

# How to Host a Successful FTD® Good Neighbor Day

Debbie Thomson - Jean's Flower Shop, Hamilton, ON

Alisa Roth - Bloom Works Floral, Council Bluffs, IA

Bob Bryant - Flowers by Robert Taylor, West Covina, CA

June 18, 2013





# FTD

Flowers say it better. FTD says it best.™

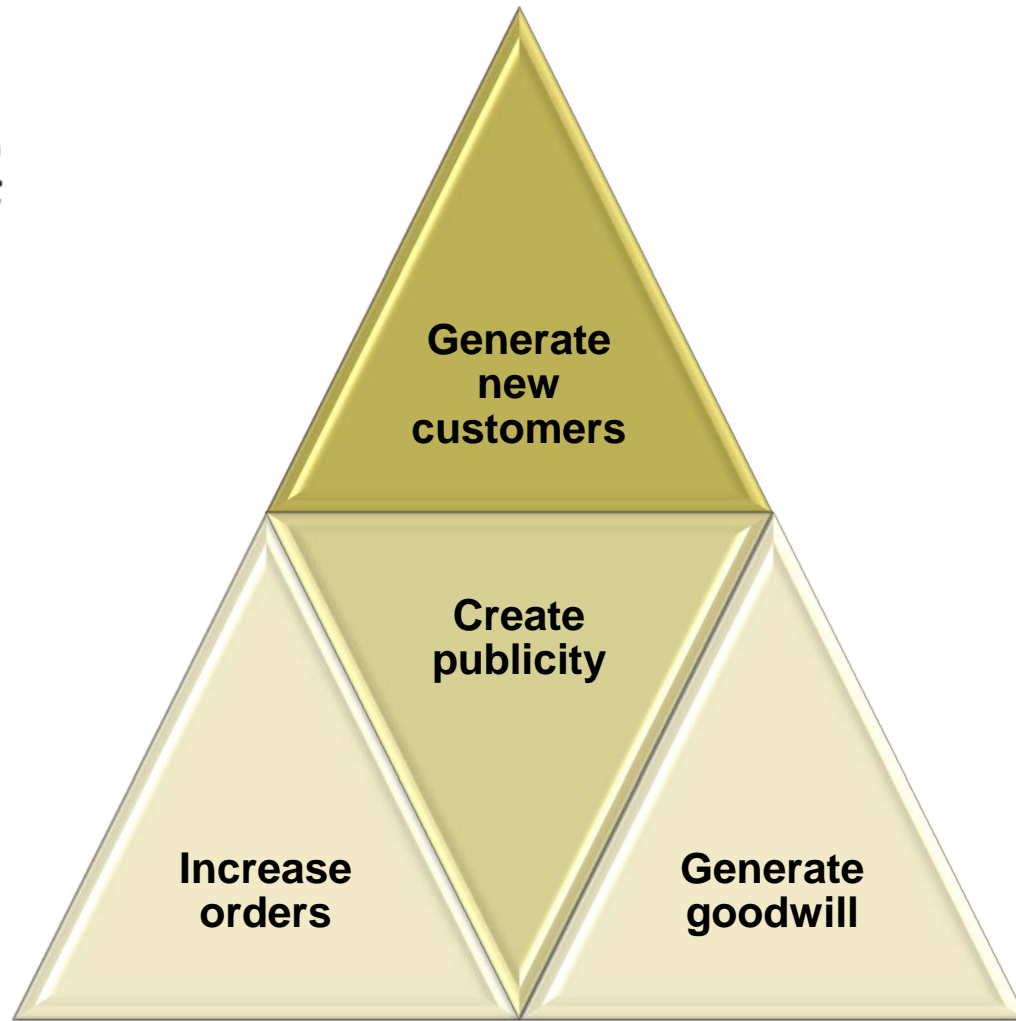
Drive traffic to your business while celebrating local heroes with **FREE** flowers! Customers keep one and give the others away.



