



Building Community Relationships to Grow Your Floral Business

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Webinar Agenda

- The Big Idea & Why it Matters
- Relationship Cycle
- Identifying Partners
- You're the Expert
- Social Media & Storytelling
- Measure What Matters
- 5-5-5 Community Challenge
- 30-Day Action Plan
- Q & A ~ *Accepted throughout*





The Big Idea

Your community is more than your customer base.

It is your network of future customers.

Referral sources.

Strategic partners.

Advocates for your brand.

Friends of your business.





Why this Matters to Florists

Flowers are connected to life's most important moments.

Our customers live, work, worship, celebrate, grieve, and gather locally.

Community relationships put your business closer to those moments.

The Goal: become known, trusted, recommended, and preferred.





The Community Relationship Cycle

SHOW UP → CONNECT → CONTRIBUTE → BUILD TRUST



GET REFERRED → DO BUSINESS → STRENGTHEN THE RELATIONSHIP

Community growth is a long game—and relationships compound.



Identify Your High-Value Community Partners

Think strategically—not everywhere, but where your customers overlap.

Local businesses

Schools & parent organizations

Chambers of Commerce

City government & civic organizations

Nonprofits & community groups

Senior living communities



Local Businesses

Restaurants & hotels

Event venues & country clubs

Realtors & interior designers

Hospitals & senior communities

Jewelry stores, salons & spas

Funeral homes

Corporate offices & professional services





Where the Business Value Comes From

Direct sales: events, corporate flowers, gifts, décor

Referrals: trusted partners send customers

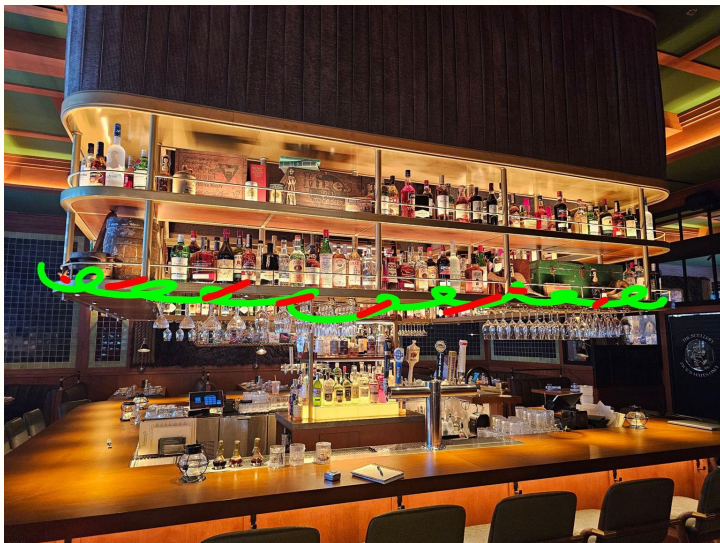
Credibility: respected organizations reinforce your reputation

Visibility: repeated exposure in places your customers already are

Long-term value: one relationship can generate years of business



Restaurant Example





Schools

Teacher appreciation

Proms, graduations & homecoming

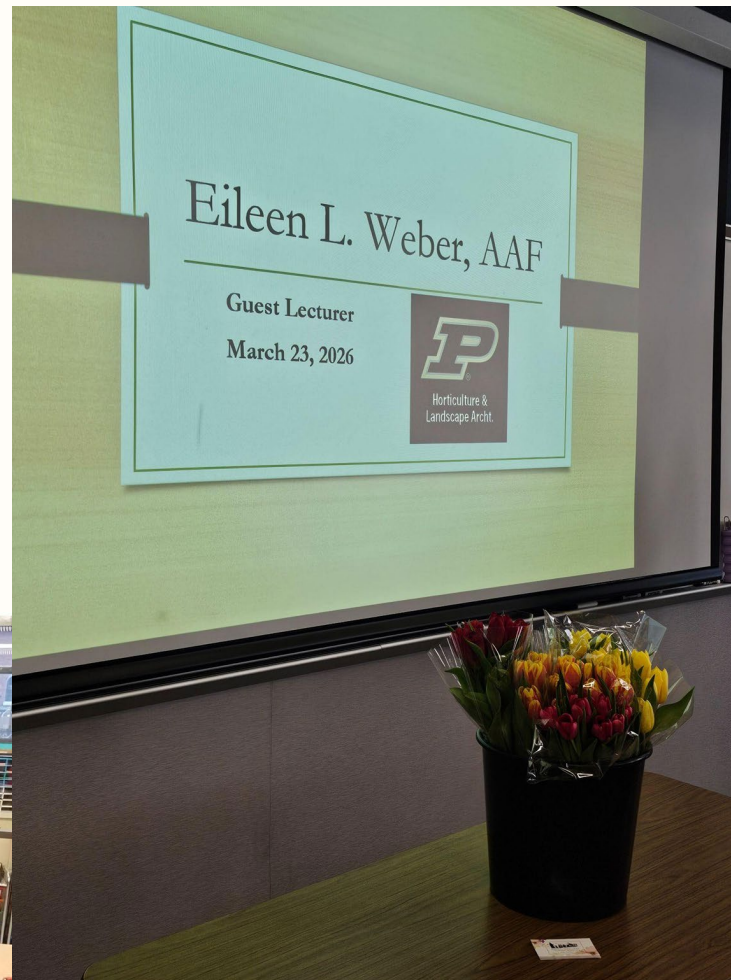
Fundraisers & galas

Athletic banquets & school events

Parent organizations

Hands-on floral workshops







Chamber of Commerce

Join—but don't stop at membership.

