

June 8  
**Best  
Friend's  
Day**

- Encourage social media interaction by having people tag their best friends. Use a funny meme, product poll or bouquet giveaway
- Pre-Sell “Bestie Bouquets” as a fun way to make your friend’s day
- Create a “Best Friend Bundle” gift box

June 12  
**Red Rose  
Day**

- One day or one week special on wrapped or vased bouquets.
- BOGO 1/2 price on red roses
- Educate customers on different red rose varieties
- Buy a dozen, get discounted or free delivery

June  
**Father's  
Day**

- Partner with other local businesses to create gift box - snacks, gift card, drink ticket, small plant, etc.
- Engage social media audiences. Share stories/memories of dad, “dad” jokes, or dad advice and ask them to comment the same.

June 26  
**National  
Day of Joy**

- This would be a fun team effort. Share some things that bring you JOY. On social media feature a different staff member each day of the week along with their favorite item or flower in your shop. Ask your customers to comment on what brings THEM joy. This is a fun way to connect and show off products, plus it gives you information on what products your customers love - take notes!

**Example Post:** The first page of a fresh notebook, a cup of coffee and our “Summer Breeze” candle burning..... Just a few little things that bring me joy. What little things bring YOU joy? Let us know in the comments :)

## July Ice Cream Month

- Hold a poll on social media asking customers for their favorite flavors. Or partner with a local ice cream shop to send out a coupon with every delivery this month.
- The perfect excuse for a Customer Appreciation event! Rent an ice cream machine and run some in-store specials or demos.
- Floral ice cream bar! A plastic waffle cone or bowl, an assortment of “vanilla,” “lemon,” or “strawberry” carnations and red mini carnations or craspedia for a cherry on top. This would be a fun opportunity to partner with a local library or club for a kids event. Or pre-sell it as a “take and make” kit.

## July 13 Embrace your Geek Day

- Connect with customers by sharing something you “geek out” about - a hobby, area of interest or something floral related
- Do a customer multiple choice poll: What do they want to learn about? Provide some education or a demo on the winning topic. Examples are: Bow making, plant propagation, flower arranging, decorating a table

## July 27 Take your Plants for a Walk Day

- Run a houseplant promo this week - maybe for every plant that “walks” out the door you give the buyer a coupon to use later in the summer or they get a discount on a pot.
- This is a great excuse to educate your customers on plant care. Do some demos on light and watering needs, show how to properly repot a plant, prune or propagate. Record the demos for social media videos!
- Take some plants for “a walk”! Make a funny reel as you walk some of your houseplants around the block. Or use it as a chance to say “thank you” and build your brand. Choose a few of your best business customers or local charity offices to drop off a small plant gift to. Be sure to grab photos and tag them on socials.

## July & August **Dog Days of Summer**

- Run online promotion where people can share photos of their dog to your social media pages to be entered to win a prize - this would be a fun way to partner up with a local vet or pet store.
- Partner with a photographer to offer pet photo packages (complete with flowers for Fluffy of course)

## August **Black Business Month**

- Feature local black businesses with a partner promotion or by sharing their pages on social media
- Have any vendors, wholesalers or black creators you work with? Spotlight their products
- Go on a review spree! Leave a Google review for any black owned businesses you frequent

## August 14 **Half Valentine's Day**

- Offer a wrapped rose or dozen rose special and theme your marketing around “surprising her just because you love her”. This would be a great email marketing campaign.
- Run a pre-sale promo for next Valentine’s Day. An example would be if they buy a dozen in August, they get it for the same price in February. Or they get a free chocolate for Valentine’s Day, etc.

## August & September **Back to School**

- Celebrate teachers with a back to school promo. Have a bloom in every room with a presale or organizing a donation drive for teacher mental health.
- Feature your flower subscriptions as a great gift for teacher spouses or college freshman.
- Product spotlight: Dorm decor or small plants for college kids

# Plants + Photosynthesis

## Step 1 – Prepare your space

Make a space to get a little messy; lay some newspaper or a cookie sheet down in case you spill any dirt!

\*\* If you want to paint or decorate your pot, now is a good time so it can dry.

## Step 2 – Prep your pot

Fill your pot  $\frac{3}{4}$  of the way with the provided potting soil. Make a small divot in the middle where your plant will go.

## Step 3 – Prep your plant

Carefully pull your plant out of its plastic container – this is called a “grower pot.” If you’re having trouble, gently lay it on its side and squeeze the pot to help release it. There should be dirt around the root ball when you pull it out. If it’s packed really tight, gently loosen a bit of the dirt but don’t knock it all off!

## Step 4 – Plant your new friend!

Place the plant into the dirt divot, then carefully add dirt around the exterior of the plant plug. You want the top of the dirt to be  $\frac{1}{2}$  – 1 inch below the lip of the pot. Adjust the depth of the plant as needed so the top level of dirt is correct.