# Why Should I Host an Event?



# Potential Benefits



# Case Study #1

Debbie Thomson - Jean's Flower Shop, Hamilton, ON



# Overview

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- Suburban shop
- 13 years participation
- Started giving away 6,000 roses, now 12,000





# Benefits

- Creates buzz about our shop
- Gains local media attention
- Keeps our shop top of mind



# Benefits

- Establishes relationships with public/community
- Gives back to community through local food drive
- Generates new business





# Initial Preparations



# Initial Preparations



Determine  
Flower  
Quantities  
Needed



Define Shop  
Logistics &  
Employee  
Assignments



Engage  
Potential  
Partnerships



Plan Your  
Budget



Create Your  
Communication  
Schedule



# Determine Flower Quantities Needed

- Quantities depend on your budget and the size of your community
- The more you give, the better return
- FTD Flower Exchange offers special FTD Good Neighbor Day pricing on bulk flowers



# Define Shop Logistics & Employee Assignments

- Map out a floor plan for entry, exit and flow within your shop
- Assigning employees to specific tasks will lessen chaos and ensure you have enough people on hand



# Engage Potential Partners

- Local civic organizations like Jaycees, VFW & Rotary Club
- Local chamber of commerce
- Local businesses

 **Hilton DFW Lakes Executive Conference Center**  
about an hour ago

It's Good Neighbor Day!

FTD florists have celebrated FTD® Good Neighbor Day® since 1994, helping to spread friendship and kindness to their neighbors through the distribution of free floral bouquets. Customers are encouraged to keep one flower for themselves and give the others away — to whom will you give your flowers??

(Thank you, Bice's Florist, for these gems to share!  
[www.bicesflorist.com](http://www.bicesflorist.com))

 **Hilton DFW Lakes Executive Conference Center**  
about an hour ago





# Engage Potential Partners

- Local philanthropic organizations
- Local hospitals, nursing homes or similar organizations
- Local government officials



# Plan Your Budget

- Budget depends on
  - the value you put on the event
  - your available spend
  - Contributions from local businesses and community partners
- Create a list of costs of hard goods and promotional costs, and cross reference with available monies



# Create Your Communication Schedule

## ONE MONTH+ OUT

Develop Media List

Contact show producers of local radio programs

Contact show producers of local TV programs

Contact feature/community editors for local newspapers

Send out a save the date teaser on social media channels

Add a banner to your website or Facebook page

Distribute a press release

## TWO WEEKS OUT

Follow up with media contacts

Consider resending press release

Send out email campaign

Add daily updates to social media

## ONE WEEK OUT

Follow up

Send out email campaign

Continue daily updates to social media



# Communicating Your Event



# Web

- Store website is great exposure for the event
- Use online banners on website homepage
- Create an events page with all event information
- Start email campaigns & link back to your website





Add your logo here

A MEMBER OF THE FTD FAMILY OF FLOWERS

Home | Shopping Cart | Account

Quickview or 0

3112 Woodland Dr. Dallas, Texas, 75219  
Tel: 972-494-0721

HOLIDAY

OCCASIONS

PRODUCTS

ABOUT US

SITE SERVICES

**HOLIDAY**

St. Patrick's Day-2/17

Easter-4/4

**OCCASIONS**

Any Occasion

Birthday

Love & Romance

Anniversary

New Baby

Congratulations

Thanks

Get Well

Spring

Sympathy

Wedding

**PRODUCTS**

Events

Gifts for Under \$25

Gifts for \$25 - \$50

Brand Name Gifts

FTD Exclusives

Perfume

Tropicals

Gourmet Baskets

Best Sellers

Corporate Gifts

Additional Gifts

**SITE SERVICES**

Delivery Info

Our Guarantee

About Flowers

Business Us

Guarantee Sentiments

Site Features

Site Map

Security & Privacy

**INTERNATIONAL DELIVERIES**

**FREE FLOWERS**

Join us on

FTD® GOOD NEIGHBOR DAY®

September 11, 2013

The Better Homes and Gardens® Touch Of Spring Bouquet Presented by FTD®  
us \$34.99

[ORDER NOW](#)

The Better Homes and Gardens® Spring Tulip Bouquet Presented by FTD®  
us \$49.99

[ORDER NOW](#)

The FTD® Garden Terrace™  
us \$34.99

[ORDER NOW](#)

Mrs. Fields® Birthday Celebration Box of Treats  
us \$39.99

[ORDER NOW](#)

**FedEx** Shipped Direct in a Gift Box

The FTD® Bright Lights™ Bouquet  
us \$44.99

[ORDER NOW](#)

