



The
Flower
Movement
MARKETING TOOLKIT



FLOWERMovement.ORG





About the Flower Movement

The Flower Movement is a grassroots effort intended to bring the floral community together by highlighting the work done by those that drive the industry forward. Originating from a vision held by Wholesale Florist & Florist Supplier Association's (WFFSA) 2021–2022 President Gabriel Becerra, the goal is to create an environment for collaboration, storytelling, and oneness.

With consumer floral demand at an all-time high, we need a platform to tell our collective stories and share successes. So much good is already happening in and around our local communities with flowers as the impetus. The Flower Movement is the force to unite and showcase those stories.

The Mission

The Flower Movement is not an initiative to promote end consumers to buy more flowers for business gains; rather, it is the catalyst to encourage and promote community activism and collaboration among individuals with a passion for flowers and a love for how flowers provide social, emotional, and mental well-being.

How Do I Get Involved?

We would be thrilled to have you become a part of this most important initiative by sharing the transformational work you are already doing within your community.

Think About the Following:

- What positive impacts are you making in and around your local community?
- What types of corporate social initiatives are you undertaking?
- Where are you witnessing the greatest impact within your community?
- How are you using flowers to spread love, happiness, and cheer?

Already Giving Back to Your Local Community?

If you're currently involved in giving back initiatives where you're using flowers to spread love, happiness, and cheer, we invite you to share your story with WFFSA so that we can help you spread the word and encourage others to join the movement.

“We are sowing the seeds for a grassroots movement to showcase how all segments of the floral industry can work together to share the joy of flowers.”

Gabriel Becerra
WFFSA President
2021–2022 Golden
Flowers

Email Messaging

Email 1: Subject Line: Join Our #OneFlowerFamily
Join **[Insert Your Company Name]** and WFFSA for a grassroots campaign, appropriately titled the The Flower Movement. Unlike other industry initiatives, our intention is not to promote end consumers to buy more flowers for business gains, but to spread the love and joy of flowers throughout the community.

Sharing stories of collaboration, community activism, and outreach among individuals with a passion for flowers and a love for how flowers promote social, emotional, and mental well-being is what The Flower Movement is all about.

To get involved or learn more about becoming a part of our **#OneFlowerFamily**, please visit www.flowermovement.org or email marketing@wffsa.org.

Sincerely,
Your Company Name

Email 2:
Subject Line: How We're Sharing the Power of Flowers

[Insert Your Company Name] is excited to be a part of the **#OneFlowerFamily**. WFFSA launched this movement at the end of 2021 and it's taken off—gaining widespread attention. Originating from a vision held by WFFSA 2021–2022 President, Gabriel Becerra, The Flower Movement's mission is to create an environment for collaboration, storytelling, and oneness. Read below to see just how we at **[Insert Your Company Name]** are living up to the cause.

[Insert Your Testimonial/Short Story Here]

If you would like to get involved with The Flower Movement or to simply share how you are already living out the mission, please email marketing@wffsa.org or visit www.flowermovement.org.

Sincerely,
Your Company Name

Social Media Messaging

Social Post 1

The Flower Movement is a grassroots effort by **@wffsa** intended to bring the floral community together and highlight the work being done by those that drive the industry forward. Are you interested in bringing people together with the power of flowers? Learn more here: <https://bit.ly/3g2Yj2s> **#OneFlowerFamily**

Social Post 2

We invite you to become a part of the **#OneFlowerFamily**. Let **@wffsa** know how you're using flowers to spread love, joy, and cheer. Contact WFFSA by email at marketing@wffsa.org to get involved. <https://bit.ly/3g2Yj2s>

Social Post 3

"We get a bunch of flowers to beautify our homes," says Jena Gizerskiy on how Rosaprima is taking part in the Flower Movement. How are you getting involved in the movement? **@wffsa** wants to know. Share your story. <https://bit.ly/3g2Yj2s>

Social Post 4

@wffsa is urging the floral industry to spread the word about The Flower Movement through social media. Save the date for livestream chats with WFFSA members and friends on how we're becoming **#OneFlowerFamily**. Want to join the movement? Contact marketing@wffsa.org. <https://bit.ly/3g2Yj2>

Social Post 5

Join us and **@wffsa** during Flower Movement Awareness Week, August 4-10. Come together with your floral industry colleagues to make a difference and spread the power of flowers with others. Identify a cause or charity where you can use flowers to make a positive impact. <https://bit.ly/3g1j2mX>

WF&FSA on Social media

Are you and your organization connected to WFFSA on social media? Below are the handles to the social media channels WF&FSA utilizes. We hope you join the conversation.

Facebook: **@WFFSA**

LinkedIn: **@WFFSA**

Twitter: **@WFFSA**

Instagram: **@wffsa**

Hashtags

Enhance your post with any of the following hashtags. Hashtags work to group similar posts together for ease in searching.

#OneFlowerFamily

#TheFlowerMovement

#FlowerMovementWeek2024

Join the Movement

For more information on how you can join the movement, contact WF&FSA at marketing@wffsa.org.

Visit FlowerMovement.org

for additional resources, shareable graphics, and to see what others are doing to get involved.

THE
**FLOWER
MOVEMENT**

#ONEFLOWERFAMILY

Flower Movement Awareness Week

During **August 4–10, 2024**, WFFSA will launch its Flower Movement Awareness Week where members of the floral community can come together in a concentrated effort to support the cause.

Throughout the week, we are asking supporters of The Flower Movement, individually or company-wide, to get involved in their local community and share the emotional, physical, mental, and healing power of flowers with others.

Getting Started with Awareness Week:

- Discuss internally all the ways your company can give back. Suggestions include donations of flowers to local and national organizations; partnering with other industry leaders and movements to spread the joy of flowers; sponsoring floral educational programs, trainings, and workshops; or planting community gardens.
- Connect with a local organization, hospital, nursing home, or community center and ask how you can share the joy of flowers with their community.
- Share your awareness week activities with WFFSA and our **#OneFlowerFamily** by taking pictures, posting to social media, and using the hashtag.



Creating an Environment for Collaboration, Storytelling, and Oneness

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