



# FLOWER MOVEMENT AWARENESS WEEK

AUGUST 8–14, 2022



[FLOWERMOVEMENT.ORG](https://flowermovement.org)

*wffsa*

# 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 (WF&FSA) 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 WF&FSA 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**  
WF&FSA President  
2021–2022  
Golden Flowers

# HELP SPREAD AWARENESS

## Writing a Press Release

A press release is a simple, cost-effective means of promoting Flower Movement Awareness Week and your work in the community. Writing an effective press release and getting it placed in local newspapers does take time and follow-up, but it is often worth the effort. If you have not established a regular media contact (a local business reporter, columnist, or editor who prints items about your company), then follow these pointers:

- Get an early start, usually about three weeks for newspapers and six weeks or more for magazines and periodicals. Publications generally work well in advance of their publishing date.
- Make a list of local newspapers and publications, making sure to include suburban, community, and neighborhood papers.
- Scan the publications you are interested in to determine which reporters and columnists usually print community news items. Address your release to those individuals.
- Provide the press release in the body of an email or in a Word document (avoid PDFs that will need to be reformatted; the goal is to save the publication's time).

If possible, address the release to a specific person rather than to "the editor" or the newspaper office. If you cannot determine an appropriate recipient for your material, at least try for a specific department (such as community calendar or upcoming events, etc.)

If you cannot decide who should receive the press release, follow these guidelines: address the City Desk for daily newspapers; News Assignment Desk for radio and television stations; and Local News for wire services and periodicals; in addition to any existing business partners or established relationships you may have with colleagues in the industry.

## Sample Press Release

Place on your company's letterhead

**FOR IMMEDIATE RELEASE**

**CONTACT:** Your name, phone number, and e-mail

**DATE:** Month and Year

### **Flower Movement Awareness Week Celebrates Power of Flowers: August 8-14**

(City, ST) — To highlight how the floral community brings the power of flowers to their hometowns and neighborhoods, the Wholesale Florist & Florist Supplier Association (WF&FSA) has designated August 8–14 as Flower Movement Awareness Week. [Your company name] is excited to share how floral wholesalers, growers, and retail florists engage their local communities and spreading joy through flowers.

[Insert quote from company leadership about how your company is proud to be commemorating the week.]

[Insert information about what your company is doing.]

WF&FSA launched The Flower Movement in 2021 to bring the floral community together. The movement's mission, originally a vision of WF&FSA's immediate past president Gabriel Becerra, is to create an environment for collaboration, storytelling, and oneness.

"Flower Movement Awareness Week is a concentrated effort where not only those that work within the floral industry can come together but anyone who understands the positive impact flowers make can help bring awareness to their healing properties," said WF&FSA Executive Vice President Molly Alton Mullins. "Use this week as a way to support the movement by donating your time, knowledge, or resources in a way that showcases the amazing benefit of flowers."

Visit [company website] to learn more about [company] and learn more about The Flower Movement at [www.flowermovement.org](http://www.flowermovement.org).

###

[Insert short blurb about your company.]

The Wholesale Florist & Florist Supply Association (WF&FSA) is an international association comprised of wholesalers, suppliers, growers, importers, and shippers of cut flowers, greens, plants, and florist supplies and is headquartered in Annapolis, Maryland. For more information visit [www.wffsa.org](http://www.wffsa.org).





# GUBERNATORIAL AND MAYORAL PROCLAMATIONS

If your company has good relations with local and state officials (or perhaps would like to build those relations), requesting a gubernatorial, legislative, or mayoral proclamation for the Flower Movement Awareness Week is an excellent way to garner media attention.

Often, a short ceremony accompanies the signing of such proclamations. The event offers an ideal opportunity to have photographs taken and increases the likelihood that news of the awareness week will appear in local newspapers.

If you would like to try to obtain a proclamation from your governor or mayor, you will have to contact the proper authorities well in advance of the Flower Movement Awareness Week (about four weeks).

Below is a sample request letter and sample language for a proclamation. Be sure to enclose the sample proclamation with your request and follow up with a polite call as indicated in the letter. Please note that some localities have an online intake form for these requests; check websites for any additional instructions or procedures.

