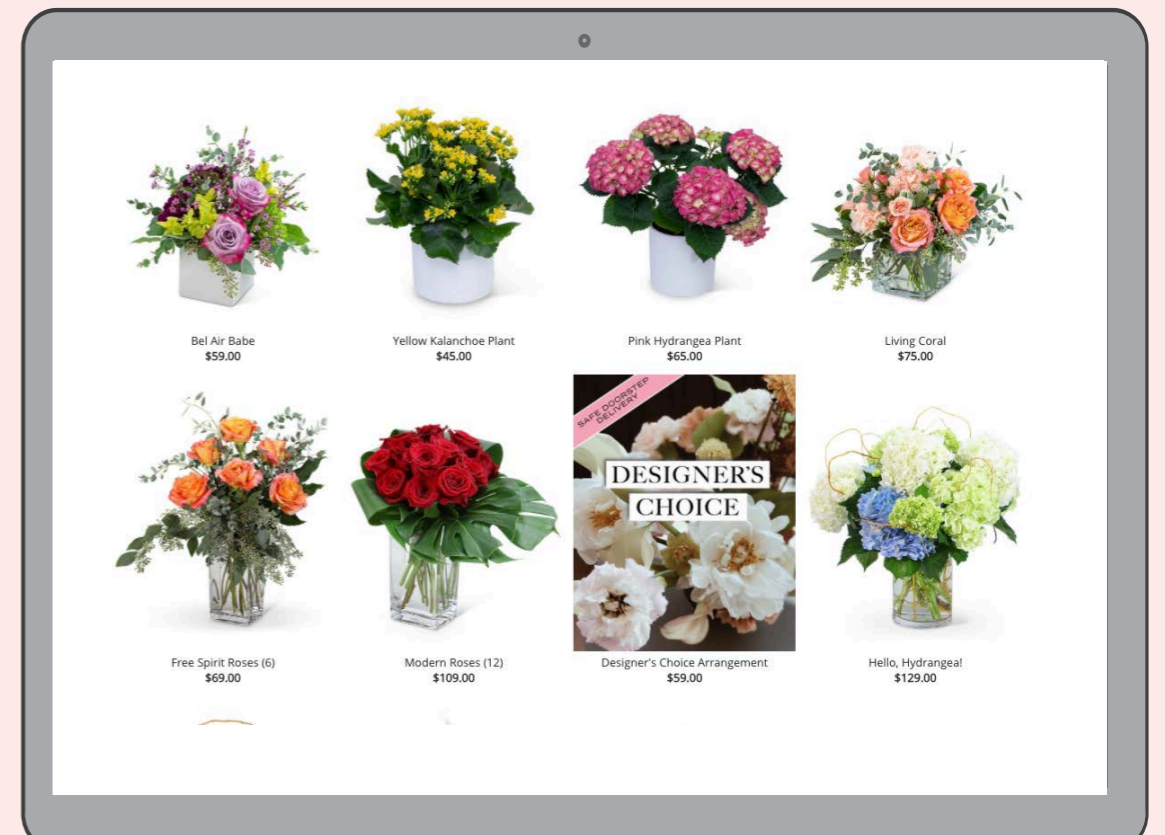