Attend and participate.

Serve on committees.

Host or teach.

Provide flowers for appropriate events.



Become known as a business owner who contributes to the local business community.



City Government & Civic Organizations

Community celebrations & festivals

Ribbon cuttings & civic ceremonies

Holiday events & public gatherings

Beautification efforts

Economic development conversations

Bring your expertise—not just your logo or checkbook.







Nonprofits & Community Organizations

- Arts & cultural organizations
- Churches & Religious organizations
- Hospitals
- Libraries
- Garden clubs & service organizations
- Foundations & charitable events
- Museums & community centers



Look for mutually beneficial partnerships—not automatic donations.





Wreath Workshop Example





Senior Hands on Workshops





Flowers Have A Second Life

Ask: “What happens to our flowers when the event is over?”

Can appropriate florals be repurposed or donated?

Could flowers bring joy to seniors, nonprofits, hospitals, or community groups?

Flowers are temporary—but the joy they create doesn't have to be.



A Florist & Senior Living Community

Extend the life—and joy—of your flowers.

After an appropriate event, consider donating viable arrangements to a local senior living community.

Residents receive beauty and connection.

Flowers receive a second life.

Your team sees the impact beyond the original event.



A meaningful community relationship can grow from the gesture.



The Partnership Question

Shift from “What can you do for me?” to “What can we create together?”

What problem can my business help solve?

What does this organization value?

What can I contribute beyond flowers?

How can both organizations benefit?

What would make the relationship worth continuing?



Partnership Example - Garden Club

Create a polished education program.

Members gain education and a positive learning experience.

Florist gains connection.



Partnership Example - Restaurant / Venue



Seasonal floral décor

Private events & rehearsal dinners

Corporate events

Wedding referrals

Cross-promotion



The goal: become a trusted resource, not simply a vendor.



Partnership Example: School

Teacher appreciation program

Student floral design workshop

Prom or graduation flowers

Fundraising collaboration

Family-facing seasonal programs

Move from donor/vendor to community partner.







Don't Just Sponsor - Participate

A logo on a banner creates awareness.

Showing up creates relationships.

Volunteer.

Teach.

Serve on a committee.

Host.

Provide expertise.

Be present when the community gathers.





Your Expertise Is Your Currency

Design

Horticulture & seasonal flowers

Color & décor

Event production

Hospitality

Visual merchandising

Education



Don't just bring a checkbook to the community. Bring your expertise.

Social Media: Turn Participation Into Storytelling



Show the people—not just the product.

Tag partners and organizations.

Share why the event matters.

Thank the community publicly.

Cross-promote thoughtfully.

Build the relationship online as well as offline.





A Better Local Story

Instead of: “We donated centerpieces.”

Try: “We were honored to help celebrate the teachers, families, and volunteers who make our local school community so special.”

**People remember why you participated—
not just what you supplied.**





Turning Relationships Into Business

Look for the next logical opportunity.

Chamber event → business owner → corporate holiday gifts

School relationship → teacher appreciation → graduation → prom

Venue relationship → wedding → rehearsal dinner → corporate event

Senior living relationship → ongoing floral programs & celebrations



Think in Networks - Not Transactions

One relationship can lead to another.

Partner → Referral → Customer → New Referral → New Partner

The goal is not to extract value from every interaction.

The goal is to create enough value that people want to keep you in their network.





Measure What Matters

New community relationships

Meaningful conversations

Referrals received

New customers

Revenue generated

Repeat business

Social engagement & visibility

New partnership opportunities





The 5-5-5 Community Challenge

IDENTIFY 5 — organizations/businesses you want to know better

CONNECT WITH 5 — make five genuine introductions

SHOW UP 5 — attend, volunteer, teach, host, or participate

Goal: develop at least one meaningful partnership.



30 Day Action Plan

- ☐ Identify 5 high-value community prospects
- ☐ Reach out to 5 people
- ☐ Attend/participate in 5 community touchpoints
- ☐ Create 1 partnership idea
- ☐ Share 3 local stories on social media
- ☐ Schedule follow-ups at 30 / 60 / 90 days





Community Relationship Tracker

Organization / Business

Contact

Opportunity

Last Interaction

Referral Received

Revenue Generated

Next Follow-Up





Key Takeaways

Community relationships are a business strategy—not just goodwill.

Choose partners strategically.

Give value before asking for value.

Show up consistently.

Tell the local story.

Measure the relationships you are building.





Become Their Florist

You don't have to be everywhere.

You don't have to sponsor everything.

You do need to show up where you can contribute meaningfully.

Known → Trusted → Recommended → Preferred

Don't wait for your community to discover you. Become part of the community you want to serve.

Thank You!

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Lake Forest Flowers

Lake Forest, IL



QUESTIONS?



Handouts are available at:
www.FTDi.com/FTDUniversity/WebinarMaterials

Webinar recording will be available to view at:
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