

# SAF Membership Terms and FAQs

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## What is the Society of American Florists (SAF)?

**Our Mission:** *To connect and cultivate a thriving floral community.*

**Our Vision:** *To enrich every life with the power of flowers.*

The Society of American Florists is the association that connects and cultivates a thriving floral community by equipping growth-minded professionals with resources to create fulfilling careers and thriving businesses, cultivating connections across the industry to share ideas and solve problems, equipping the industry with the knowledge, insight and advocacy to navigate a successful future, and by enhancing the organization's operational effectiveness and efficiency.

SAF is the only national trade association that represents all segments of the U.S. floral industry. Our more than 2,500 members are the industry's top retailers, growers, wholesalers, importers, manufacturers, breeders, suppliers, educators, students and allied organizations. SAF is the face and voice of a strong, unified floral industry in Washington, D.C.

Joining the Society of American Florists (SAF) means becoming part of a vibrant, supportive floral community dedicated to growth, connection, and innovation. As the only national trade association representing the full spectrum of the U.S. floral industry, SAF offers unmatched access to resources, advocacy, industry insights, and networking opportunities. Whether you're a retailer, grower, wholesaler, educator, or student, SAF empowers you to build a fulfilling career and shape the future of the floral industry.

2.

## Who can join SAF?

[SAF membership](#) is open to individuals and businesses within the floral industry. This includes florists, wholesalers, importers, suppliers, growers, breeders, service providers, educators, and those working in related fields.

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## What types of membership does SAF offer?

SAF offers [several categories of membership](#), including:

- Organization Membership: For businesses or organizations in the floral industry.
- Individual Membership: For individual professionals working within the floral industry.

- Student Membership: For students enrolled in floral design or horticulture programs.
- Educator Membership: For teachers, professors, and instructors of floral design, floral industry topics, horticulture, and floriculture.

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## **What are SAF's most popular member benefits?**

As an SAF member, you and your employees at your organization have access to a [variety of benefits](#). Learn more about SAF benefits for each of our membership types [online here](#).

**5.**

## **How do I become a member of SAF?**

To become a member, you can join [directly online](#) or fill out the [membership interest form](#) and an SAF staff member will reach out to you to provide more information and help you join.

For your membership to become active, payment must be received for your first month or annual membership dues. Once payment is received and your membership is activated, you will receive a welcome email to confirm your membership and will gain access to SAF's member benefits on safnow.org when logged in to your SAF account.

## **Payment and Logistics**

**6.**

## **How much does membership cost?**

Membership dues vary depending on the category of membership. For detailed pricing information, please [visit our membership page](#) and select each membership category to see detailed pricing, or [contact our membership team](#) directly.

**7.**

## **How long does my membership last?**

Membership with SAF is valid for one year from the join date. You will receive a renewal notice prior to your membership expiration via email. To maintain continuous benefits, renewal dues must be paid monthly or on an annual basis and are given a grace period of 3 months from renewal date before the membership is terminated due to non-payment.

**8.**

## **How often are dues paid and what forms of payment are accepted?**

SAF provides the option to pay the annual membership fee in one lump sum or in monthly installments. Monthly installment payments are automatically processed every 15<sup>th</sup> of the month or the business day prior to in a case where it falls on a weekend.

Payment methods accepted are either credit card (Visa, MasterCard, Amex, Discovery) or ACH payments direct through your bank account (these options are securely saved for autopayments in your account). Check payments are accepted for full payment of annual membership dues only.

In a case where payment is declined, you will receive notice within 3-5 business days requesting an updated card on file. Memberships will be automatically terminated for non-payment within 90 days of notice.

**9.**

### **How do I renew my membership?**

You can renew your membership online by [logging into your SAF account](#) or by reaching out to our membership team who can help you directly. Chat with an SAF staff member via LiveChat or email [info@safnow.org](mailto:info@safnow.org). While members can adjust their membership level at any time, we are unable to apply credits/refunds from past years toward future memberships.

**10.**

### **How can I cancel my SAF membership?**

You can cancel your membership at any time by submitting a written notice via email stating company name, your name, and contact email to [info@safnow.org](mailto:info@safnow.org) or chatting with a team member on LiveChat and providing this information to them. Membership dues are refundable solely under exceptional circumstances and are subject to prior written approval.

**11.**

### **What happens if I don't pay my dues on time?**

If your membership dues are not paid within 30 days of the due date, your access to member benefits may be suspended. If dues remain unpaid for 90 days, your membership will be cancelled. To avoid suspension, ensure that payment is made before the due date. Should your credit card be declined, SAF will reach out to you to obtain updated card information to ensure your continued membership.

**12.**

### **How do I update my contact or payment information?**

You can update your contact or payment information by logging into your member account on the SAF website, contact an SAF team member on LiveChat at [safnow.org](https://safnow.org), or by contacting SAF's membership team directly at [info@safnow.org](mailto:info@safnow.org). SAF staff members can help to make sure your account and payment information is updated accurately.

**13.**

### **What is SAF's Code of Conduct?**

SAF expects its members to adhere to fair business practices and encourages entrepreneurship within the floral industry and the U.S. floral marketplace. SAF supports ethical business practices and promotes efforts to discourage and stop deceptive trade practices within our industry. SAF reserves the right to deny or terminate membership of any person or business entity found to violate the organization's policy regarding ethical business practices and/or deceptive advertising. Learn more [online here](#).

**14.**

### **Do I need to be a member to participate in SAF's events or take SAF's education courses?**

No, you do not need to be a [member of SAF](#) to participate in SAF's virtual events, attend in-person events, or take courses on SAF's Floral Education Hub. However, SAF members have access to discounted registration fees for SAF's [in-person events](#), including our 1-Day Profit Blast, Next Gen LIVE!, Annual Convention, and Congressional Action Days (CAD), which all include plenty of networking opportunities. Members also enjoy free access to [live](#) or [on-demand](#) webinars and discounted fees on other SAF virtual events as well as discounted fees on courses and content on SAF's Floral Education Hub.

**15.**

### **How can I get involved in SAF's advocacy efforts?**

Members are encouraged to participate in SAF's advocacy initiatives by staying informed on key industry issues and engaging in advocacy campaigns, as well as participating in SAF's advocacy events (Congressional Action Days and CAD 365). SAF provides members with updates on legislative actions that may impact the floral industry, and members can participate in calls to action or public policy initiatives. Find more information [online here](#).

**16.**

### **How can I contact SAF if I have more questions?**

If you have additional questions or need assistance, you can contact SAF's membership team at:

- Email: [info@safnow.org](mailto:info@safnow.org)
- Phone: 703- 836-8700
- LiveChat at [safnow.org](https://safnow.org) during business hours

This FAQ list provides essential information for current and prospective members of the Society of American Florists. For additional inquiries or concerns, please don't hesitate to reach out to SAF directly.