The FTD® Floral Designed Bouquet  
us \$34.99

[ORDER NOW](#)

The FTD® Thinking of You™ Bouquet  
us \$42.99

[ORDER NOW](#)

Summer Bells Campanula Bouquet  
us \$34.99

[ORDER NOW](#)

**FedEx** Shipped Direct in a Gift Box

The FTD® Birthday Bouquet  
us \$29.99

[ORDER NOW](#)

The FTD® Complete Happiness™ Bouquet  
us \$32.99

[ORDER NOW](#)

The FTD® Sophisticated Elegance™ Bouquet  
us \$34.99

[ORDER NOW](#)

The FTD® Thank You Bouquet  
us \$29.99

[ORDER NOW](#)

Welcome to our Website!

We provide flower and gift delivery. Send flowers for any occasion. We offer a large variety of fresh flowers and gifts. Enjoy the convenience of safe and secure ordering online 24 hours a day. The goal is to exceed our customers' expectations with quality, value and professional service.

Home | About Us | Contact Us | Delivery Info | Our Guarantee | International Deliveries | Account | Shopping Cart | About Flowers | Site Features | Security & Privacy | Business Us | Site Map

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**FREE FLOWERS**

Join us on

FTD® GOOD NEIGHBOR DAY®

September 11, 2013

Free Flowers

**JOIN US ON**

FTD® GOOD NEIGHBOR DAY®

Wednesday, September 11, 2013



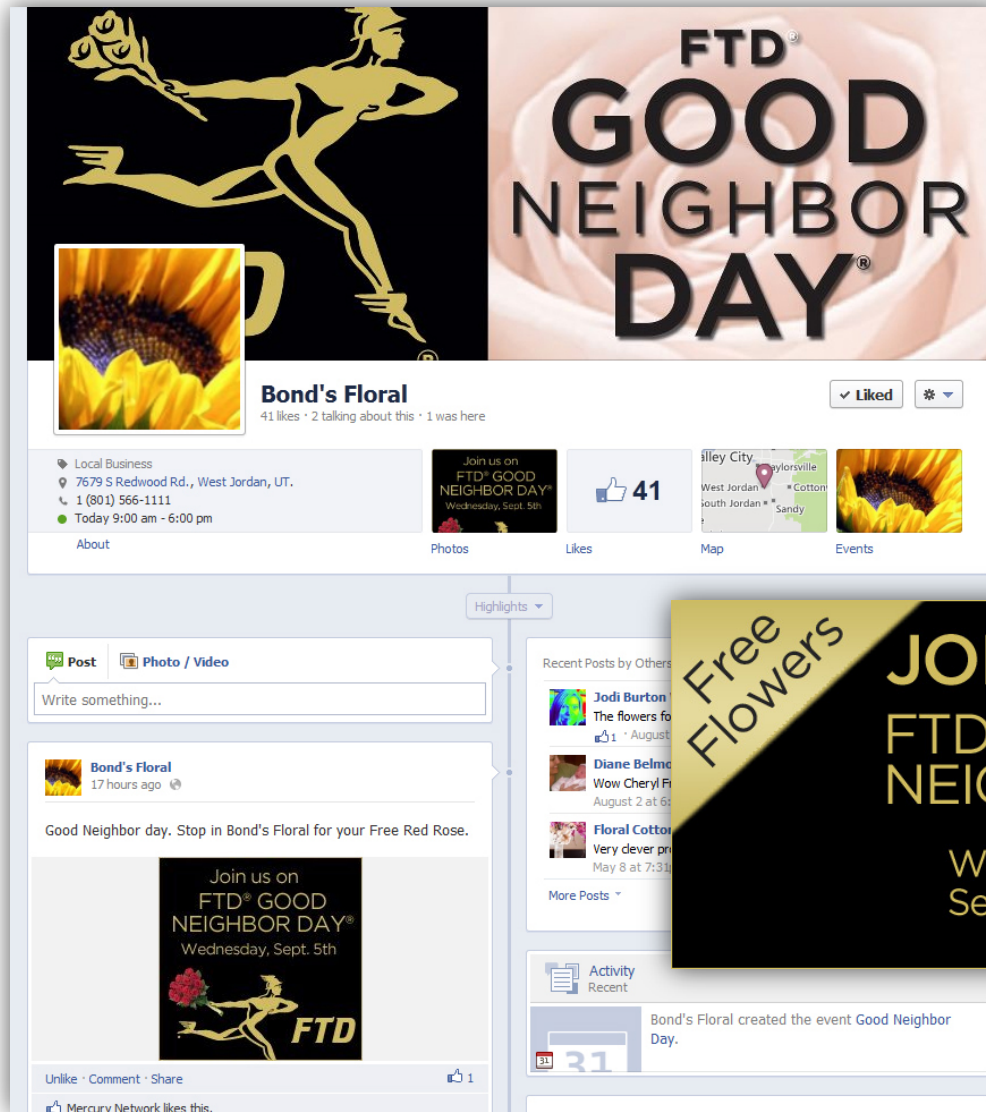
# Social Media

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- 1.6 billion Facebook users and 500 million Twitter accounts worldwide
- Add banners linking to an events page
- Post teasers leading up to the event
- Post daily starting one week out
- Post before, during and after the event



# Social Media



# Case Study #2

Alisa Roth - Bloom Works Floral, Council Bluffs, IA





# Overview

- Rural, small town shop
- 8 years participation
- Started giving away 300 roses, now 6,000
- Local press and community relations play a large role
- Incorporate target of 30 local business partners







# Communication Tactics

- Newspaper ad placements before and after
- Flyers are distributed at all sponsor locations
