# Checklist

## Plant

*1 month prior to the start of your month, familiarize yourself and others with the Program*

- [ ] Visit the nonprofit Resource Center
- [ ] Download the Marketing Toolkit
- [ ] Read the FAQs on the Program Website
- [ ] Send an Internal Email blast
- [ ] Inform volunteers/supporters
- [ ] Set a goal for your month in the Program
- [ ] Reach out to Program Manager with questions

## Nurture

*2 weeks prior to the start of your month, cultivate support*

- [ ] Download the Campaign Calendar
- [ ] Post/schedule out Social Media posts
- [ ] Use Image Bank templates or create your own
- [ ] Send a press release to a local newspaper
- [ ] Introduce yourself to the store manager
- [ ] Post the news in your town bulletin
- [ ] Print and post flyers around town

## Bud

*1 week prior to the start of your month, ripen the excitement*

- [ ] Visit the store to see the bouquet display
- [ ] Follow up your press release with reminders
- [ ] Update your website
- [ ] Post/schedule out Social Media posts
- [ ] Use Image Bank templates or create your own
- [ ] Share photos of the bouquets

## Grow

*The 1st of your month, time to flourish!*

- [ ] Visit store to check that your sign is displayed
- [ ] Send out a Launch Day email blast
- [ ] Post/schedule out Social Media posts
- [ ] Encourage supporters to buy bouquets

## Bloom

*2 weeks into your month, optimize growth*

- [ ] Visit the store to check the sign display
- [ ] Post/schedule out Social Media posts
- [ ] Send sales updates out to supporters
- [ ] Share photos of supporters with bouquets
- [ ] Encourage supporters to buy more bouquets!

## Harvest

*After your month ends, reap the rewards*

- [ ] Thank your supporters for their help
- [ ] Share your donation total on social media
- [ ] Confirm the address the check will be sent to
- [ ] Receive check in the mail in 10–12 weeks