

The (Fundraising) Power of Flowers

A White Paper on
Generating Revenue
for Non-Profits



flowerpetal.com & Non Profit Program Best Practices

Now, through the application of online products and technologies of flowerpetal.com, non-profit organizations are able to achieve fundraising – free of charge.

The flowerpetal.com solution is not a gimmick but rather a proven way for non-profit organizations to tap into the power of both the Internet and the power of flowers. flowerpetal.com addresses four key questions.

1. What does the donor or customer need?

More and more in today's fast paced life, small things make big differences in our relationships both business and professional. Flowers and plants have always been a way to express sentiments from love to sympathy, from good luck to job well done. With so many reasons in a year to make statements with flowers it is no surprise that flowers and gifts are the *3rd fastest growing ecommerce segment*.

2. Where, when & how do they want to buy it?

Walking the aisles of a book store, or taking time to smell the roses at the local flower shop will always have a place in our lives. However, it is undeniable that people are now turning to their offices, living rooms and dens,

at all hours of the day and night to make their purchases using the Internet. In 2004, online retail sales rose 23.8% to \$89 billion.

3. How much are they willing to pay for it?

flowerpetal.com has and continues to perform extensive research in the area of flower and gift purchasing habits/trends. Our extensive array of products ensures customers numerous selections and no matter what the occasion and price point. Currently we offer over 400 professionally designed arrangements that start as low as \$29.99 delivered, and offer spectacular arrangements in excess of \$200.00!

4. When does the customer want it?

The answer to that question is easy. Right now! Many online florists offer arrangements that can be delivered tomorrow or the following day. We recognize that our customers are busy go getters with many time demands so we offer same day, nationwide delivery if ordered by 2 p.m. in the recipient's time zone.

flowerpetal.com's Email Participation Program

The Turnkey Solution for Non-Profits

Setting up – and maintaining – a sustained email campaign can take people, time and money away from other work. flowerpetal.com can manage that work at zero cost.

flowerpetal.com is excited to announce the launch of its new Email Participation Program (EPP).

Working with figures and statistics provided by the Society of American florists, the American Floral Endowment, and US Census Data, flowerpetal.com has been able to conclude that for every 1,000 supporters you can consistently contact via email, you have the potential to raise up to \$3,696 per year (not including pass through donations) with the flowerpetal.com flower and gift fundraising program. These numbers increase dramatically with a base that has a larger number of supporters who are between 34 and 54, have graduated from college, earn \$50,000+ a year, own a home, and reside in urban areas.

The EPP assures that your organizations' supporters receive professionally designed, timely emails leading up to key flower and gift purchasing holidays. The flowerpetal.com team has constructed the EPP using all of the latest data concerning online purchasing habits, the latest technology ensuring email deliverability, and in complete accordance and compliance with the CAN-SPAM Act of 2003.

After more than a year of investigation, flowerpetal.com has determined that EPP may well be the most effective way to build awareness and generate general admission funds online for non-profit organizations.

How it works:

There are two options in which your organization can join the EPP. Both are free of charge, with the first being nearly hands off for your organization's staff, requiring the least amount of effort.

Option 1:

If all of this sounds like more work for you and your organization, the first thing you should know is that flowerpetal.com has the resources to assist you throughout the process. flowerpetal.com is equipped to send out private label HTML emails promoting your flower and gift fundraising site. All you need to do is:

- Sign our limited usage agreement which restricts our usage of the data to this program alone.
- Send us a list of your supporters email addresses.
- Have an authorized member of your organization approve the copy of each email campaign.

flowerpetal.com will then send out the campaigns within the most effective time frames to make your

program a success. Each and every email will contain an option for supporters to remove their name from the list if they are not interested in receiving emails. So, this list will be maintained separately from your main supporters list. Your list will continue to grow with new names as supporter's forward information about the flower and gift site to their friends.

Option 2:

For organizations that prefer to send their own email promotions, flowerpetal.com can provide a member of your organization with private label HTML emails (year round) promoting your flower and fundraising site. Accompanying these emails will be a send schedule for each specific holiday that will maximize the likelihood of your supporter's usage. Your staff would simply need to make certain that each email goes out within the time frame of the send schedule.



Strategies for Successful Campaigns

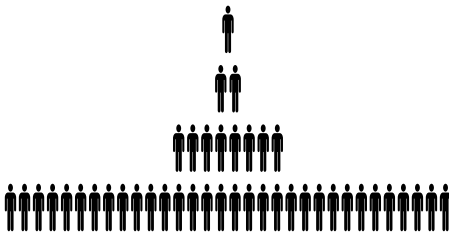
So... in addition to providing your organization with a free private label website to attract your supporters' business, this is what flowerpetal.com does to assist your organization in making this program a success.

Your organization has only one task to make this program wildly successful; Spread the word!

