**BLOOMIN' 4 GOOD**

# Guide to Campaign Success

**STOP&SHOP**

# Welcome

**Congratulations on being selected at your designated Stop & Shop! And, welcome to the Bloomin' 4 Good Program *Guide to Campaign Success.***

This *Guide* is full of information and suggested content to inspire and help improve your outreach to friends and supporters.

**Easy to use.** Simply copy and paste what you like into your emails, social media accounts and more. Time moves quickly, so spread the word as soon as you can to raise awareness about the Program prior to and throughout your month.

The following pages describe our recommended five-step campaign and provide links to resources. A printable flyer is included for your convenience. Along with our Image Bank, we also offer unique images just for your month. Examples of past images of the month are shown throughout this *Guide*—just click on them to view and download all currently available images. Feel free to customize them with your organization's information.

**Reach out any time.** If you need any other information on the Bloomin' 4 Good Program, or assistance with this *Guide*, please contact us.

📞 **603-380-9349**

✉ **stopandshop@bloomin4good.com**

# Program Overview

**Every $10.99 bouquet, in the sleeve marked "Bloomin' 4 Good," sold at your designated 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 support the services you provide to someone in need. For success as the featured nonprofit at your designated Stop & Shop, we recommend the campaign laid out in this *Guide*. The information and assets are provided to support your efforts in raising donations and awareness for your organization.

*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 | 2 BUD | 3 GROW | 4 BLOOM | 5 HARVEST |
|---------|-------|--------|---------|-----------|
| Get to know the Bloomin' 4 Good Program. | Spread the word and ripen the excitement. | You've laid the groundwork, now see it flourish. | Keep sharing the word and heighten growth. | Reap your rewards and celebrate! |

# Plant

## GET TO KNOW BLOOMIN' 4 GOOD

🔍 **CLICK TO LEARN MORE**

Get familiar with 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 couple weeks to get everyone rooted in how they can support you during your month.

*JANUARY IMAGE EXAMPLE*
*Click here to browse all Images*

## 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*]

## CAMPAIGN TIP

Use this time to browse through our Image Bank and make a communication plan to get supporters excited and ready. The more bags sold, the more donations your organization will receive!

# Bud

## RIPEN THE EXCITEMENT

Before your month begins, start spreading the news! Below is a sample press release. Just add your organization's information and distribute to your local news outlets. Or click above to download the template and explore other resources. Print and post the flyer on the following page or check out the Image of the Month. Many more options are available in our Resource Center.

**FEBRUARY IMAGE EXAMPLE**
*Click here to browse all Images*

## Sample Press Release

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

**[*Name of organization*] has been selected as [*month*]'s Stop & Shop Bloomin' 4 Good Program Beneficiary.**

[*City, State*] – For the entire month of [*month*], [*Name of organization*] will receive $1 donation from every bouquet with the sleeve marked "Bloomin' 4 Good" sold at Stop & Shop's [*location*] location.

The Stop & Shop Bloomin' 4 Good Program is an easy way for shoppers to give back to their communities. Every month, leadership at each Stop & Shop store selects a local hunger organization to benefit from every $10.99 Bloomin' 4 Good bouquet sold in sleeves marked with the Program's name. Since its launch in February 2021, the Program has donated over $850,000 to more than 2,000 hunger organizations.

"Brighten someone's day while giving back locally," said [*name*], Executive Director of [*name of organization*]. "Purchasing a Bloomin' 4 Good bouquet at [*town's*] Stop & Shop in [*month*] will help our organization serve our community better."

[*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.

## CAMPAIGN TIP

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

# the gift
## that keeps on
# giving

**Buying this bouquet gives us $1 to help us give to those in need.**

Buy flowers. feed a family

BLOOMIN' 4 GOOD

BENEFITING ORGANIZATION

FOR THE MONTH OF

AT THIS STOP & SHOP LOCATION

Every purchase of this $10.99 Bloomin' 4 Good bouquet at the Stop & Shop location during the month listed above will send us $1.

## STOP&SHOP

BLOOMIN' 4 GOOD PROGRAM | STOPANDSHOP.2GIVELOCAL.COM

# Grow

## TIME TO FLOURISH

📷 CLICK TO BROWSE & DOWNLOAD IMAGES

Your month begins! Throughout the next few weeks, post frequent reminders of what to buy and from where. Feel free to use the examples below and enhance with images from our Image Bank. Be sure to tag Stop & Shop in your posts to increase reach!

MARCH IMAGE EXAMPLE
*Click here to browse all Images*

## 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!

### CAMPAIGN TIP

Visit your selected store to introduce yourself to the manager and to check that Bloomin' 4 Good bouquets are fully stocked with the name of your organization visibly displayed.

# Bloom

## OPTIMIZE GROWTH

📷 CLICK TO BROWSE & 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.

**APRIL IMAGE EXAMPLE**
*Click here to browse all Images*

## 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

Time is running out! Go to the [*location*] @StopandShop and buy $10.99 bouquets sleeves marked "Bloomin' 4 Good." We'll receive a $1 donation for every Bloomin'4 Good Bouquet sold this month. #dogood #giveback #endhunger #fighthunger

## CAMPAIGN TIP

Ask supporters to post and tag your organization in pictures of themselves with their bouquets. Seeing these encourages others to make purchases in these final days.

# 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.

**MAY IMAGE EXAMPLE**
*Click here to browse all Images*

## 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 benefiting 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!

**CAMPAIGN TIP**

Thanking supporters inspires loyalty and future generosity.

# 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.

## 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!

🌐 stopandshop.2givelocal.com

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