## Step 5 – Water your plant

Carefully water your plant, making sure that you don’t overflow the edges of your pot. Place your new friend in the sun so it can use the sun’s energy to grow!



Have you ever noticed that plants need sunlight to live? How can sunlight be food?? Because sunlight is a type of energy! Plants need three basic things to live: water, sunlight (energy), and carbon dioxide. Plants breathe carbon dioxide just like we breathe oxygen. Plants get water from rain and the ground (or you!), carbon dioxide from breathing, and they absorb energy from sunlight.

Green plants use this light energy to change water and carbon dioxide into oxygen and nutrients called sugars. The plants use some of the sugars and store the rest. The oxygen is released into the air. Plants are the major source of oxygen on planet Earth and help keep us alive. The process of taking these three key ingredients and making them into food is called photosynthesis.

# Carnation Science Experiment

## What you'll need:

White carnation  
Clear plastic cup or vase  
Water  
Food coloring  
Scissors or knife

## Directions:

Fill your cup half full with water. Add 15–20 drops of food coloring. Lots of color is better! Have an adult cut the stems of the carnation on a diagonal. The cut must be fresh to help more water move up the stem. Watch what happens! The carnation will soak up the water and take on the new color. This can show in only hours, but may also need a few days. How long do you think it will take until the petals are colored?

My guess: \_\_\_\_\_

## What's happening?

Flowers are living things that need nourishment to grow. Using their roots, flowers “drink” water up into their stems, leaves and flowers. Eventually, the water evaporates from the plant and petals, much like human sweat off our skin. This is called transpiration. Cut flowers without roots drink through their stem. More water is pulled up from below to fill the empty space left by transpiration.

By watching the journey of the food coloring, we can see all the places the water goes! Cut flowers use water to keep their blooms fresh; that's why it's so important to keep them watered.



# Carnation Science Experiment

## What you'll need:

White carnations  
Clear plastic cups or vases  
Water  
Assorted Food coloring  
Scissors or knife

## Directions:

Fill your cups half full with water. Add 15–20 drops of food coloring to each; a different color for each cup. Lots of color is better! Have an adult cut the stems of each carnation on a diagonal. The cut must be fresh to help more water move up the stem. Put one carnation in each cup and watch what happens! The carnations will soak up the water and take on the new color. This can show in only hours, but may also need a few days. Which color do you think will move up into the petals the fastest?

My guess: \_\_\_\_\_

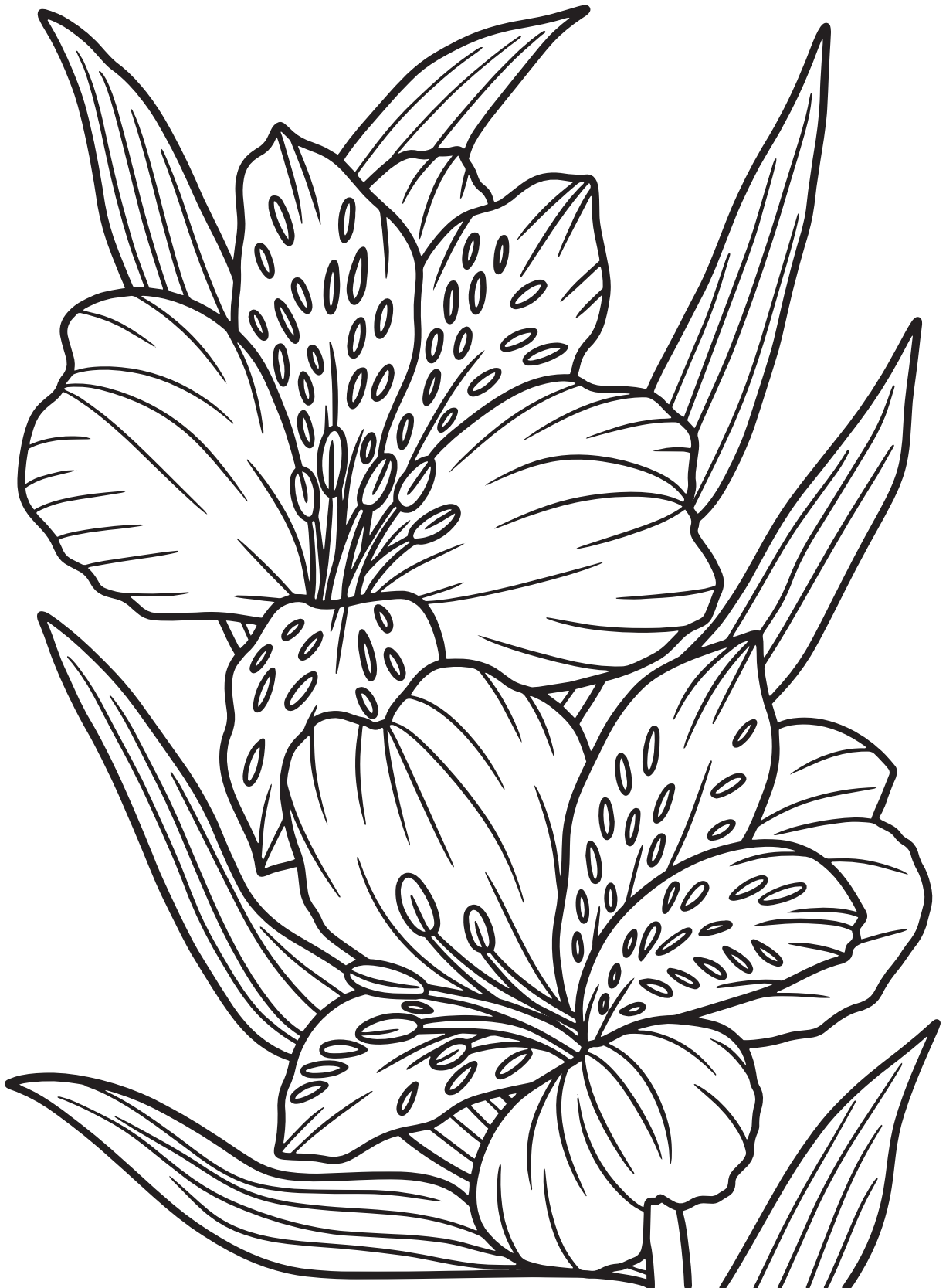
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# Astroemeria

