MORE than that, however, the Hermans, who eventually donated 200 roses for the rose ceremony, said they were attracted to the philanthropic angle: The party raised about $20,000 for two local charities, the Leukemia and Lymphoma Society’s National Capital Area chapter and the INOVA Fairfax Hospital Child Life Services.

“The fact that it was a national celebrity attracted us to the event,” Lee said. “But we always try to support local charities and causes that mean something to us or to our employees. So that was a big factor, too.”

In fact, the shop maintains a year-round campaign, Petals for a Cause, to help raise awareness about neurofibromatosis, an umbrella term for three genetic disorders. A portion of sales for select bouquets benefits NF Midatlantic Inc., a nonprofit involved in research for the disorders. That’s another cause close to the Hermans’ heart, Lee said.

For charitable contributions, “we set a budget every year and we stick to that,” Lee said. “There are some causes that we always give to, and we factor those in first. With the rest, we can support other events, like the cocktail party. But we try to use those factors to decide who to support: Is it local? Does the cause mean something to us?”

Read about one florist who came up with a streamlined application form for donation requests, at safnow.org/moreonline.

> Like just about every flower shop in the country, Palace Florists, in Washington, D.C., gets more than its share of requests for donations and charitable contributions — particularly around Christmas. But last fall, they got an offer they couldn’t refuse, when a former reality TV star asked them to be part of her high-profile philanthropic efforts.

In October, former “Bachelor in Paradise” cast member and Northern Virginia native Ashley Iaconetti reached out to Beth and Lee Herman about a cocktail party at Velocity Five, a hip venue in Centerville, Virginia. The event featured a silent auction of cast members’ personal belongings, as well as a special “Bachelor-inspired” rose ceremony. (On both the long-running “Bachelor” and the spin-off “Bachelor in Paradise,” the bachelor hands out coveted roses to the women who make the cut that episode.)

In addition to Iaconetti, a number of other popular cast members were set to be in attendance, making the party a potential hit on social media among key demographic of millennials, said Beth Herman. In fact, throughout the night Iaconetti and her cast members took pictures and posted them across platforms, tagging Palace Florists in several shots. “They were posting and tweeting,” Beth said. “It was a lot of fun and a sold-out crowd,” meaning Palace Florists got to be part of a hot party among hundreds of affluent 20-somethings — in other words, potential wedding clients in the not-too-distant future.

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