



BLOOMIN' 4 GOOD PROGRAM

Marketing Toolkit

Resources for Campaign Success

Welcome

Welcome to the Bloomin' 4 Good Program, and congratulations on being selected at your local Stop & Shop. Let's fight hunger together!

During your month, whenever a \$10.99 bouquet, in the sleeve marked "Bloomin' 4 Good," is sold at your selected store, your organization will receive a \$1 donation. It's as simple as that!

Easy to use. This Marketing Toolkit is full of information and suggested content to bolster and help improve your outreach to friends, supporters and constituents.

As you review the following pages and get familiar with our recommended six-step process, click on the links to access Marketing Resources, including images and templates you can copy and paste. Customize the language to fit your needs, or feel free to create your own message.

Reach out any time. If you need any other information on the program, or assistance navigating this toolkit, please contact us:

 **603-380-9349**

 **stopandshop@bloomin4good.com**

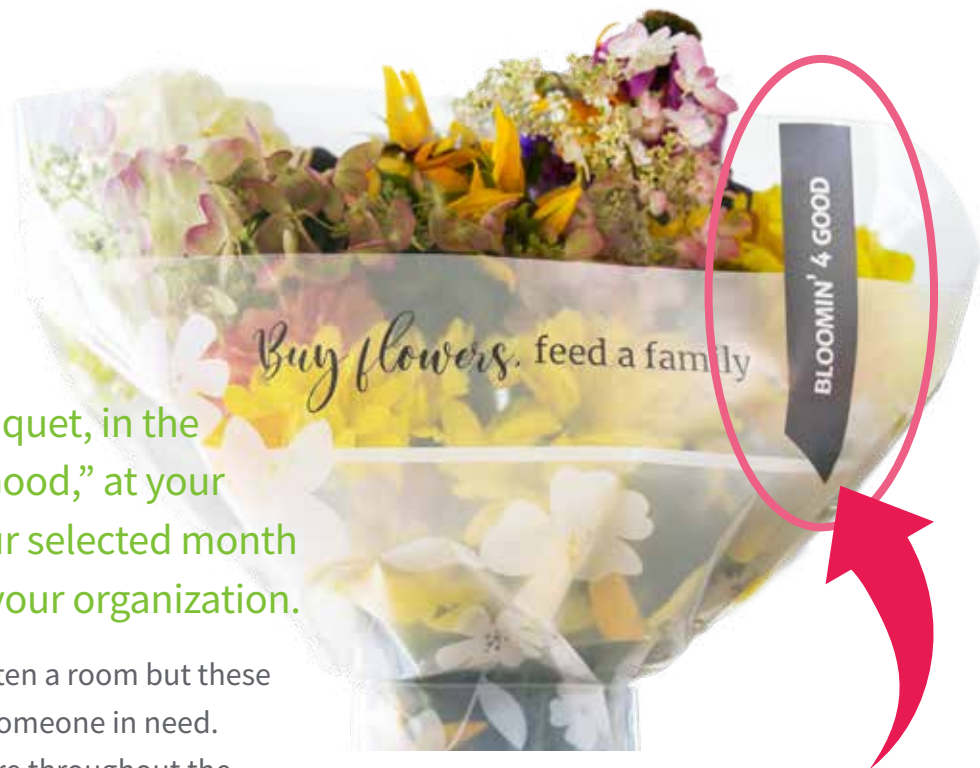


Program Overview

The sale of every \$10.99 bouquet, in the sleeve marked “Bloomin’ 4 Good,” at your local Stop & Shop during your selected month generates a \$1 donation for your organization.

Flowers can bring happiness or brighten a room but these bouquets also provide 10+ meals to someone in need. Encourage supporters to buy 2 or more throughout the month, for even greater impact on the community.

This toolkit describes a recommended campaign, to help you succeed as the featured nonprofit at your local Stop & Shop.



Look for the \$10.99 bouquet wrapped in the sleeve marked “Bloomin’ 4 Good” (pictured above). Bouquets are a “grower’s choice” and will vary week-to-week.

1 PLANT



Get to know the Bloomin’ 4 Good Program.

2 NURTURE



Cultivate your garden of supporters.

3 BUD



Spread the word and ripen the excitement.

4 GROW



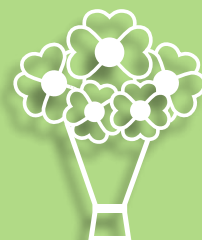
You’ve laid the groundwork, now see it flourish.

5 BLOOM



Keep sharing the word and heighten growth.

6 HARVEST



Reap your rewards and celebrate!



