



BLOOMIN' 4 GOOD PROGRAM

Marketing Toolkit

Resources for Campaign Success

Winn✓Dixie®

Welcome

Welcome to the Bloomin' 4 Good Program, and congratulations on being selected at your local Winn-Dixie. Let's fight hunger together!

During your month, whenever a Bloomin' 4 Good bouquet, specially marked with the red circle sticker, is sold at your selected store, your organization will receive a \$1 donation. It's as simple as that!

Easy to use. This Marketing Toolkit is full of information and suggested content to bolster and

help improve your outreach to friends, supporters and constituents.

As you review the following pages and get familiar with our recommended six-step process, click on the links to access Marketing Resources, including images and templates you can copy and paste. Customize the language to fit your needs, or feel free to create your own message.

Reach out any time. If you need any other information on the program, or assistance navigating this toolkit, please contact us:



603-380-9352



seg@bloomin4good.com



Program Overview

Every \$12.99 Bloomin' 4 Good bouquet with the red circle sticker sold at your local Winn-Dixie for your selected month will generate a \$1 donation for your organization.

Flowers can bring happiness or brighten a room but these bouquets also provide 10+ meals to someone in need. Encourage supporters to buy 2 or more throughout the month, for even greater impact on the community.

This toolkit recommends a campaign to help you succeed as the featured hunger organization at your local Winn-Dixie.



Look for the \$12.99 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 NURTURE



Cultivate your garden of supporters.

3 BUD



Spread the word and ripen the excitement.

4 GROW



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

5 BLOOM



Keep sharing the word and heighten growth.

6 HARVEST



Reap your rewards and celebrate!



Plant

GET TO KNOW BLOOMIN' 4 GOOD



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Get to know about 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 few weeks to get everyone rooted in how they can support you during your month.

Tip #1

Make email subject lines short and punchy. Keep your visuals bright and engaging!

Sample Announcement Email

SUBJECT LINE: Buy a Bouquet and We'll Get \$1 from Winn-Dixie!

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

Dear [Staff/Board/Volunteers],

We are so excited to share that [organization] has been selected to benefit from Winn-Dixie's Bloomin' 4 Good Program, created to fight hunger across the communities they serve.

For the month of [month], a \$12.99 Bloomin' 4 Good Bouquet with the red circle sticker from the Winn-Dixie 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 seg.2givelocal.com.

Best,

[Signature]





Nurture

CULTIVATE SUPPORT



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A couple weeks before your month begins, start spreading the news! Below is a sample press release to complete with your organization's information and distribute to your local news outlets. Also, a great time to create flyers to hang around your community. Visit our Resource Center for templates, images and more.

Tip #2

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

Sample Press Release

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

[Name of organization] Celebrates Selection as a Winn-Dixie Bloomin' 4 Good Program Beneficiary.

[City, State] – [Name of organization] has been selected as a beneficiary of the Winn-Dixie Bloomin' 4 Good Program for the month of [month].

The Winn-Dixie Bloomin' 4 Good Program, which launched in October 2021, is an easy way for shoppers to give back. Every \$12.99 Bloomin' 4 Good Bouquet with the red circle sticker sold supports a hunger organization local to the Winn-Dixie in which it was purchased.

[Name of organization] was selected as the [month] beneficiary by local store leadership at the Winn-Dixie located at [location]. [Name of organization] will receive a \$1 donation for every \$12.99 Bloomin' 4 Good Bouquet purchased at this Winn-Dixie location in [month].

“Flowers can make someone's day, brighten a room or spread a smile,” said [name], Executive Director of [name of organization]. “Now they can fight hunger too. Purchase a Bloomin' 4 Good Bouquet at [location] Winn-Dixie in [month] to help fight hunger. Every bouquet sold will feed 10+ people in need.”

[Name of organization] is a hunger organization 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 Winn-Dixie Bloomin' 4 Good Program, please visit seg.2givelocal.com.





