



COVID19 Webinar Series: How I'm Doing It: Strategies for Reopening

April 24, 2020

SAF Staff

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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](#)
- [Asocolfiores](#)
- [Calflowfers](#)
- [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.

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

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](#)

COVID-19 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



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



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

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

[How I'm Doing It: Strategies for Reopening | Fri., April 24](#)

[How I'm Doing It: Leveraging Downtime While Closed | Tues., April 28](#)

[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](#)

[Coronavirus and the Floral Industry | Tue., March 17](#)

New campaign promotes Giving Flowers on Giving Tuesday on May 5th



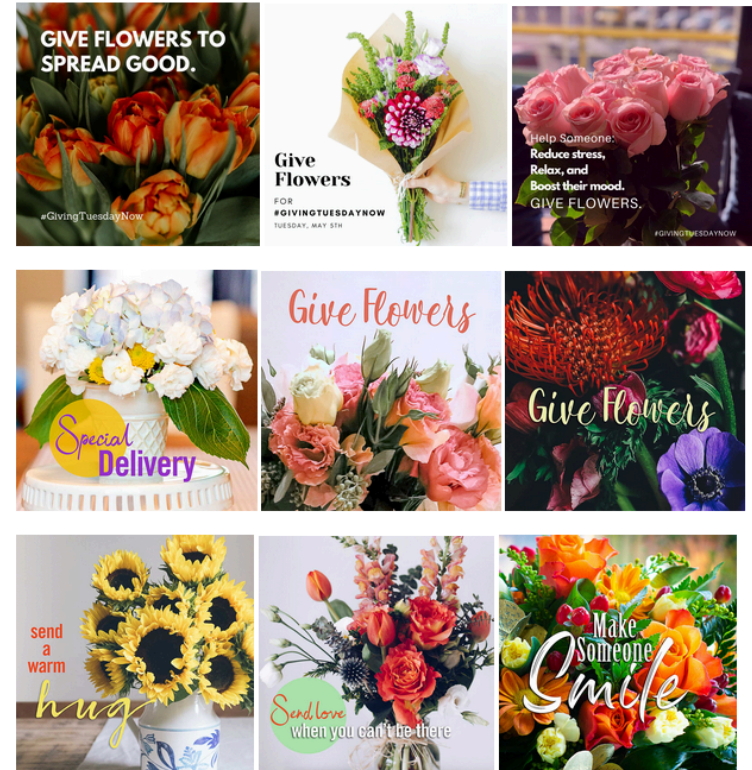
Funding Generations of
Progress Through Research
and Scholarships



[#GivingTuesdayNow](#) is a national day of giving to spread unity in response to the COVID-19 pandemic.

Share messages of the benefits that flowers provide, such as reducing stress and improving emotional health while promoting flower buying.

Download and use our free images on your social sites to promote **Giving Flowers on Giving Tuesday** and jump-start your Mother's Day sales!



Endowment.org/GivingTuesdayNow

Questions?

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

Panelists

Chris Palliser, Scotts Flowers, New York, NY

Jodi McShan, AAF, McShan Florist, Dallas, TX

Cameron Pappas, Norton's Florist, Birmingham, AL

Chris Palliser
Scotts Flowers
New York, NY

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McShan Florist
Dallas, TX**

**Cameron Pappas
Norton's Florist
Birmingham, AL**

Operations

Communication with Customers

Strategies and Solutions

Mother's Day Expectations & Prep

Final Thoughts

Questions?