If the governor or mayor consents to issuing a proclamation, they may have a staff photographer record the event. If not, after you receive word that a proclamation will be issued, ask the communications manager or media relations coordinator if you may bring your own camera to record the event.

Whether you have a photo or not, you should try to use the proclamation to gain some publicity for your company and the Flower Movement Awareness Week. Send the photo (if you have it), a copy of the proclamation and copies of the press release to local newspapers and publications. The WF&FSA office can also highlight the proclamation through the association's social media channels.

## Sample Letter Requesting Proclamation

[Name of Elected Official]  
[Name of State/Local Association]  
[Address]

Dear [Title and Name]:

Locally owned [Company name] is proud of our commitment to the community. [Add language on community program your company engages in or plans to engage in.]

To highlight how the floral community brings the power of flowers to their hometowns and neighborhoods, the Wholesale Florist & Florist Supplier Association has designated August 8–14 as Flower Movement Awareness Week. [Company name] is a proud member of this association, and we are excited to participate in ways to foster collaboration and oneness in the floral community and beyond.

[Company name] would feel very honored if you, as [elected office] of [locality], would agree to commemorate the floral community in its efforts to engage with the community by signing a proclamation announcing the Flower Movement Awareness Week. Enclosed is a proclamation.

If you decide to honor us with such a distinction, we kindly request the privilege of sending representatives of our company to your office for a brief ceremony at the time you sign the proclamation. We will contact your press secretary within the next two weeks to verify receipt of our request.

We appreciate your time and attention and sincerely hope to receive a favorable reply in the near future.

Sincerely,  
[Company contact]

Enclosure

## Sample Proclamation

### WHEREAS,

flowers bring joy, bringing positive impacts to emotional, physical, and mental well-being; and

### WHEREAS,

the floral community — floral wholesalers, growers, and retail florists — work to share the power of flowers in our home-towns and neighborhoods, growing connections that bring people together; and

### WHEREAS,

the Wholesale Florist and Florist Supplier Association initiated the Flower Movement, an effort intended to bring the floral community together by highlighting the work done by those that drive the floral industry forward and to create an environment for collaboration, storytelling, and oneness; and

### WHEREAS,

the Wholesale Florist and Florist Supplier Association and [Locality] have designated the week of August 8-14, 2022 as the Flower Movement Awareness Week in [Locality] and throughout the United States.

### NOW, THEREFORE,

I [Elected Official Name], [Office] of [Locality], do hereby proclaim the week of August 8-14, 2022 as the Flower Movement Awareness Week in [Locality] and bring its importance to the attention of the citizens of [Locality].

### WHEREAS,

I have set my hand and caused the seal of [Locality] to be affixed.

Signature

Date



Join your **FLORAL FRIENDS** already giving back and spreading the **JOY OF FLOWERS** within their local communities.



*In 2022 we are looking into working with Susan G. Komen Foundation to do something huge for breast cancer and to give back and spread awareness."*

Jena Gizerskiy  
Rosaprima



## WF&FSA on Social

Are you and your organization connected to WF&FSA on social media? Below are links to the social media channels WF&FSA utilizes. Simply click the link and connect by following and liking.

Facebook: @WF&FSA

LinkedIn: @W&FSA

Twitter: @WFFSA

Instagram: @wffsa

## Hashtags

Want to do a little bit more? Enhance your post with any of the following hashtags. (Hashtags work to group similar posts together for ease in searching)

#FlowerMovementWeek22

#OneFlowerFamily

#TheFlowerMovement

## JOIN THE MOVEMENT

For more information on how you can join the movement, contact WF&FSA at [marketing@wffsa.org](mailto:marketing@wffsa.org).

Visit [FlowerMovement.org](http://FlowerMovement.org) for additional resources, shareable graphics, and to see what others are doing to get involved.

# THE FLOWER MOVEMENT AWARENESS WEEK SOCIAL MEDIA CONTENT CALENDAR

The Wholesale Florist & Florist Supplier Association (WF&FSA) invites you to spread the word about The Flower Movement. Whether you are participating or interested in spreading the word, this social media guide was created to help you increase awareness and participation for this grassroots movement via your social platforms. Simply copy the social post, download the images, and then you're ready to post.

