SAF Leadership Exchange: Mother’s Day Debrief
SAF Staff

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Mother’s Day Sales 2020 vs 2019

- Increased: 70%
- Decreased: 24%
- Stayed the same: 6%
- N/A: 1%
Sales Increased %: 2020 vs. 2019

- 14% increased by 1 to 10 percent
- 29% increased by 11 to 20 percent
- 28% increased by 21 to 50 percent
- 12% increased by 51 percent or more
- 17% N/A
Q6 Factors Behind Sales Increase

- Social distancing: 86%
- Non-floral vendors: 30%
- Floral industry: 28%
- Advertising/promotion: 15%
- N/A: 12%
- Higher price points/services: 10%
- Regional economy: 6%
- Weather: 5%
How Orders Were Received (By Percentage)
Did You Suspend Incoming Orders?

- Before Monday: 9%
- Monday: 1%
- Tuesday: 6%
- Wednesday: 13%
- Thursday: 22%
- Friday: 30%
- Saturday: 11%
- Sunday (Mother’s Day): 8%
Did You Cut Off Orders Completely?

- Tuesday: 1%
- Wednesday: 4%
- Thursday: 10%
- Friday: 26%
- Saturday: 36%
- Sunday (Mother’s Day): 23%
Questions?

- Click on the question tab and type in your question
- Questions answered at end of session
Moderator
Chris Drummond, AAF, PFCI, Penny’s by Plaza Flowers

Panelists
Kaitlin Radebaugh, AAF, Radebaugh Florist & Greenhouses
Tim Dewey, DVFlora
Patrick Busch, Len Busch Roses
Liza Roeser, FiftyFlowers
Questions?