

March 26, 2020

Dear BloomNet Professional Florist,

During this unprecedented time, we recognize there is much uncertainty for the health, safety and well-being of both families and businesses. We want to assure you that we remain dedicated to supporting our Professional Florists and working together with you through these difficult times. The floral industry has faced many challenges over the years and, through it all, has demonstrated remarkable resiliency and strength.

Against this backdrop, and to support our florists in navigating the current environment, BloomNet is pleased to introduce **The Florist Support Program\***. Through this special initiative, we are introducing a package of broad relief measures to assist you in ensuring your current and ongoing financial well-being.

**Below are the key elements of this new program:**

**BloomNet - April 2020 Membership Fee Waived:**

- The April membership fee will be credited to your April 2020 Clearinghouse Statement available on May 15
- For details, visit: [www.bloomnet.net/floristsupport](http://www.bloomnet.net/floristsupport)

**Early Pay Program for March 2020:**

- This program is free for BloomNet florists who are currently enrolled or enroll by March 31, 2020
- The Early Pay fee will be waived for the month of April (no further obligation required)
- Get paid 10 days earlier than your regular statement payment date - March 2020 deposit payable on April 15, 2020
- If you are not already enrolled, sign up today at [www.bloomnet.net/earlypayform](http://www.bloomnet.net/earlypayform)

**Fresh Floral Sourcing - 20% Discount:**

- BloomNet will apply 20% off orders placed at [Worldflowers.com](http://Worldflowers.com) that are delivered between March 30 and April 30, 2020. This credit will be applied and appear on your BloomNet Clearinghouse Statement.
- [Worldflowers.com](http://Worldflowers.com) offers superior quality wholesale flowers and greens with flexible next day delivery and pick up options.

**Waived Fees for Technology, Marketing and Other Services:**

To help you share smiles with the many customers now at home, raise awareness of the health benefits of flowers and drive traffic to your website, BloomNet Professional Florists are being offered the following benefits:

**BloomNet Commerce Website Customers:**

- Hosting Fee **WAIVED** for those customers who have suspended their BloomNet Commerce Website (*valid for the duration of the suspension*)
- Set-up Fee **WAIVED in April** for new customers
- **FREE** Weekly Consumer Email Campaigns

### **Floriology Digital Marketing Services:**

- Monthly Fee **WAIVED in April** for all existing BloomNet customers
- Set-up Fee **WAIVED in April** for new customers
- Bi-weekly Social Media Posts celebrating the Health Benefits of Flowers to help keep your customers engaged with your business
- Updating of Google and Yelp business listings with updated shop information to reflect any changes in operating hours or other information
- Google AdWords – Floriology Digital Marketing Services will pay up to **\$300** of your ad-word budget for the month of April

*\*Please note members must be in good standing to qualify for these programs.*

### **Complimentary Marketing Assets Available to All BloomNet Professional Florists**

- **FREE** business consultation with a BloomNet Market Area Consultant on managing through the current situation
- **FREE DOWNLOAD:** [Delivery Tags](#)
- **FREE DOWNLOAD:** [Health Benefits of Flowers Blog](#)
- **FREE DOWNLOAD:** Social Media & Website Marketing Graphics and Messages featuring:
  - [Keep Calm & Flower-On](#)
  - [#Stress Less with Flowers](#)
  - [Website Banners](#)

**Please note, below are a few additional benefits we've communicated to you recently:**

#### **1-800-Flowers.com:**

- Consumer and Florist messaging for utilizing “touchless” deliveries as a best practice during the COVID-19 crisis
- Reduction of Florist Designed arrangements with difficult to source fresh floral
- Enhanced consumer messaging for Florist Choice
- Flexible Substitution Policy and waiving penalties during this period
- Payment of Spring/Mother's Day Codified containers is deferred until May (payable in June)

We realize that the impact of this crisis may differ in some areas and we are dedicated to providing ongoing support to our Florists based on individual needs. As the current environment is changing rapidly, we also anticipate we may need to modify this program.

Please continue to monitor updates from us on our [BloomNet Business Continuity Planning page](#) and [follow us on Facebook](#). We also encourage you to tune-in to watch our **NEW Facebook LIVE Series: Floriology Floral Update**.

As always, we care about the well-being of our Florists and together we will minimize the impact of COVID-19 on your business.

Sincerely,



Dinesh Popat  
President, BloomNet/Napco/1800Flowers Franchising