Bud

RIPEN THE EXCITEMENT



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A press release works hand-in-hand with social media and website posts. Link to the press content through your posts and promote with shout-outs and hashtags. Below are some sample posts for you to use or to inspire your own.

Tip #3

Include an image from our image bank and tag Winn-Dixie in social posts to increase reach.

Sample Social Media Posts



Help Fight Hunger in our community! *[Organization name]* has been selected as the beneficiary of the @WinnDixie Bloomin' 4 Good Program! Each time a \$12.99 Bloomin' 4 Good Bouquet with the red circle sticker is purchased at the Winn-Dixie 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 \$12.99 Bloomin' 4 Good Bouquet with the red circle sticker purchased in *[month]* at the @WinnDixie 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 @WinnDixie located at *[location]* and purchase the \$12.99 Bloomin' 4 Good Bouquet with the red circle sticker. 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!





Grow

TIME TO FLOURISH



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Your month begins! Remind everyone that they can benefit your organization by letting them know what to buy and where. Visit your selected store, introduce yourself to the manager and check that Bloomin' 4 Good bouquets are fully stocked with the name of your organization visibly displayed.

Tip #4

Connect with the store and see how you can spread the word together.

Sample Launch Day Email

SUBJECT: Let's Start Raising Donations TODAY!

It's GO Time!

Today is the first day of [month], which means it is our first day benefiting in the Winn-Dixie Bloomin' 4 Good Program! Starting today and for the entire month of [month], our organization will receive a \$1 donation for every \$12.99 Bloomin' 4 Good Bouquet with the red circle sticker purchased at the Winn-Dixie located at [location].

Flowers can make someone's day, spread smiles and brighten up a room. Now they can feed the hungry, too! We can feed 10+ people in need with every Bloomin' 4 Good bouquet sold. Why not purchase two, three or even four bouquets this month? \$1 Donation = 10+ Meals. It's as simple as that!

Please help us spread the word in our community! Share this news with family and friends, post on social media, email supporters and get the word out.

A bouquet of flowers is a great gift! This program makes it possible to make someone's day and fight hunger at the same time.

The Bloomin' 4 Good Bouquets with the red circle sticker are located in the floral section of the store. For more information about this program, please visit seg.2givelocal.com.

Thank you for your support,

[Signature]





Bloom

OPTIMIZE GROWTH



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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



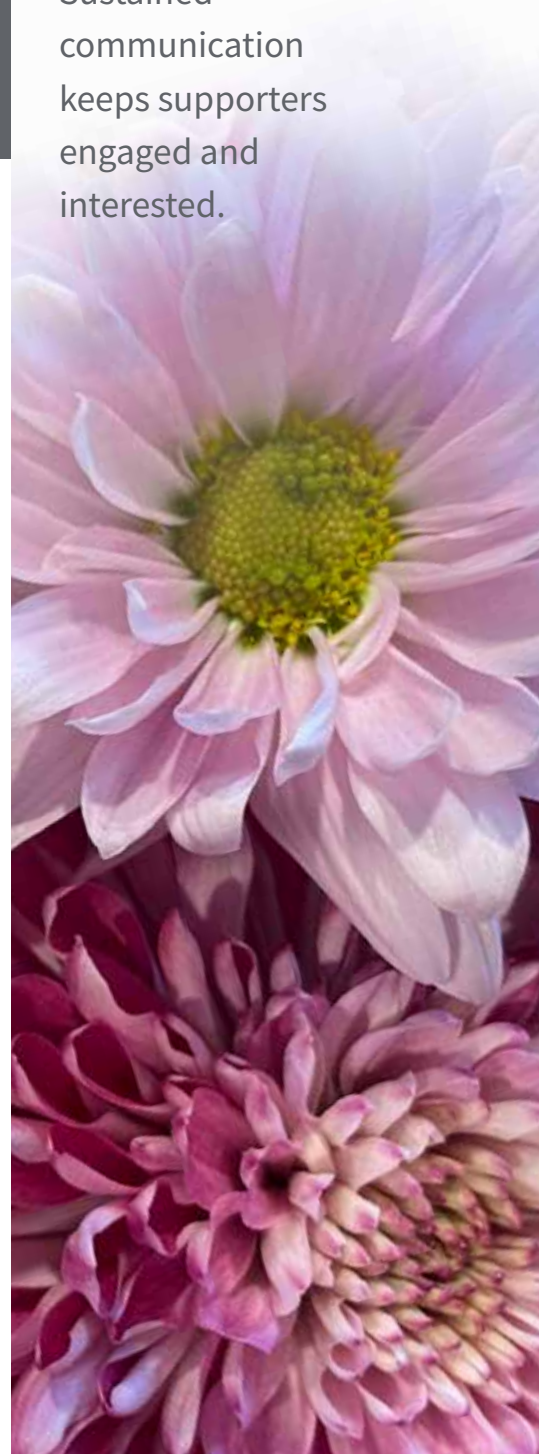
Want to make someone's day this month? Go to @WinnDixie located at [location] and purchase three \$12.99 Bloomin' 4 Good Bouquets with the red circle sticker to send \$3 in donations to us. \$3 Donation = 30+ Meals Donated—Simple as that! Gift the bouquets, or use them to brighten up your own home, and help fight hunger at the same time!