- Email campaigns are sent out through Constant Contact
- Social media marketing plays key role
- Outdoor signage driving foot traffic



# Social Media Examples – Pre-event


**facebook** 


Search for people, places and things 


## Good Neighbor Day


Public • By Bloom Works Floral

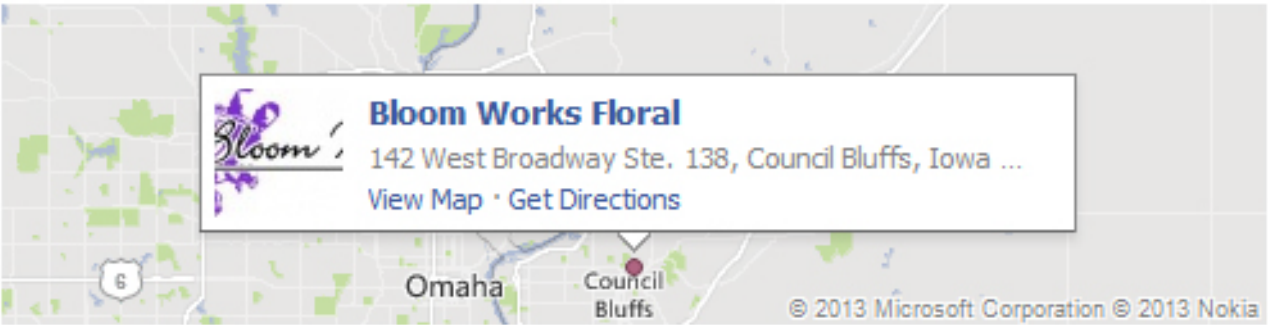
◀ Page Events




 Wednesday, September 5, 2012


 8:00am

 Free Flowers! Bloom Works is celebrating its annual Good Neighbor Day on Wednesday September 5th starting at 8:00am. Every customer will receive one dozen flowers with the sole purpose to keep on for themselves and give the other eleven away. Arrive early the offer is only good while supplies last!




**Bloom Works Floral**  
142 West Broadway Ste. 138, Council Bluffs, Iowa ...  
[View Map](#) • [Get Directions](#)


Going (24)



Maybe (22)



Invited (140)




Export • Report

Posts

[View Declines](#)

RECENT POSTS



**Sue Cooper Starman** is going.  
[Like](#) • [Comment](#) • [Follow Post](#) • September 5, 2012 at 10:04pm

# Social Media Examples – Pre-event

Good Neighbor Idea #8 How about the cookie lady! Our favorite cookie lady is always busy baking. Stop by and give her a flower Carolyn's Cookies



Like · Comment · Share



**Bloom Works Floral**

August 28, 2012

Good Neighbors should always love their Insurance Agents! Think of them when you're passing out your flowers. You never know when your going to need a little fix for the whoopsie or that booboo Rick Guill Farmers Insurance Agent Penelope (Penny) Core"American Family Life Assurance Company Aflac" Smith Davis Abel Insurance Services Farmers Insurance Group



Like · Comment · Share



**Bloom Works Floral**

Like · Comment · Share

18 2 1



**Bloom Works Floral**

August 29, 2012

Construction workers! They appreciate a bit of beauty in their lives just like the rest of us. Thanks to Brunow Contracting and The Crew at J Development for sponsoring us this year.



