



BLOOMNATION

## 2026 Mother's Day Florist Prep Checklist

Stay ahead of rising costs and last-minute shoppers

# Before Mother's Day Week

|   | Task  | Why It Matters  | Pro Tip   |
|---|---|---|---|
| ○ | <b>Plan Inventory Early &amp; Stay Flexible</b>   | With tariffs and supply chain changes, some items may be delayed or unavailable.  | Order early and have backup flower varieties ready. Communicate substitutions clearly to customers. Offer designer's choice arrangements.   |
| ○ | <b>Plan Your Staffing</b>                         | Mother's Day brings a major surge in volume — without enough drivers or designers, orders can fall behind and quality can suffer. | Start lining up temporary help at least 1 month ahead. Confirm shifts early, prep your team with a detailed schedule, and clearly communicate delivery expectations to avoid burnout. |
| ○ | <b>Review Your Pricing Strategy</b>               | Costs are rising. Protect your profit margins while staying accessible to all budgets.  | Offer a range of price points and set up holiday pricing rules in advance.  |
| ○ | <b>Encourage Pre-Orders</b>                       | Avoid last-minute chaos and better manage stock and staffing.   | Incentivize with free delivery, product upgrades, or add-on gifts. Promote via banners, email, and social.  |
| ○ | <b>Merchandise for the Holiday</b>                | Help customers quickly find what they're looking for.   | Tag and highlight your Mother's Day collection on your website. Let customers browse by selecting "Mother's Day" under occasions.   |
| ○ | <b>Prepare for Upsells</b>                        | Boost average order value.  | Feature premium upgrade options and cross-selling items such as chocolates, candles, or balloons at checkout.   |
| ○ | <b>Review Delivery Settings</b>                   | Ensure smooth deliveries and set clear expectations.  | Update delivery zones, fees, and time windows based on your capacity and location.  |
| ○ | <b>Schedule Marketing Campaigns</b>               | Keep your shop top of mind and drive early traffic.   | Schedule email campaigns, SMS messages, and social posts early. Begin at least 1 month before Mother's Day. Promote gifting to all mother figures.                                    |
| ○ | <b>Set Website Banners &amp; Announcements</b>    | Clear communication boosts pre-orders and reduces confusion.  | Add a website banner with your Mother's Day pre-order deadline and link it to the dedicated collection.   |
| ○ | <b>Mobile Optimization Check</b>                  | Most shoppers are browsing and buying on their phones.  | Preview your site on mobile and ensure quick access to Mother's Day products and checkout.  |
| ○ | <b>Customer Service Prep</b>                      | A great customer experience = repeat business.  | Create a FAQ. Train staff to handle complaints, delays, or substitutions gracefully.  |
| ○ | <b>Launch a Last-Minute Email or SMS Campaign</b> | Late shoppers will be looking!  | Remind last-minute shoppers you offer same-day and weekend delivery. A quick message can steer them away from supermarket flowers towards your shop.                                  |

# Before Mother's Day Week

|   | Task                                      | Why It Matters   | Pro Tip   |
|---|---|--|---|
| ○ | <b>Prioritize Conversion Over Traffic</b> | Clicks do not pay bills. Orders do.  | Remove checkout friction. Display delivery pricing early. Feature high-margin, reliable designs at the top of collections.  |
| ○ | <b>Set Clear Substitution Language</b>    | Unclear substitution policies increase remakes, refunds, and team stress.              | Update substitution messaging before peak volume and reinforce expectations in confirmations and product pages. If you are a BloomNation florist, make sure to use the BloomSnap feature - a photo of the actual arrangement going out to the customer. |
| ○ | <b>Lock in Stem Recipes</b>               | Every extra stem added out of emotion erodes profit.                                   | Set and enforce recipes in POS. Train designers to execute consistently. Speed and systems outperform perfection during peak weeks.   |
| ○ | <b>Promote Pickup Orders</b>              | Pickup reduces fuel, routing time, and driver labor, improving margins quietly.        | Highlight pickup availability on product pages, email, and SMS. Incentivize pickup where possible.  |
| ○ | <b>Minimize Interruptions</b>             | Constant questions and walk-ins compound into lost production time during peak volume. | Assign one person to handle phones and walk-ins. Protect designers so production flows without disruption. If you have an AI receptionist enabled, use it to manage common inquiries.   |

# During Mother's Day Week

|   |                                     |  |  |
|---|-------------------------------------|--|--|
| ○ | <b>Shift Marketing to Urgency</b>   | Design sells before Mother's Day Week. Urgency sells during it.    | Promote deadlines, cutoffs, delivery windows, and availability across banners, SMS, and email.                               |
| ○ | <b>Track Labor Percentage Daily</b> | Mother's Day profit is often lost to labor creep, not flower cost. | Monitor labor percentage in real time. Watch overtime closely. Adjust shifts quickly instead of reviewing after the holiday. |

# After Mother's Day Week

|   |                                       |   |  |
|---|---------------------------------------|---|--|
| ○ | <b>Schedule a Post-Holiday Review</b> | Growth comes from analysis, not hustle alone. | Within 72 hours, review labor percentage, average order value, pickup versus delivery ratio, website conversion rate, and top-performing products. |
|---|---------------------------------------|---|--|

Special thanks to Bryan Lang, owner of Savilles Florist in Western New York, for sharing practical holiday insights that helped shape parts of this 2026 checklist.



Looking for tools to maximize your holidays,  
increase sales, and protect margins year-round?

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in marketing, smart POS, and cost-saving tools.

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