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
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

- Generate new customers
- Create publicity
- Increase orders
- Generate goodwill

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Case Study #1

Debbie Thomson - Jean’s Flower Shop, Hamilton, ON
Overview

- 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

1. Determine Flower Quantities Needed
2. Define Shop Logistics & Employee Assignments
3. Engage Potential Partnerships
4. Plan Your Budget
5. 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
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

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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

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Communicating Your Event
• 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
FREE FLOWERS
Join us on FTD® GOOD NEIGHBOR DAY®
September 11, 2013
Social Media

- 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
Good Neighbor Day

Public · By Bloom Works Floral

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

Sue Cooper Starman is going.
Like · Comment · Follow Post · September 5, 2012 at 10:04pm
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

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.

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

Bloom Works Floral
August 28, 2012

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.
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!

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

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

![Image of people working in a floral shop with a screenshot of a Facebook post featuring a thank you message to Bloom Work Works Floral.

FTD Confidential/Proprietary documents and should not be copied or redistributed.
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!
• 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
Print

- Send media alerts or press releases to local newspapers
- Submit print advertisements to local newspapers
- Submit photos to local newspaper post-event with captions
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 Michelle Stephenson  Email the author  September 6, 2011

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.”
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

- 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
Questions?

Email prdept@FTDi.com

Handouts are available at FTDi.com/GND.

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