

Building Community Relationships to Grow Your Floral Business

Participant Action Guide

Community relationships are a business strategy. When you contribute consistently in the places your customers live, work, celebrate, and gather, your business becomes known, trusted, recommended, and preferred.

The Community Relationship Cycle

Show up	Connect	Contribute	Build trust
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Over time, this leads to referrals, business, and stronger relationships. Community growth is a long game: relationships compound.

Choose Partners Strategically

Focus on the organizations and businesses where your best customers already overlap. Useful starting points include:

- Restaurants, hotels, event venues, country clubs, and corporate offices
- Schools, parent organizations, and youth programs
- Chambers of commerce, city government, and civic groups
- Nonprofits, churches, libraries, museums, garden clubs, and foundations
- Senior living communities, hospitals, funeral homes, and professional service providers

The Partnership Question

- 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 this relationship worth continuing?

Mindset shift: Move from “What can you do for me?” to “What can we create together?”

Bring Expertise, Not Just a Checkbook

Your expertise is your currency. Share the skills that make your business valuable in ways that feel helpful, relevant, and authentic.

- Floral design, seasonal flowers, color, décor, and visual merchandising
- Event production and hospitality know-how
- Hands-on workshops, education programs, and demonstrations
- Thoughtful seasonal décor or floral moments for community gatherings

Ideas That Create Value

Partner type	Ways to collaborate
Restaurants and venues	Seasonal décor, private events, rehearsal dinners, weddings, corporate events, and cross-promotion.
Schools	Teacher appreciation, floral workshops, prom or graduation flowers, fundraisers, and family-facing seasonal programs.
Garden clubs and cultural groups	A polished educational program that gives members a meaningful learning experience.
Senior living communities	Hands-on workshops, celebrations, and appropriate flower donations that extend the joy of event florals.

Show Up And Tell the Story

Sponsorship can create awareness. Participation creates relationships. Volunteer, teach, serve on a committee, host, or contribute your expertise when the community gathers.

On social media, show the people as well as the product. Tag partners, share why the event mattered, thank the community publicly, and cross-promote thoughtfully.

A better local story:

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

Turn Relationships Into Business

- Look for the next logical opportunity: a chamber connection may lead to corporate holiday gifts; a venue relationship may lead to weddings, rehearsal dinners, and corporate events.
- Think in networks, not transactions. One relationship can lead to a referral, a customer, a new referral, and a new partner.
- Give value before asking for value. The goal is to become a trusted resource, not simply a vendor.

Your 30 Day Community Action Plan

Use this page to turn the webinar into a focused, manageable start. You do not need to be everywhere; you need to show up where you can contribute meaningfully.

- ☐ **Identify 5** - List five high-value organizations or businesses you want to know better.
- ☐ **Connect with 5** - Make five genuine introductions or reach out to five contacts.
- ☐ **Show up 5** - Attend, volunteer, teach, host, or participate in five community touchpoints.
- ☐ **Create 1 idea** - Develop one partnership idea that creates value for both organizations.
- ☐ **Share 3 stories** - Post three local stories that highlight people, purpose, and partnerships.
- ☐ **Schedule follow-up** - Set 30-, 60-, and 90-day follow-ups for the relationships you begin.

My Five Community Prospects

Organization or business	Why it is a fit	First next step

Relationship Tracker

Keep this simple and review it regularly. Track meaningful conversations, referrals, new customers, repeat business, revenue, social engagement, and new partnership opportunities.

Organization or business	Contact	Opportunity	Last interaction	Next follow-up

Final Reminder

Known → Trusted → Recommended → Preferred. Do not wait for your community to discover you. Become part of the community you want to serve.