Next are some tips on making this happen with little effort on your already overwhelmed staff and even less money from your already strained budget.

The Four Simple Steps To Ensure a Successful Flower & Gift Program

Call it viral, word of mouth, or grass roots marketing. The success of your organization's flower and gift program lies in the ability of your organization to spread the word to your supporters and their ability to continue to convey the message to other friends and family, and so on, and so on.



Once again, we know that a large demand exists for flowers and gifts online and that the flowerpetal.com order fulfillment team will ensure that each customer's purchasing experience will be positive. This means you only need to accomplish two objectives to be a complete success.



Objective 1:

Inform your base group of supporters of the program's existence.

Objective 2:

Remind that base group of the occasions and events on which it is appropriate to send flowers.

Thanks once again to the Internet and email, these objectives can be met with little effort and minimal or no impact on your budget.

Experience has taught us that if your organization can do the following four things, then the program will be optimized for success:

1. Add a prominent link to your website

This will take your webmaster all of 5 minutes to complete; we will provide you with a custom image for free.

2. Send out emails

announcing the launch of the program and follow up emails for major floral holidays like Valentine's Day, Mother's Day and the Winter Holidays. We have professional copy already written that you can tweak for your specific organization.

3. Mention the program as often as possible in printed materials

that are mailed or made available to your supporters at meetings/events.

4. Add a small image to your signature file

These can easily be saved by your supporters' emails in their email program. We will provide step by step instructions on how to edit signature files for the most popular email programs. Again, this custom signature image will be provided to you by flowerpetal.com at no charge. Floral Marketing Using Email

About Email Campaigns

A typical response rate of 1% to emails means that a list of 10,000 names from a local chapter may generate 100 orders. Assuming an average floral order of \$59, with 12% going to your non-profit, that would mean an additional \$720 of revenue with each email plus additional donations totaling anywhere from \$500 to \$1000!

Statistics demonstrate that flower and gift email campaigns work best when the emails are received between 11 a.m. through 3 p.m. Tuesday, Wednesday & Thursday. This being said, any email campaign is better than no email campaign. It is just best to remember to send the campaign within the target time frames to receive optimal results.

Data also shows that the more often an email is received relating to a particular holiday purchase, the more effective it becomes. We offer the following two types of campaigns that will optimize your efforts and the returns reaped through the flower and gift fundraising program.

Three Week Email Schedule

This schedule is designed for the largest floral sending holidays throughout the year.

Supporters should be contacted 4 to 5 times before these holidays with the same email.

Three Weeks out-1 email on Wednesday

Two Weeks out-2 emails on Tuesday and Thursday

Week of the Holiday-2 emails if possible (any day Monday-Friday will be effective)

Two Week Email Schedule

Two Weeks out 1 email on a Wednesday

Week of the Holiday 2 emails if possible (any day Monday-Friday will be effective)

*To assist you along the way with your campaigns, flowerpetal.com will send out an email reminding you to start your campaign and with further suggestions to make it a success.

Introduction Email

Dear Supporter,

The "Organization's Name" would like to announce an exciting new fundraising program that can generate money and help us succeed in our fight.

We have teamed with flowerpetal.com to offer flowers and gifts at this new site: <http://yourdomain.flowerpetal.com>

12% of all sales made on the site will be donated to the "Organization's Name" and as a benefit to you and all supporters, flowerpetal.com has agreed to not charge any additional fee for flower delivery! This includes same day.

The site has over 400 fresh flower arrangements and gift baskets that can be delivered same day. With such an expansive offering, you will certainly be able to find an arrangement or gift for that next birthday, anniversary, or get well wish. Prices are very competitive and they guarantee 100% satisfaction on every order.

Please check the site out, add the site to your favorite's folder. Also, be sure to mention the site to your friends and forward this email to anyone who might be interested.

As always, we truly appreciate your continuing support.

Regards,

Signature

Buy Mom Flowers and Benefit the MS Society!

We owe our moms everything. They've covered our skinned knees, given us more great food than we could ever eat, and imparted on us a lifetime of wisdom not taught in any book.

If you are looking for a way to show Mom just how much you love her this Mother's Day, perhaps we can help. The Greater Illinois Chapter has partnered with FlowerPetal.com to bring you an extra special way to say thanks.

Any purchase you make through our FlowerPetal.com site (including flowers, candy, spa baskets and more) will result in 12% of your purchase being donated directly to the National MS Society - and there's NO ADDITIONAL FEES FOR DELIVERY.

Our store is open 24 hours a day, 365 days a year - so stop by sometime, spend a few minutes at nmssil.flowerpetal.com, and find the perfect way to tell Mom that she means the world to you.

Thank you for all your support, and Happy Mother's Day!

The National Multiple Sclerosis Society - Greater Illinois Chapter