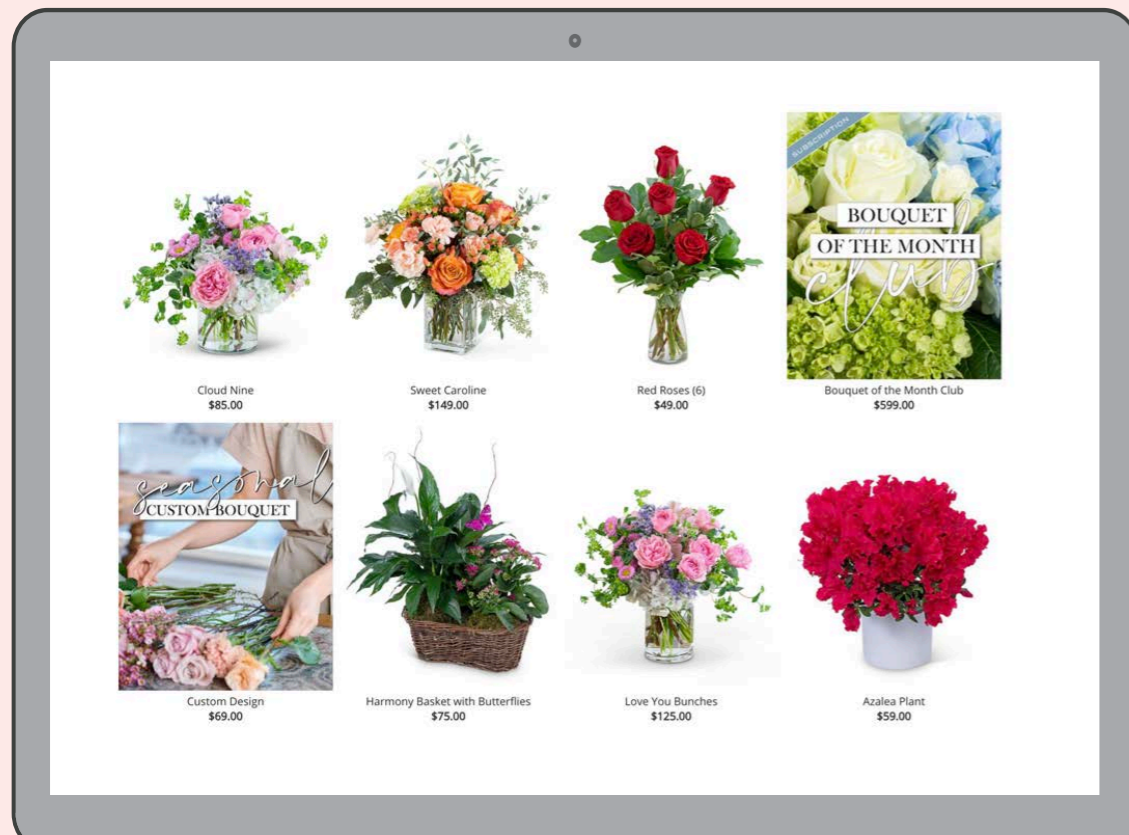


