



Information and Suggestions for NAFAS National Day of Flower Arranging

We would like to use this day to raise awareness of NAFAS and to give everyone the opportunity to promote their Club and encourage new membership.

There are many things you could do to raise awareness - we have made a few suggestions, but you may have ideas of your own. Either way, record your activities and send them to *The Flower Arranger* to be featured in the NAFAS News.

- Hand out a single flower with a small card attached holding basic information about your Club with contact details (see the notes on *Vistaprint*)
- Exhibit an arrangement in a public building, accompanied by a placement card including your Club details
- Consider doing mini demonstrations in a public building, i.e. library, shopping mall, garden centre or supermarket - you may be able to persuade the supermarket to provide the flowers - then hand out details of your Club and promote the mini demonstrations by advertising in your local free papers, church magazines, etc
- Place an arrangement in a shop window
- Offer free tickets to attend your Club meeting
- Use the day to promote Club, Area and National events i.e. the National Show, your Area Show or Flower Festival
- Make use of NAFAS publicity i.e. Postcards
- Promote your activity on your Area and Club website
- Contact your local radio station and ask for a 5 minute slot to talk about the day and your Club

- Consider something quite different and proactive, wear or carry your arrangements. Wear a hat or carry a parasol decorated with, or made from flowers, or a large shoulder corsage, bag etc.

Go ahead surprise us!

Vistaprint - website www.vistaprint.co.uk

There are websites where you can get 'free' cards printed, the most notable is *Vistaprint* but be aware that:

- 1 They print their name on the back of free cards and charge you if you do not want it included
- 2 You pay postage and the cards come from overseas. At 22 November 2010 the postage was:
 - a. £3.08 delivered within 21 days
 - b. £5.20 delivered within 14 days
 - c. £8.07 delivered within 7 days

Delivery is usually on time

- 3 VAT is added at the end, normally about £1.50 depending on what extras you have added
- 4 It is quite a long process to order as they keep trying to sell you other things as you move through the processes, but persevere and experiment with the different free designs as they allow different amounts of letters on each line. This means you may have to find the right design for what you want printed, remember these are basically business cards so words are limited.
- 5 You get 250 cards of what is probably the right size for tying to a flower
- 6 Feedback on *Vistaprint* is good, but you may find another supplier equally as good