Plant

GET TO KNOW BLOOMIN' 4 GOOD



CLICK TO LEARN MORE



Get to know about the Bloomin' 4 Good Program and reach out to your staff and supporters to help them learn about it, too. Dig around the Program website to find information, campaign ideas, templates and images. You have a few weeks to get everyone rooted in how they can support you during your month.

Tip #1

Make email subject lines short and punchy. Keep your visuals bright and engaging!

Sample Announcement Email

SUBJECT LINE: Buy a Bouquet and We'll Get \$1 from Stop & Shop!

PREVIEW TEXT: For all of [Month] every Bloomin' 4 Good bouquet purchased at Stop & Shop earns us \$1!

Dear [Staff/Board/Volunteers],

We are so excited to share that [organization] has been selected to benefit from Stop & Shop's Bloomin' 4 Good Program, created to fight hunger across the communities they serve.

For the month of [month], a \$10.99 bouquet in the sleeve marked "Bloomin' 4 Good" from the Stop & Shop at [location] will brighten a home or make someone's day while also directing a \$1 donation to [organization].

This is a great way to broaden awareness in the local community and raise donations for our organization to help fight hunger.

Let's get started! Share the news with friends and family. Call, send emails and post on social media. The more bouquets sold, the more we can raise!

To learn more about this program, please visit stopandshop.2givelocal.com.

Best,

[Signature]





Nurture

CULTIVATE SUPPORT



CLICK TO VIEW RESOURCES



A couple weeks before your month begins, spread the news! Below is a sample press release to complete with your organization's information and distribute to your local news outlets. Visit our Image Bank to create flyers to hang around your community. Use our library of Resources to create a variety of ways to get the word out.

Sample Press Release

FOR IMMEDIATE RELEASE: [Name of organization] [Name, phone & email]

[Name of organization] Celebrates Selection as a Stop & Shop Bloomin' 4 Good Program Beneficiary.

[City, State] – [Name of organization] has been selected as a beneficiary of the Stop & Shop Bloomin' 4 Good Program for the month of [month].

The Stop & Shop Bloomin' 4 Good Program, which launched in February 2021, is an easy way for shoppers to give back. The sale of every \$10.99 bouquet, in the sleeve marked "Bloomin' 4 Good," supports a hunger organization local to the Stop & Shop in which it was purchased.

[Name of organization] was selected as the [month] beneficiary by local store leadership at the Stop & Shop located at [location]. [Name of organization] will receive a \$1 donation for every \$10.99 Bloomin' 4 Good bouquet purchased at this Stop & Shop location in [month].

"Flowers can make someone's day, brighten a room or spread a smile," said [name], Executive Director of [name of organization]. "Now they can fight hunger too. Purchase a Bloomin' 4 Good Bouquet at [location] Stop & Shop in [month] to help fight hunger. Every bouquet sold will feed 10+ people in need."

[Name of organization] is a nonprofit based in [city, state]. Founded in [year], [name of organization] has [describe efforts in the community]. Learn more about [name of organization] by visiting [website].

For more information about the Stop & Shop Bloomin' 4 Good Program, please visit stopandshop.2givelocal.com.

Tip #2

Once the press release hits, anticipate increased visits to your website by posting more details about the program.



BLOOMIN' 4 GOOD



Bud

RIPEN THE EXCITEMENT



CLICK TO DOWNLOAD IMAGES



A press release works hand-in-hand with social media and website posts. Link to the press content through your posts and promote with shout-outs and hashtags. Below are some sample posts for you to use or to inspire your own. Add images from our Image Bank to enhance the message.

Tip #3

Include an image from our image bank and tag Stop & Shop in social posts to increase reach.

Sample Social Media Posts



Help Fight Hunger in our community! [Organization name] has been selected as the beneficiary of the @StopandShop Bloomin' 4 Good Program! Each time a \$10.99 bouquet in the sleeve marked "Bloomin' 4 Good" is purchased at the Stop & Shop at [location] during the month of [month selected] we will receive a \$1 donation. \$1 Donation = 10+ Meals

We're excited to share that every \$10.99 bouquet in the sleeve marked "Bloomin' 4 Good" purchased in [month] at the @StopandShop located at [location] will send a \$1 donation to us! \$1 Donation = 10+ Meals Donated. #giveback #dogood

Want to #fighthunger? Support the community, make someone's day and #fighthunger with a floral bouquet (or two, or three)! Go to the @StopandShop located at [location] and purchase the \$10.99 bouquet in the sleeve marked "Bloomin' 4 Good." We will receive a \$1 donation for every Bloomin' 4 Good Bouquet sold in [month]. \$1 Donation = 10+ Meals Donated. It's as simple as that!