Like · Comment · Share

1



**Bloom Works Floral**

August 27, 2012

Good Neighbor Day should be shared at....the bar. Find the place where everybody knows your name and take a few flowers to pass to the locals at T'z Sports Pub and Club, Barley's Bar, and Glory Days.





# Social Media Examples – Pre-event



Good Neighbor idea #2! How about sending flowers to the muscle men at Fit 4 Life Fitness Studio! I'm sure their sweaty and chiseled bodies would appreciate it. We have loved your responses so far, keep them coming and the Bloomie Crew will hand pick their favorite for a special Good Neighbor Day treat!



Like · Comment · Share



Attention Attention!! Good Neighbor Day is Wednesday September 5th! We would love to hear from our fans who might qualify as a "Good Neighbor". It can be logical ideas such as a teacher or friend, or out of the box like a grumpy bus driver or the crazy cat lady next door....who do you think deserves free flowers?



# Social Media Examples – Day Before Event



**Bloom Works Floral**

September 4, 2012

Like · Comment · Share



Broadway Family & Cosmetic Dentistry, Gary Smith, Margaret La Bounty and 15 others like this.



1 share



**Lisa Goldsberry Collins** Looks like it is almost Good Neighbor Day Time! 😊

September 4, 2012 at 11:06am · Like



**Bloom Works Floral** Tomorrow is the big day. Get here early we open at 8 am. A big Thank You to the rest of our sponsors: American National Bank, ServiceMaster Clean of South Central Omaha, Risney Photo & Design, INC., Beacon Vacations, Council Bluffs Chamber, Copy Cat, G & T Services, Heartland Properties, Hilton Garden Inn at Horseshoe Casino, Holiday Inn Express in Council Bluff, Ia, Midlands Living Center, Jennie Ed, Loess Hills

September 4, 2012 at 11:14am · Like · 2



Write a comment...



# Social Media Examples – Day of Event



**Bloom Works Floral**

September 5, 2012

Workin Hard!

Unlike · Comment · Share



Mercury Network, Michael Mcmanigal, Joe Mcmanigal, DirectFloral.com and 46 others like this.



View 4 more comments



**Eilene Lloyd** You folks are the greatest!!

September 5, 2012 at 10:56am · Like · 1



**Becky Osborne Rieck** Thanks Bloomworks and sponsors..... Lots of smiles at Hoover this morning!!!

September 5, 2012 at 12:57pm · Like · 1



**Linda Sheeran** What a great thing to do! I am a recipient from my dear friend Margaret. Thanks Marg.

September 5, 2012 at 1:04pm via mobile · Like · 1



**Joni Rasmussen** 3 doz. were much appreciated at the Center today.

September 5, 2012 at 2:48pm · Like



**Lesa Dieatrick-Socha** You folks sure do great things at Bloom Works! just want you to know your

Write a comment...



# Social Media Examples – Post-Event



**Bloom Works Floral**

September 5, 2012 

Thank you to everyone who participated in Good Neighbor Day. Thanks to you there are 6000 Roses floating around our community. We hope you all had a great time today. We also want to thank our sponsors and volunteers that help make this day such a success!