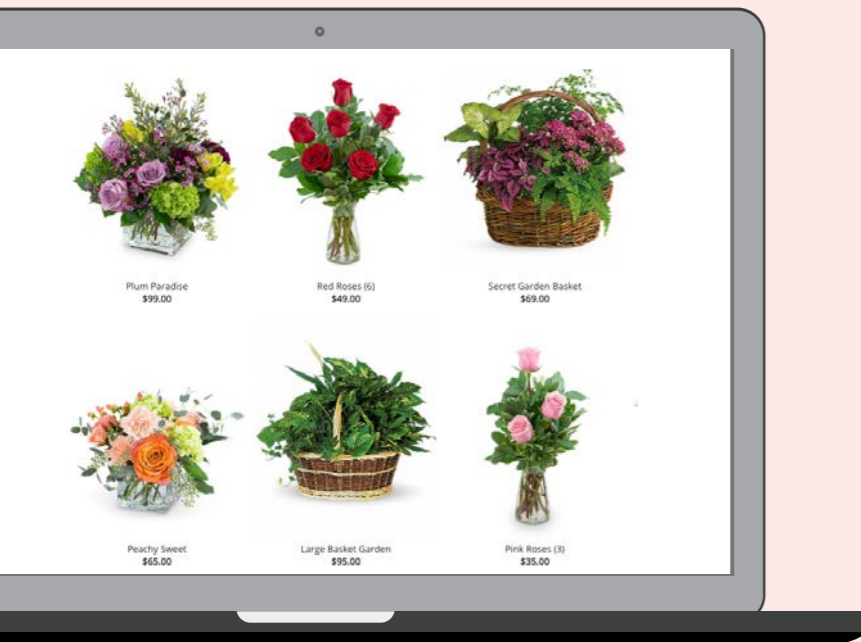
Designer's Choice Arrangement
\$59.00



Hello, Hydrangea!
\$129.00

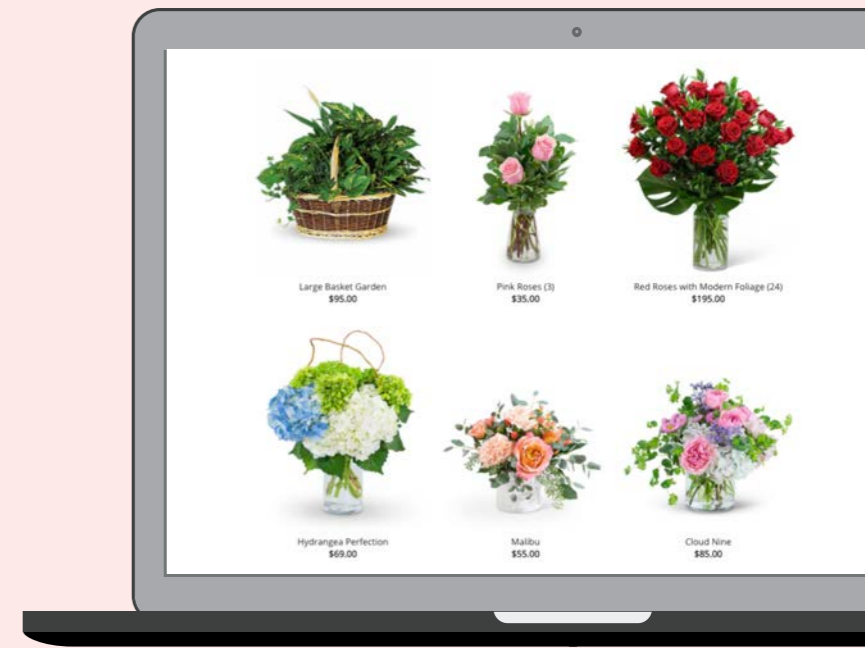
Mother's Day, simplified.