BLOOMIN' 4 GOOD



Grow

TIME TO FLOURISH



CLICK TO VIEW RESOURCES



Your month begins! Remind everyone that they can benefit your organization by letting them know what to buy and where. Visit your selected store, introduce yourself to the manager and check that Bloomin' 4 Good bouquets are fully stocked with the name of your organization visibly displayed.

Tip #4

Connect with the store and see how you can spread the word together.

Sample Launch Day Email

SUBJECT: Let's Start Raising Donations TODAY!

It's GO Time!

Today is the first day of [month], which means it is our first day benefitting in the Stop & Shop Bloomin' 4 Good Program! Starting today and for the entire month of [month], our organization will receive a \$1 donation for every \$10.99 bouquet in the sleeve marked "Bloomin' 4 Good" purchased at the Stop & Shop located at [location].

Flowers can make someone's day, spread smiles and brighten up a room. Now they can feed the hungry, too! We can feed 10+ people in need with every Bloomin' 4 Good bouquet sold. Why not purchase two, three or even four bouquets this month? \$1 Donation = 10+ Meals. It's as simple as that!

Please help us spread the word in our community! Share this news with family and friends, post on social media, email supporters and get the word out.

A bouquet of flowers is a great gift! This program makes it possible to make someone's day and fight hunger at the same time.

The \$10.99 bouquets in the sleeves marked "Bloomin' 4 Good" are located in the floral section of the store. For more information about this program, please visit stopandshop.2givelocal.com.

Thank you for your support,

[Signature]

BLOOMIN' 4 GOOD



Bloom

OPTIMIZE GROWTH



CLICK TO DOWNLOAD IMAGES



Inspire more growth! Now's the time for the last big push to motivate your supporters to pick up their first—or additional—Bloomin' 4 Good bouquets.

Tip #5

Sustained communication keeps supporters engaged and interested.

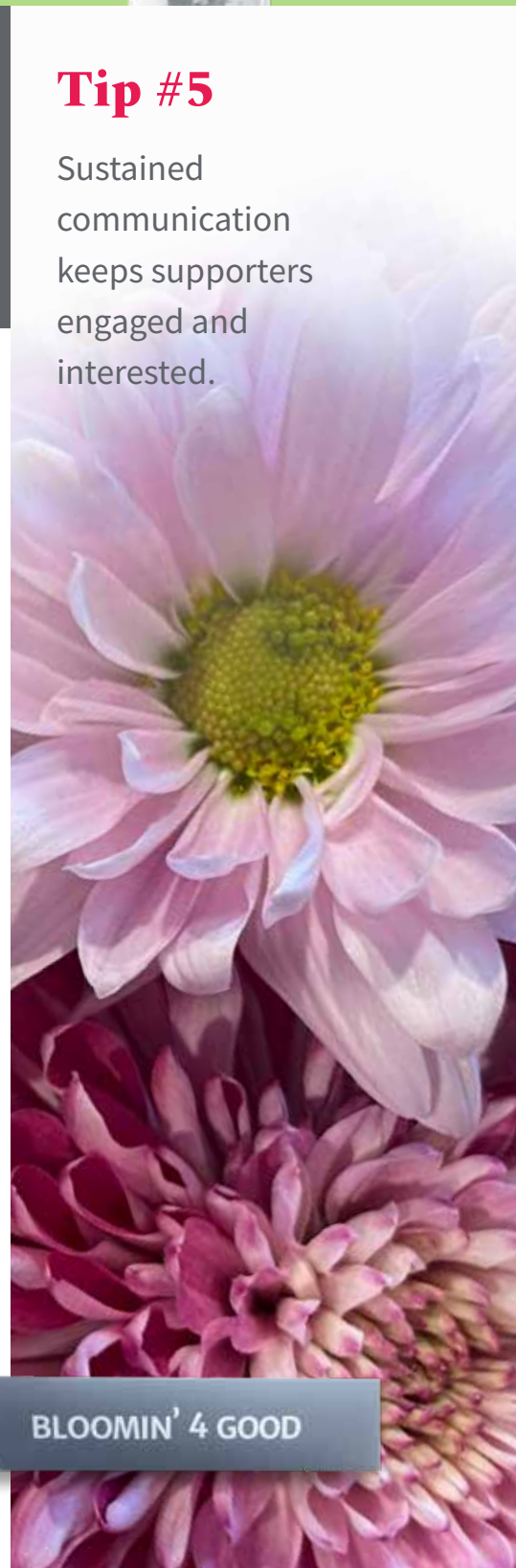
Sample Social Media Posts



Want to make someone's day this month? Go to @StopandShop located at [location] and purchase three \$10.99 bouquets in the sleeves marked "Bloomin' 4 Good" to send \$3 in donations to us. \$3 Donation = 30+ Meals Donated—Simple as that! Gift the bouquets, or use them to brighten up your own home, and help fight hunger at the same time!