## Social Post 1

The Flower Movement is a grassroots effort by @wffsa intended to bring the floral community together by highlighting the work done by those that drive the industry forward. [Your company or name] is joining the #OneFlowerFamily by participating in #FlowerMovementWeek22 on August 8-14. Learn more here: <https://bit.ly/3GmC0Rw>

## Social Post 2

We invite you to become a part of the #OneFlowerFamily by participating in #FlowerMovementWeek22! Organize your team, determine how you want to give back, and share your activities with @wffsa August 8-14. Contact WF&FSA by email at [marketing@wffsa.org](mailto:marketing@wffsa.org) to get involved or head to the website! <https://bit.ly/3GmC0Rw>

## 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. Whether it's helping bring happiness to your employees or to others around the world, @wffsa wants to know! Be a part of the #OneFlowerFamily by sharing flowers on August 8-14 for #FlowerMovementWeek22. Let's get started! <https://bit.ly/3GmC0Rw>

## Social Post 4

#FlowerMovementWeek22 is on August 8-14 and @wffsa encourages you to support the cause. Here's what you need to do:

1. Find a national or local organization.
2. Donate your time, resources, or talent by giving back through the joy of flowers.
3. Share your activism using #OneFlowerFamily or #FlowerMovementWeek22.

If you need help or don't know where to start, we're here to help! <https://bit.ly/3GmC0Rw>

## Social Post 5

@wffsa is excited to launch our first #FlowerMovementWeek22! On August 8-14, this week will have the floral community on their feet and out making a difference. The goal? Find a cause. Give back through the joy of flowers. Make a positive impact. Learn how to make a difference here: <https://bit.ly/3GmC0Rw>

## Social Post 6

On August 8-14, join your flower friends for @wffsa's #FlowerMovementWeek22! Find a charitable organization to support, share flowers, take pictures, and spread the word about what it means to be #OneFlowerFamily. Need a list of organizations and foundations to reach out to? Click here to learn more and discover ways to give back: <https://bit.ly/3GmC0Rw>

# DOWNLOAD THESE SHAREABLE GRAPHICS

## FM Awareness Week Banner

<https://hubs.ly/Q01cSRYF0>



## FM Awareness Week Image 1

[https://hubs.ly/Q01cSR\\_20](https://hubs.ly/Q01cSR_20)



## FM Awareness Week Image 2

<https://hubs.ly/Q01cSRZ80>



## FM Awareness Week Image 3

<https://hubs.ly/Q01cSS0Z0>

# EMAIL MESSAGING

## Email 1:

### Subject Line:

Join Us for Flower Movement Awareness Week

Join [Insert Your Company Name] and WF&FSA for Flower Movement Awareness Week from August 8-14, 2022. Members of the floral community can come together during this important week to support the cause. We are asking supporters of The Flower Movement to get involved in their local community and share the emotional, physical, mental, and healing power of flowers with others.

You can get involved by sharing stories of collaboration, community activism, and outreach among individuals with a passion for flowers. To learn more about Flower Movement Awareness Week or to become a part of our #OneFlowerFamily, please visit [www.flowermovement.org](http://www.flowermovement.org) or email [marketing@wffsa.org](mailto:marketing@wffsa.org).

Sincerely,  
Your Company Name

Download the Media Kit Here [Insert Link]

## Email 2:

### Subject Line:

Get Involved with Flower Movement Awareness Week

[Insert Your Company Name] is excited to be a part of the #OneFlowerFamily and participate in Flower Movement Awareness Week, August 8-14, 2022. Read below to see how we at [Insert Your Company Name] are joining the cause and spreading the importance of flowers within our community.

[Insert Your Testimonial/Short Story Here.]

You can get involved by sharing your awareness week activities. Take pictures, Post your activities to social media, and use the hashtags #OneFlowerFamily #FlowerMovementWeek22. This is a great time to connect with local organizations, hospitals, nursing homes, or community centers and ask how you can share the joy of flowers with them.

To get involved or learn more about becoming a part of our #OneFlowerFamily, please visit [www.flowermovement.org](http://www.flowermovement.org) or email [marketing@wffsa.org](mailto:marketing@wffsa.org).

Sincerely,  
Your Company Name

Download the Media Kit Here [Insert Link]



*Creating an Environment for Collaboration, Storytelling, and Oneness*

**FLOWERMOVEMENT.ORG**