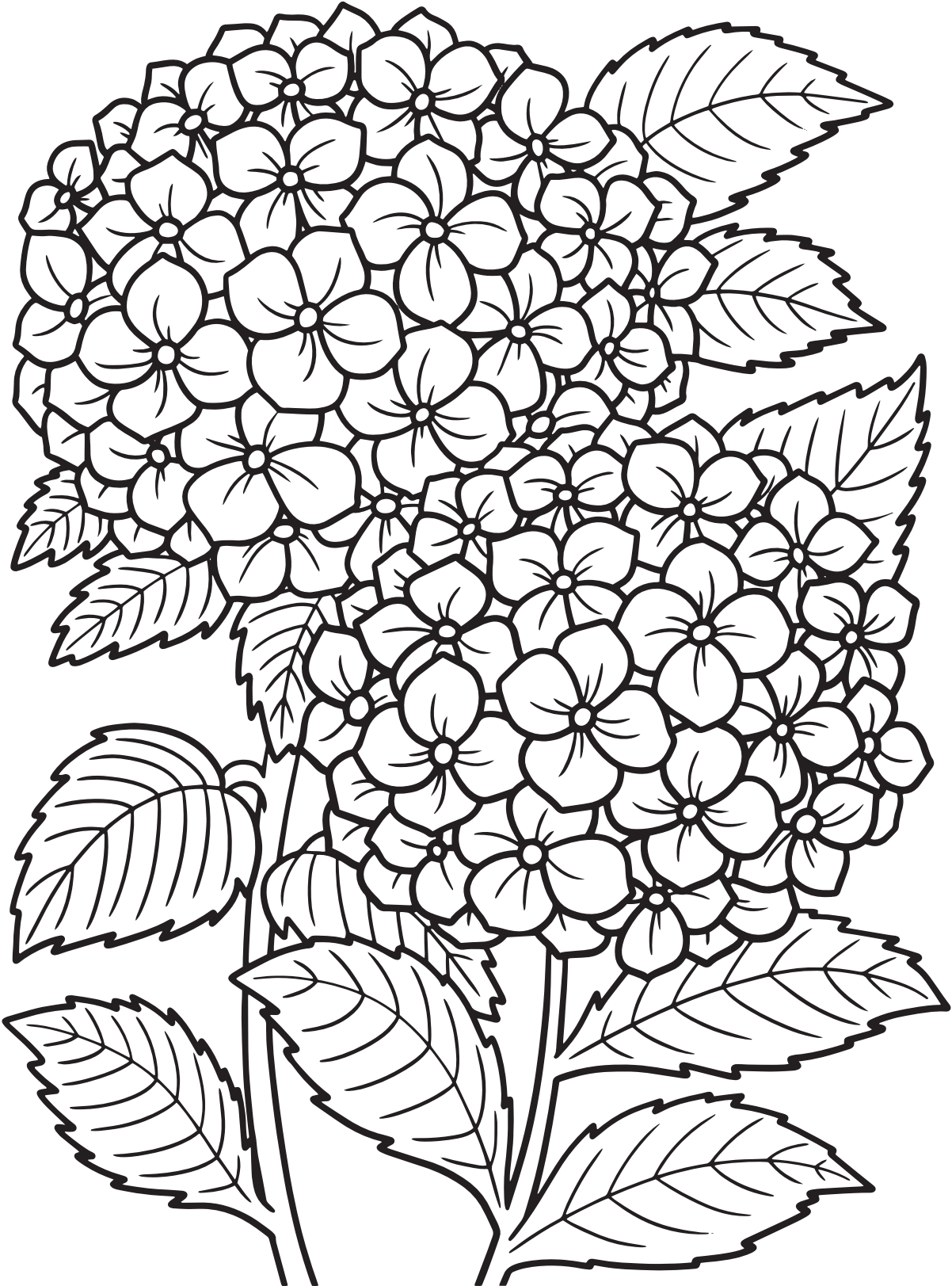


# Carnation





# Hydrangea