#FightHunger this month! Visit your local @StopandShop and purchase the \$10.99 bouquet in the sleeve marked "Bloomin' 4 Good." For every Bloomin' 4 Good Bouquet sold we will receive a \$1 donation. \$1 Donation = 10+ Meals Donated. #dogood #giveback

Fight hunger and brighten up your home at the same time! Go to the @StopandShop located at [location] and purchase the \$10.99 bouquet in the sleeve marked "Bloomin' 4 Good." We will receive a \$1 donation for every Bloomin'4 Good Bouquet sold this month. \$1 Donation = 10+ Meals Donated. #dogood #giveback #endhunger #fighhunger



BLOOMIN' 4 GOOD



Harvest

REAP THE REWARDS



Your month is complete and it's time to thank your supporters. In about 10-12 weeks, you'll receive a check for the amount that you raised this month. Make sure we have your correct mailing address.

Tip #6

Thanking supporters inspires loyalty and future generosity.

Sample Thank You to Your Supporters

SUBJECT: Thank you! Stop & Shop Community Bag Program

Hello,

We are excited to share that \$[*money raised*] was donated to our organization through the Stop & Shop Bloomin' 4 Good Program during the month of [*month of selection*]!

We would like to extend a HUGE thank you for your participation and support during our benefitting month of the Stop & Shop Bloomin' 4 Good Program.

Whether you bought a Bloomin' 4 Good Bouquet or helped to spread the word, we couldn't have done this without you. The money generated through this program will help us to [*share what you will do with the funds raised*]. Thank you again for making this a fun and successful experience for [*name of organization*]!

Thank you for your support,

[*Signature*]

Sample Social Media Post



Thank YOU! We raised \$[*donation amount*] for [*organization name*] to fight hunger in our local community! Thank you to all who purchased a Bloomin' 4 Good bouquet this month. We couldn't have done this without you!



BLOOMIN' 4 GOOD

FAQs

What is the Bloomin' 4 Good Program?

Fight hunger with every bouquet of flowers sold. Each time a shopper purchases the \$10.99 bouquet in the sleeve marked "Bloomin' 4 Good," \$1 is donated to a hunger organization selected to benefit for the month, that is local to the communities served by Stop & Shop. \$1 Donation = 10+ Meals. It's as simple as that!

Where can I buy the Bloomin' 4 Good Bouquet?

Bloomin' 4 Good Bouquets are available at all Stop & Shop locations. Look for the bouquets in the sleeves marked "Bloomin' 4 Good" in the floral section of the store. If you can't find them, just ask a staff member where they are. They'll be happy to show you!

Does only a certain type of floral bouquet benefit local nonprofits?

Yes, floral bouquets which benefit the selected hunger organization of the month are indicated by a sleeve marked "Bloomin' 4 Good" (shown below). The bouquets are "grower's choice," so the assortment of seasonal flowers will vary.



When are the donations distributed to the benefitting hunger organizations?

We will send donation checks directly to selected hunger organizations in the Bloomin' 4 Good Program approximately 10-12 weeks after their selected month ends.

Can I submit my hunger organization to participate in this program?

Yes. Stop & Shop is committed to serving the communities in which we live and work, so if your nonprofit or hunger organization is 501 (c)(3) certified, then visit our Submit Your Organization page (stopandshop.2givelocal.com/submit-your-organization) to sign up to participate, or visit our website to learn more about our other community programs.

How are hunger organizations selected as beneficiaries each month?

Every month, leadership at each store location chooses a local hunger organization to be the default beneficiary from the Bloomin' 4 Good Program. If you have been selected, we encourage you to go to your selected store location to see how you can help raise awareness together!




How do you calculate the amount of meals a \$1 donation provides?

We work with local food pantries and food banks to provide nourishing meals to those in need. According to Feeding America, every \$1 donation allows partners to secure and distribute 10 meals to those in need. To learn more, read this article by Feeding America: www.feedingamerica.org/ways-to-give/faq/about-our-claims.



Still have questions?

We're here to help!

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STOP&SHOP