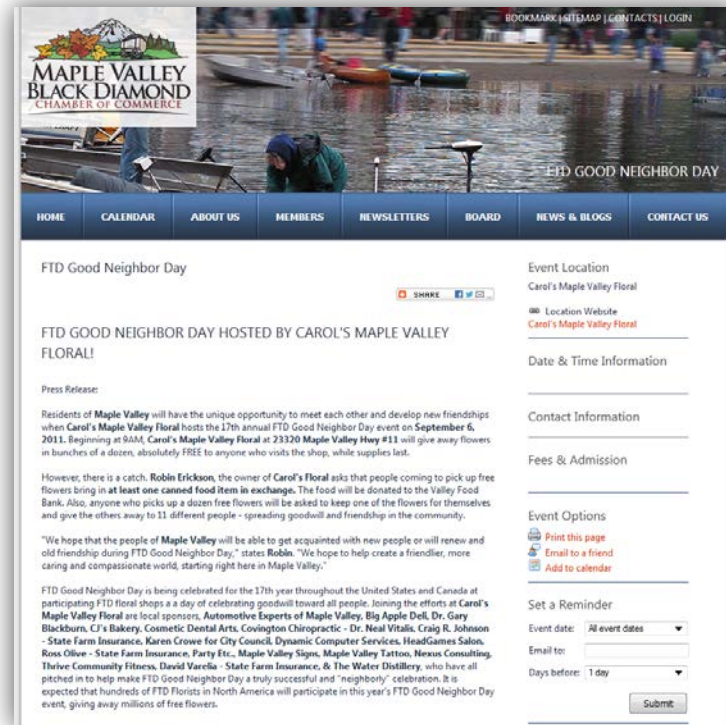
Like · Comment · Share

 18  1



# Press Release

- Create press release and distribute to local media outlets
- Use template provided by FTD
- Include personalized comments, fun stories, information on a local hero, etc....
- Don't forget the hook or angle of your story



The screenshot shows a web page for "FTD Good Neighbor Day" hosted by Carol's Maple Valley Floral. The page features a header with the Maple Valley Black Diamond Chamber of Commerce logo and a navigation menu. The main content area includes a "Press Release" section with text about the event, a "Share" button, and a "Set a Reminder" section with a "Submit" button. The right sidebar contains links for "Event Location", "Location Website", "Date & Time Information", "Contact Information", "Fees & Admission", and "Event Options".

Maple Valley Black Diamond Chamber of Commerce

BOOKMARK | HITS | MAP | CONTACTS | LOGIN

FTD GOOD NEIGHBOR DAY

HOME | CALENDAR | ABOUT US | MEMBERS | NEWSLETTERS | BOARD | NEWS & BLOGS | CONTACT US

FTD Good Neighbor Day

SHARE

FTD GOOD NEIGHBOR DAY HOSTED BY CAROL'S MAPLE VALLEY FLORAL!

Press Release:

Residents of Maple Valley will have the unique opportunity to meet each other and develop new friendships when Carol's Maple Valley Floral hosts the 17th annual FTD Good Neighbor Day event on September 6, 2011. Beginning at 9AM, Carol's Maple Valley Floral at 23320 Maple Valley Hwy #11, will give away flowers in bunches of a dozen, absolutely FREE to anyone who visits the shop, while supplies last.

However, there is a catch. Robin Erickson, the owner of Carol's Floral asks that people coming to pick up free flowers bring in at least one canned food item in exchange. The food will be donated to the Valley Food Bank. Also, anyone who picks up a dozen free flowers will be asked to keep one of the flowers for themselves and give the others away to 11 different people - spreading goodwill and friendship in the community.

"We hope that the people of Maple Valley will be able to get acquainted with new people or renew and old friendship during FTD Good Neighbor Day," states Robin. "We hope to help create a friendlier, more caring and compassionate world, starting right here in Maple Valley."

FTD Good Neighbor Day is being celebrated for the 17th year throughout the United States and Canada at participating FTD floral shops as a day of celebrating goodwill toward all people. Joining the efforts at Carol's Maple Valley Floral are local sponsors, Automotive Experts of Maple Valley, Big Apple Doll, Dr. Gary Blackburn, CJ's Bakery, Cosmetic Dental Arts, Covington Chiropractic - Dr. Neal Vitalis, Craig R. Johnson - State Farm Insurance, Karen Crowe for City Council, Dynamic Computer Services, HeadGames Salon, Ross Olive - State Farm Insurance, Party Etc., Maple Valley Signs, Maple Valley Tattoo, Nexus Consulting, Thrive Community Fitness, David Varela - State Farm Insurance, & The Water Distillery, who have all pitched in to help make FTD Good Neighbor Day a truly successful and "neighboorly" celebration. It is expected that hundreds of FTD Florists in North America will participate in this year's FTD Good Neighbor Day event, giving away millions of free flowers.