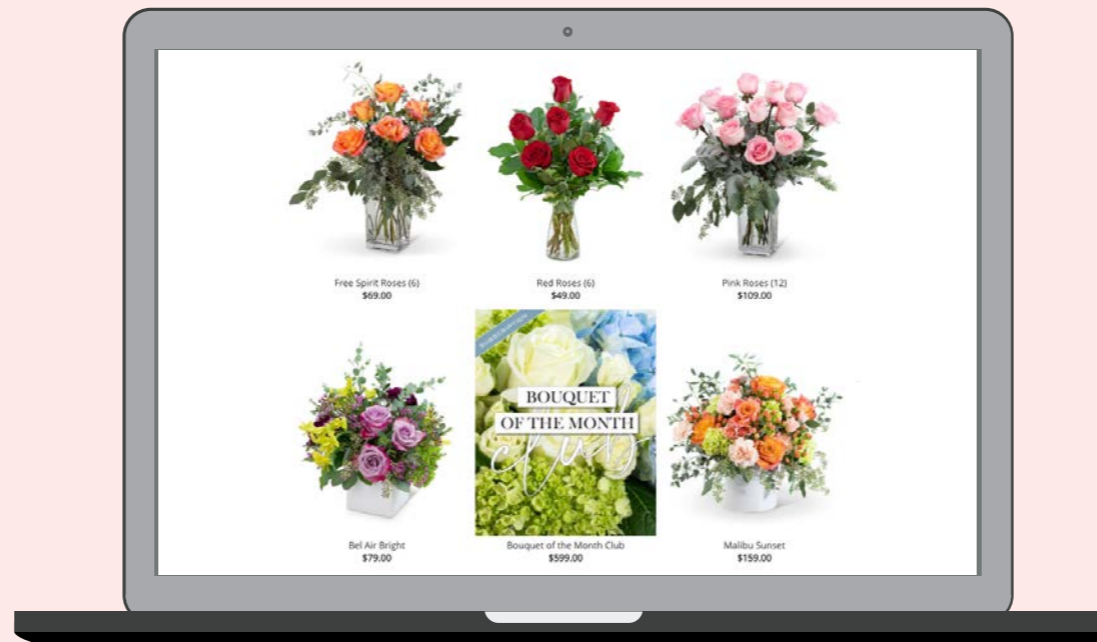


Birthday

