

KNOW THE VALUE OF YOUR

Slow Flowers Society

MEMBERSHIP



IN A MARKET FILLED WITH IMPORTED FLOWERS, DIFFERENTIATE YOURSELF AND YOUR FLORAL BUSINESS BY JOINING THE SLOW FLOWERS MOVEMENT. HERE ARE TOP REASONS OUR MEMBERS CITE FOR JOINING SLOW FLOWERS SOCIETY:

✓ BRAND BUILDING

Leverage your brand's values and distinct attributes with the Slow Flowers logo and "I pledge" badge, FREE for any Slow Flowers Society member's use. Align your story with the Slow Flowers narrative and distinguish yourself as a sustainably-minded floral business.

✓ MEDIA INFLUENCE

Did you know your Slow Flowers Society membership helps pay for public relations efforts to position the Slow Flowers story in print and digital media? That's right! By unifying our voices, we strive for ongoing media coverage in which members may not be able to achieve individually. Plus, take advantage of ongoing editorial opportunities to publish your floral stories in Slow Flowers Journal and our *NEW* BLOOM Imprint book division.

✓ COMMUNITY NETWORKING

The Slow Flowers Community is a space for you to make flourishing connections. Whether you are seeking to form powerful collectives, initiate business partnerships, engage in marketing groups, or network with like-minded flower farmers, floral designers, and industry leaders who share the same passion for saving our domestic floral industry, we are the place for you!

✓ PROMOTION OPPORTUNITIES

Gain attention when you add your upcoming floral pop-up shop, farming/design workshop, or meet-up to the "Events" section of SlowFlowers.com's home page. Premium Members receive one FREE listing each month as a special perk.

✓ MARKETING RESOURCES

Slow Flowers Society members have access to a FREE library of resources including articles, research, podcast episodes, infographics, and PowerPoint slides to share with your customers about the importance and relevance of buying and selling domestic and locally-grown flowers.

✓ CONSUMER CONNECTIONS

Slow Flowers Society makes it easy for consumers in search of local and sustainable flowers. With more than 4k monthly visits and 21k monthly page views, Slow Flowers Society helps customers find you by zip code, city, state, keywords, and key categories. Our annual social media reach is 13 million and an average of 98 million impressions.