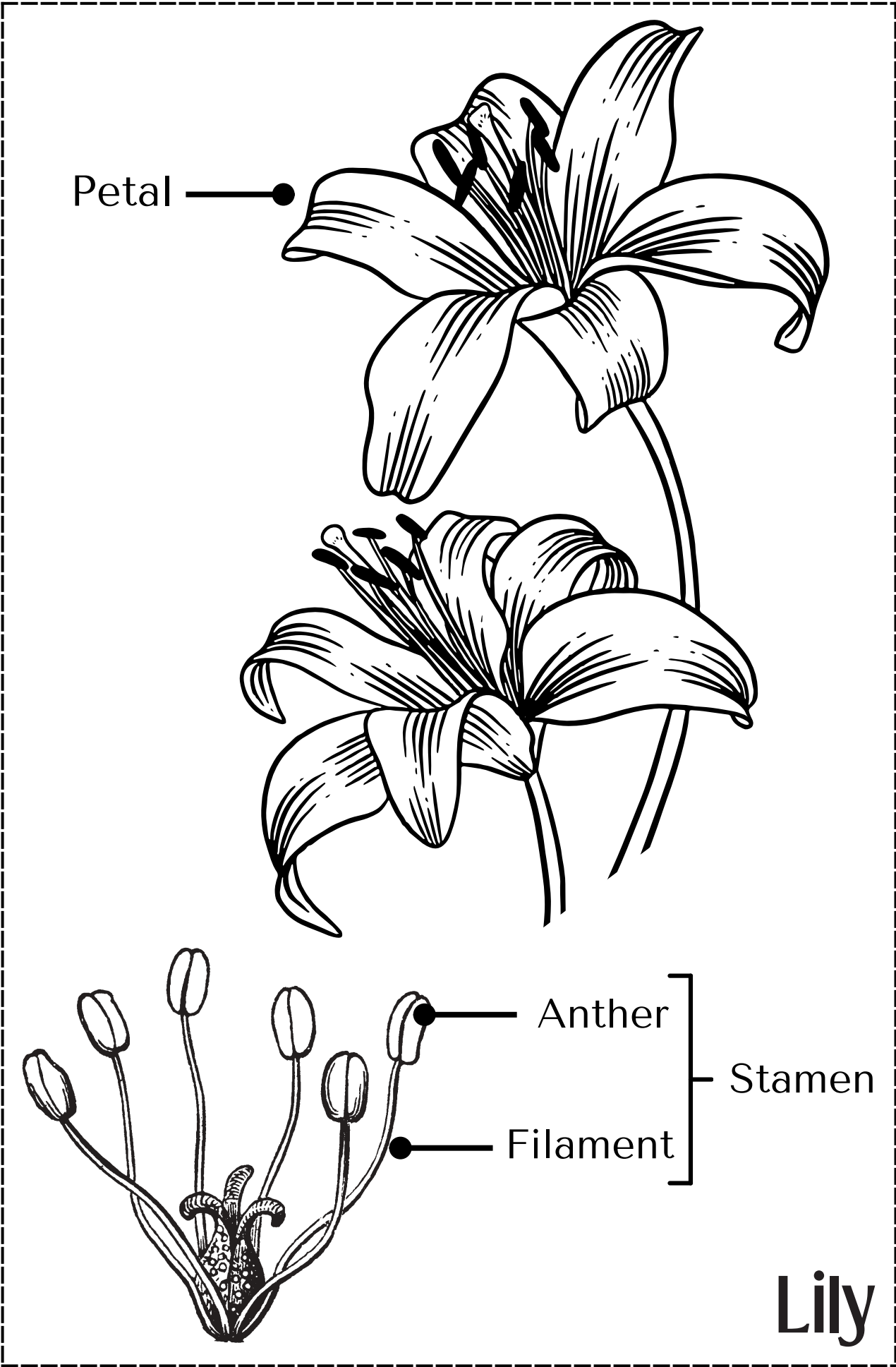


# Sunflower



# Tulips





Petal

Anther

Filament

Stamen

Lily