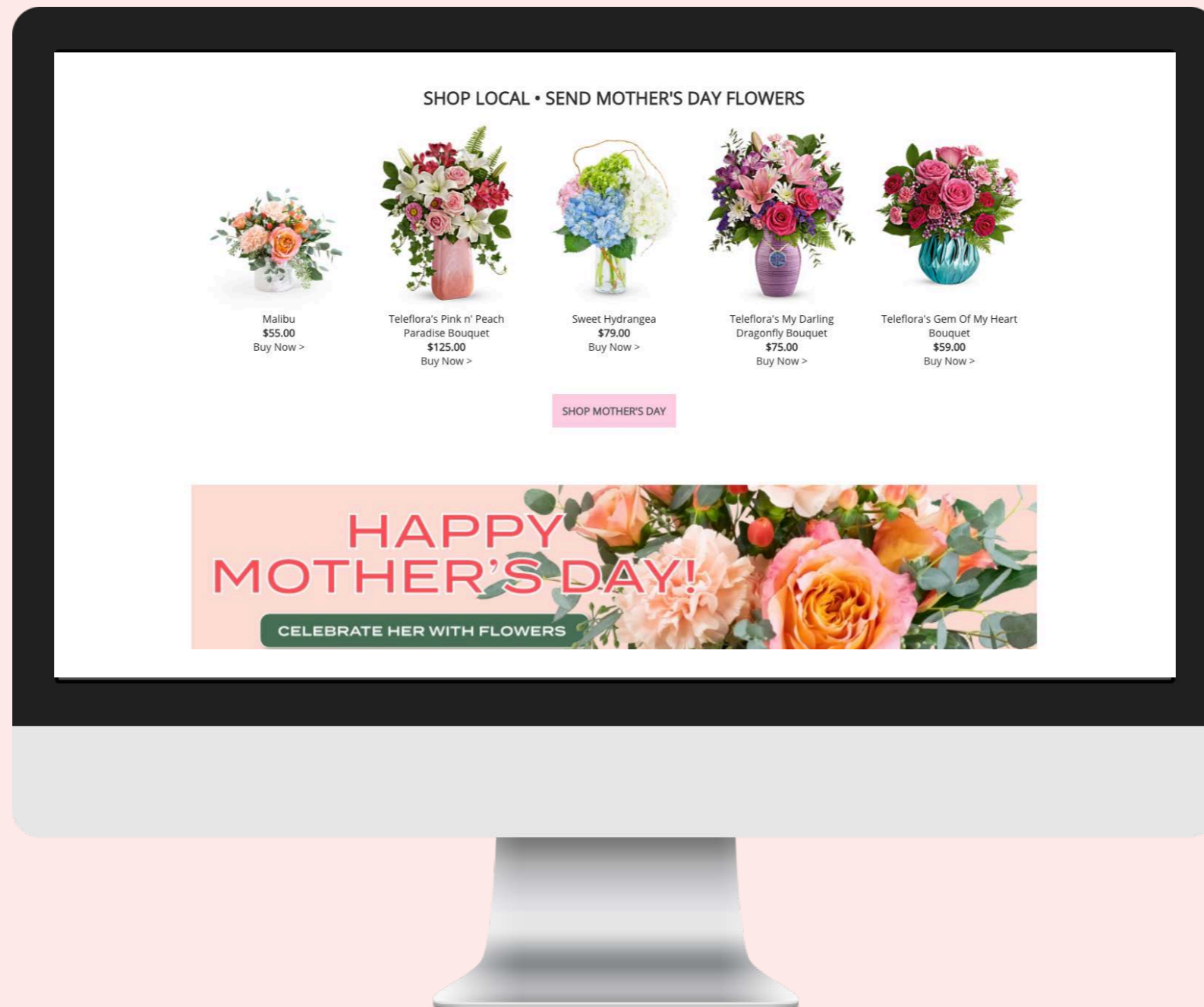
Anniversary



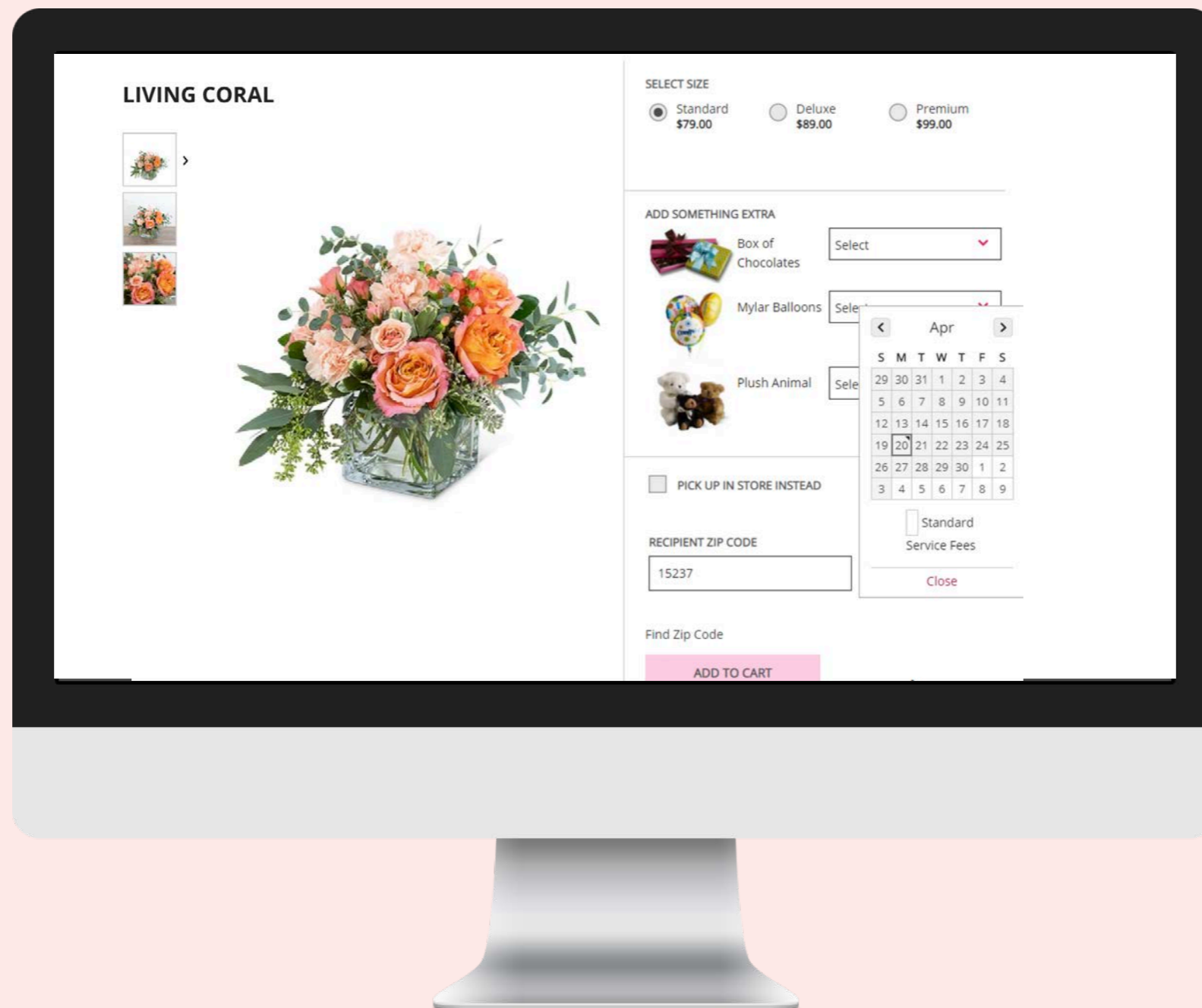
