



BLOOMIN' 4 GOOD

Guide to Campaign Success



Welcome

Congratulations on being selected at your designated Hannaford! 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.



603-380-9351



hannaford@bloomin4good.com



Program Overview

Every Bloomin' 4 Good bouquet with the red circle sticker sold at your designated Hannaford 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 Hannaford, 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 Bloomin' 4 Good bouquet with the red circle sticker (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 BUD



Spread the word and ripen the excitement.

3 GROW



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

4 BLOOM



Keep sharing the word and heighten growth.

5 HARVEST



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 HannaFord!

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

Dear [Staff/Board/Volunteers],

We are so excited to share that [organization] has been selected to benefit from HannaFord's Bloomin' 4 Good Program, which makes it easy for customers to contribute to their local communities.

For the month of [month], a Bloomin' 4 Good Bouquet with the red circle sticker from the HannaFord 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 while raising donations for our organization to better serve our community.

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 hannaFord.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 bouquets sold, the more donations your organization will receive!



Bud

RIPEN THE EXCITEMENT



GET THE PRESS RELEASE TEMPLATE



FEBRUARY IMAGE EXAMPLE
[Click here to browse all Images](#)

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.

Sample Press Release

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

[Name of organization] has been selected as [month]'s Hannaford Bloomin' 4 Good Program beneficiary.

[City, State] – For the entire month of [month], [Name of organization] will receive \$1 donation from every Bloomin' 4 Good bouquet with the red circle sticker sold at Hannaford's [location] location.

The Hannaford Bloomin' 4 Good Program is an easy way for shoppers to give back to their communities. Every month, leadership at each Hannaford store selects a nonprofit to benefit from the sales of Bloomin' 4 Good bouquets. Since the Program launched in August 2021, more than 2,000 organizations have received over \$160,000 in donations.

"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] Hannaford 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 Hannaford Bloomin' 4 Good Program, please visit hannaford.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 purchase of this bouquet sends a \$1 donation to a charitable organization in our community.

The selected charitable organization will automatically benefit from the sale of this bouquet upon purchase. For more information visit hannaford.2give.com.



the gift that keeps on giving

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

BENEFITING ORGANIZATION

FOR THE MONTH OF

AT THIS HANNAFORD LOCATION

Every purchase of this Bloomin' 4 Good bouquet at the Hannaford location and for the month listed above will send us \$1.



BLOOMIN' 4 GOOD PROGRAM | HANNAFORD.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 Hannaford in your posts to increase reach!

MARCH IMAGE EXAMPLE
[Click here to browse all Images](#)

Sample Social Media Posts



Give back to our community! *[Organization name]* has been selected as the beneficiary of the @Hannaford Bloomin' 4 Good Program! Each time a Bloomin' 4 Good Bouquet with the red circle sticker is purchased at the Hannaford at *[location]* during the month of *[month selected]* we will receive a \$1 donation.

We're excited to share that every Bloomin' 4 Good Bouquet with the red circle sticker purchased in *[month]* at the @Hannaford located at *[location]* will send a \$1 donation to us! #giveback #dogood

Want to give back? Support the community while making someone's day with a floral bouquet (or two, or three)! Go to the @Hannaford located at *[location]* and purchase the Bloomin' 4 Good Bouquet with the red circle sticker. We will receive a \$1 donation for every Bloomin' 4 Good Bouquet sold in *[month]*. 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



APRIL IMAGE EXAMPLE
[Click here to browse all 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.

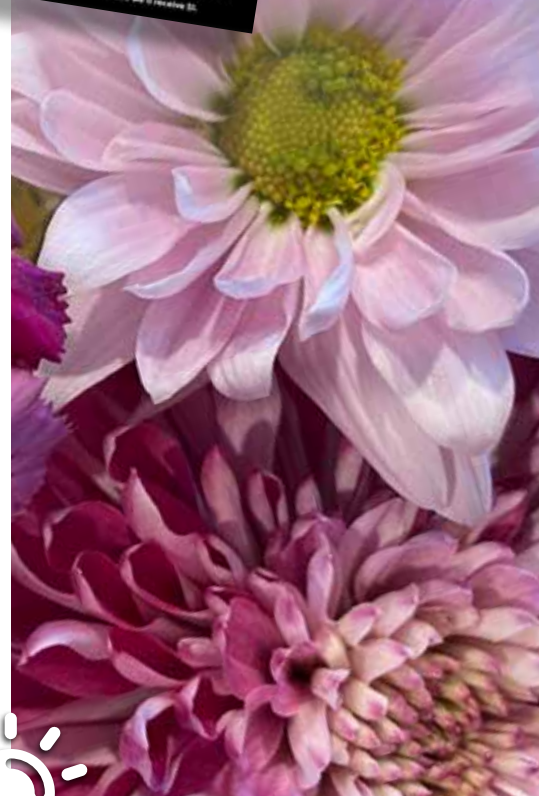
Sample Social Media Posts



Want to make someone's day this month? Go to @Hannaford located at [location] and purchase three Bloomin' 4 Good Bouquets with the red circle sticker to send \$3 in donations to us. Simple as that! Gift the bouquets, or use them to brighten your own home, and help our community at the same time!

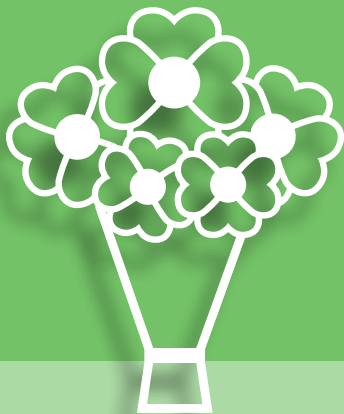
Give back this month! Visit your local @Hannaford and purchase the Bloomin' 4 Good Bouquet with the red circle sticker. For every Bloomin' 4 Good Bouquet sold we will receive a \$1 donation. #dogood #giveback

Time is running out! Support us by buying the Bloomin' 4 Good bouquet at the Hannaford located at [location]. We will receive a \$1 donation for every bouquet sold this month.



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



SEND YOUR FEEDBACK!



MAY IMAGE EXAMPLE

[Click here to browse all Images](#)

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.

Sample Thank You to Your Supporters

SUBJECT: Thank you! Hannaford Community Bag Program

Hello,

We are excited to share that \$[*money raised*] was donated to our organization through the Hannaford 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 Hannaford 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 serve our local community even better! 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?

Give back locally with every bouquet of flowers sold. Each time a shopper purchases the Bloomin' 4 Good Bouquet with the red circle sticker, \$1 is donated to a nonprofit organization selected to benefit for the month, that is local to the communities served by Hannaford. It's as simple as that!

Where can I buy the Bloomin' 4 Good Bouquet?

Bloomin' 4 Good Bouquets are available at all Hannaford locations. Look for the bouquets with the red circle sticker 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 nonprofit organization of the month are indicated by a red circle sticker (shown below). The bouquets are "grower's choice," so the assortment of seasonal flowers will vary.

When are the donations distributed to the benefiting nonprofit organizations?

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

How are nonprofit organizations selected as beneficiaries each month?

Every month, leadership at each store location chooses a different nonprofit 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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