#FightHunger this month! Visit your local @WinnDixie and purchase the \$12.99 Bloomin' 4 Good Bouquet with the red circle sticker. For every Bloomin' 4 Good Bouquet sold we will receive a \$1 donation. \$1 Donation = 10+ Meals Donated. #dogood #giveback

Fight hunger and brighten up your home at the same time! Go to the @WinnDixie located at [location] and purchase the \$12.99 Bloomin' 4 Good Bouquet with the red circle sticker on it. We will receive a \$1 donation for every Bloomin' 4 Good Bouquet sold this month. \$1 Donation = 10+ Meals Donated. #dogood #giveback #endhunger #fighthunger

Tip #5

Sustained communication keeps supporters engaged and interested.





Harvest

REAP THE REWARDS



For earnings of \$10 or more, donation checks will be sent approximately 10-12 weeks after the close of the month. Benefiting hunger organizations earning less than \$10 in their selected month will be sent a donation check for accumulated benefits once they reach at least \$10 or for any existing balance at the end of the year.

Tip #6

Thanking supporters inspires loyalty and future generosity.

Sample Thank You to Your Supporters

SUBJECT: Thank you! Winn-Dixie Community Bag Program

Hello,

We are excited to share that \$[*money raised*] was donated to our organization through the Winn-Dixie 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 Winn-Dixie 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 with the red circle sticker this month. We couldn't have done this without you!



FAQs

What is the Bloomin' 4 Good Program?

Fight hunger with every bouquet of flowers sold. Each time a shopper purchases the \$12.99 Bloomin' 4 Good Bouquet with the red circle sticker, \$1 is donated to a hunger organization selected to benefit for the month, that is local to the communities served by Winn-Dixie. \$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 Florida Winn-Dixie 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 hunger organizations?

Yes, floral bouquets which benefit the selected hunger 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 hunger organizations?

We will send donation checks directly to selected hunger organizations earning \$10 or more in the Bloomin' 4 Good Program approximately 10-12 weeks after their selected month ends. Selected hunger organizations earning less than \$10 in their selected month will be sent a donation check when the accumulated benefits reach at least \$10 or at the end of the year.

Can I submit my hunger organization to participate in this program?

Yes. Winn-Dixie is committed to serving the communities in which we live and work, so if your hunger organization is 501 (c)(3) certified, then visit our Submit Your Organization page (seg.2givelocal.com/submit-your-organization/) to sign up to participate, or visit our website to learn more about our other community programs.

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!

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