Get Well



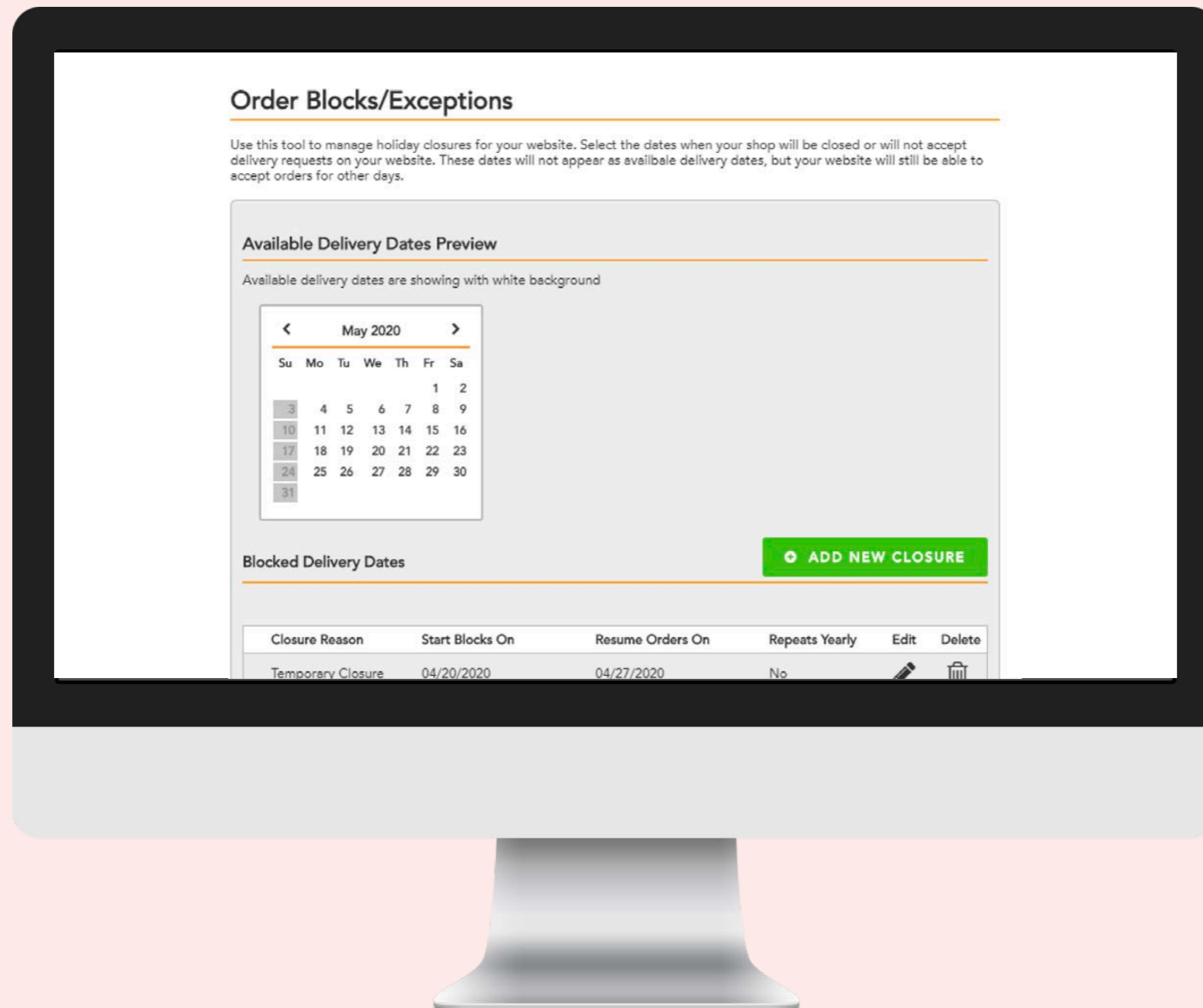