Event Location  
Carol's Maple Valley Floral

Location Website  
Carol's Maple Valley Floral

Date & Time Information

Contact Information

Fees & Admission

Event Options

Print this page  
Email to a friend  
Add to calendar

Set a Reminder

Event date: All event dates

Email to:

Days before: 1 day

Submit



# Print

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- Send media alerts or press releases to local newspapers
- Submit print advertisements to local newspapers
- Submit photos to local newspaper post-event with captions



Editor Edgewater-Davidsonville Patch [edgewater@patch.com](mailto:edgewater@patch.com)

Edgewater-DavidsonvillePatch  75°


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[Business](#), [The Neighborhood Files](#)

Be a Good Neighbor on Good Neighbor Day

Blooms Florist in Edgewater will be handing out dozens of roses. Keep one and give the other 11 to your neighbors—just for fun.

By [Mitchelle Stephenson](#) | [Email the author](#) | September 6, 2011


 Recommend

 44 

 Tweet

 2 

 Email

 Print

 1 Comment

For 17 years, the national floral network company FTD has been promoting "Good Neighbor Day." That is where local florists give out a dozen roses or carnations for free. The only stipulation is that participants who pick up the flowers must hand out 11 of them to neighbors (and keep one for themselves).

For the past three years, [Blooms Florist](#) in Edgewater has been participating. Owner Deborah Bussard said that she hasn't given thought to publicizing it that much in years past, but wanted to reach out this year to Edgewater residents.

Bussard came to Edgewater-Davidsonville Patch to get the word out. They are also promoting the event with flyers and through email.

This year, Good Neighbor Day will begin at 9 a.m. on Sept. 7 (Wednesday).

"I've put in a big order. First, people who come in will get roses, and we'll keep giving away dozens until they're gone. Then we will go to carnations," Bussard said.

Bussard said that she wants to promote Good Neighbor Day because she said she feels "blessed to be here."



PHOTOS (4)



 Upload Photos and Videos





# Radio

- Send your press release to radio stations
- Deliver flowers to radio personality 1 to 2 days before event for on-air mentions
- Use provided radio scripts for paid radio advertisements
- Consider providing gift certificates for the radio station to use as prizes





# Television

- Send press release to each local network news
- Focus on local morning or noon news shows
- Request a live remote during the event
- Deliver flowers to TV anchors the morning before the event



# Case Study #3

Bob Bryant - Flowers by Robert Taylor, West Covina, CA



# Overview

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- Urban, big city shop
- 18 years participation
- Gives away 25,000 roses
- Local media plays a large role
- Incorporates major service organizations



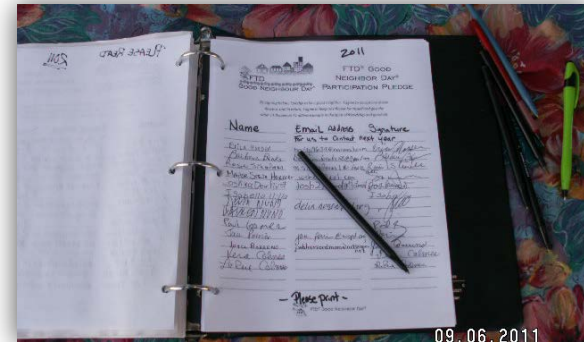
# Making an Impact

- Sends out press release to nearly 50 media groups
- Makes presentations to organizations requesting support
- Makes the day official with government proclamation



# Making an Impact

- Keeps the primary reward goodwill
- Encourages a major service organization to attend
- Invites local fire stations





# Benefits

- Major network coverage
- Care cards with shop and sponsor branding received by all rose recipients





# Tracking Your Results



# Tracking Your Results

- Follow up on your press releases
- Gather print clippings and online footage of your publicity
- Find out circulation of the newspaper
- Find out viewership of TV station
- Find out listening audience of radio station
- Find out unique visits to a website
- Track sales from care card or other offers





**FTD**

Flowers say it better. FTD says it best.™

## Questions?

Email [prdept@FTDi.com](mailto:prdept@FTDi.com)

Handouts are available at [FTDi.com/GND](http://FTDi.com/GND).

Handouts are available at  
[FTDi.com/FTDUniversity/webinarmaterials.htm](http://FTDi.com/FTDUniversity/webinarmaterials.htm).

Webinar will be available to view at  
[FTDUniversity.com](http://FTDUniversity.com).