Homepage



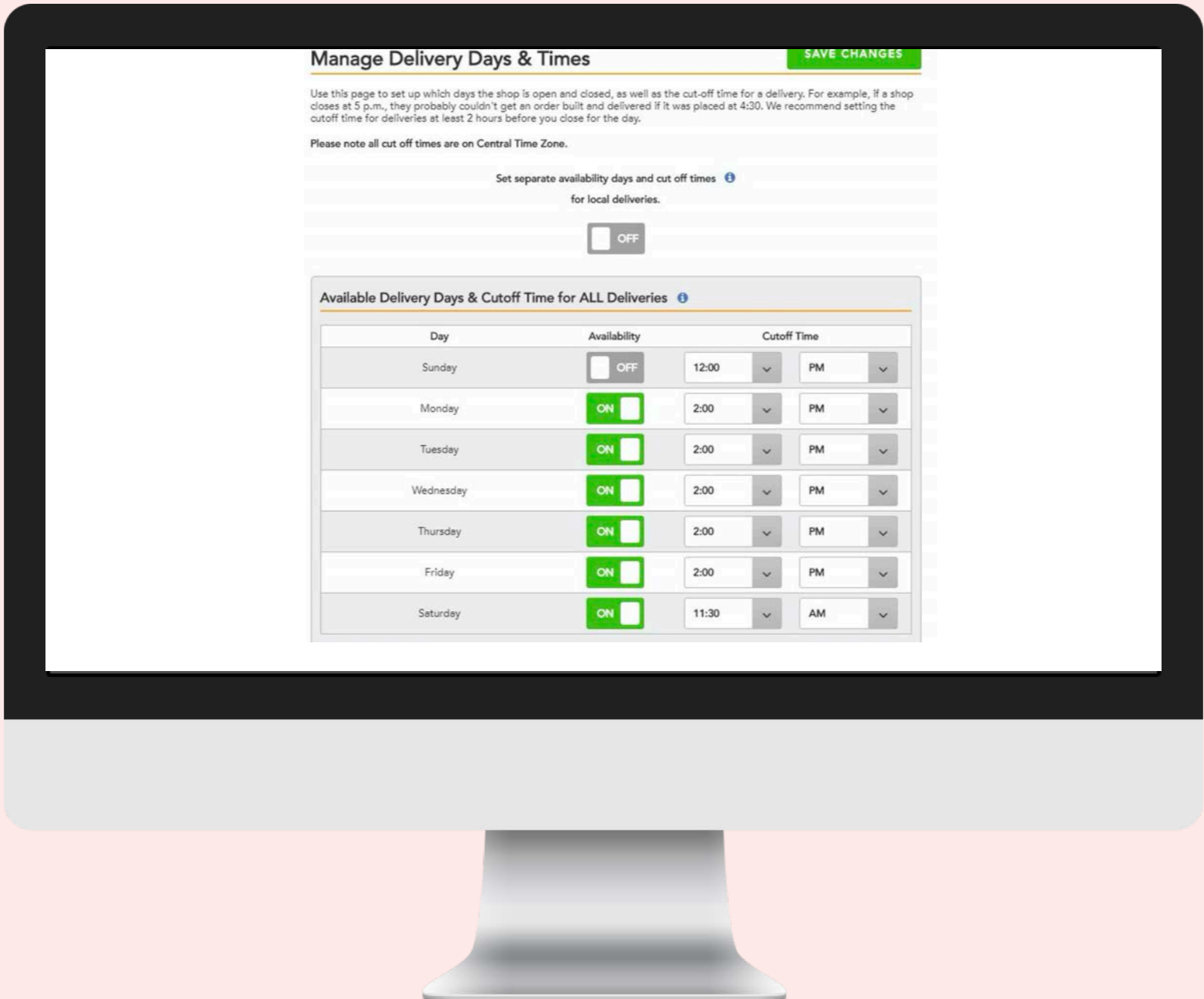
Offer the extras!



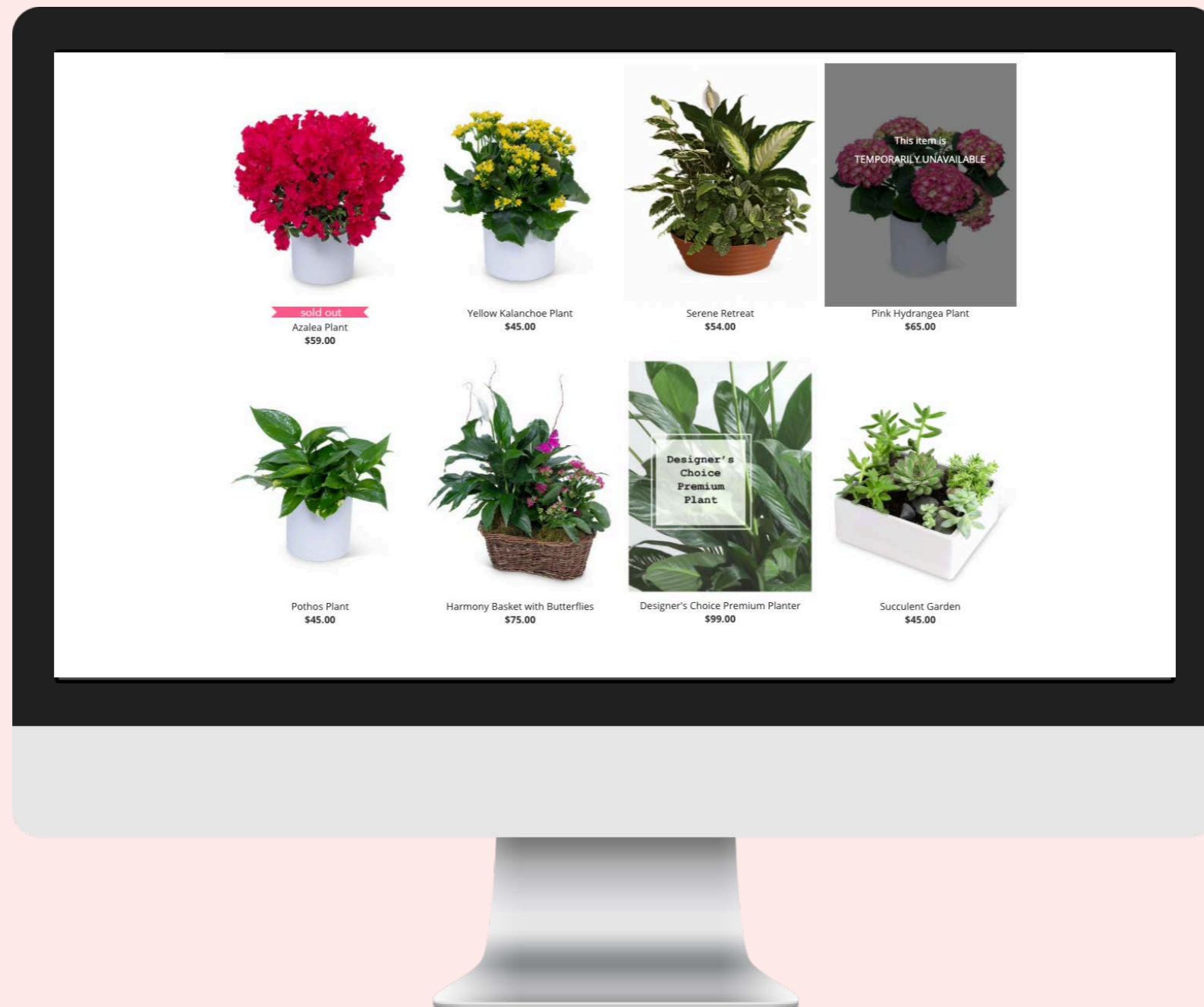
Delivery availability



Cut-off times



Sold Out or Unavailable



REMEMBER...



YOUR WEBSITE
NOW...

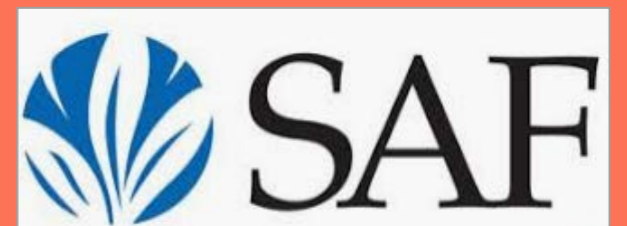
80% +

*check out your website
before they buy*



WEBSITE-READY CALL TO ACTION SUMMARY

- Decide what you want to feature & sell
- Flower list: get it ordered!
- Check prices / price for profit
- Arrange on Website
- Change ALL active categories or hide
- Backend of your website: Delivery Dates / Delivery Charge
- Remove images / add images



Q & A



The Business & Pleasure of Flowers
3 Steps in the process of life changes that you might be experiencing now

00:00 | 31:51

	3 Steps in the process of life changes that you might be experiencing now	31:51
	Interview with Kate Penn, CEO Society of American Florists	33:44
	Interview with Bill LaFever: Effects of Covid 19 on the floral industry and benefits of CARES Act	22:35
	The Power of Flowers and how it helps in this time of Covid-19	28:09
	Interview with Tim Farrell: Challenges and Opportunities	22:51




WWW.THEBUSINESSANDPLEASUREOFFLOWERS.COM

Flower Clique

www.flowerclique.com

FlowerClique



Questions?

www.flowerclique.com

Email: lori@flowerclique.com

ONEClique



SIMPLIFIED E-COMMERCE SOLUTIONS

