

Chapter Fundraising Opportunity

PARTNERSHIP WITH BLOSSOM EXPRESS



What is the partnership?

Blossom Express provides flower sales at graduation. The partnership with Mortar Board serves as a chapter fundraiser.

What is required of the chapter?

The chapter staffs the table for sales at graduation. They also need to keep in contact with Blossom Express throughout the year. No money is required upfront from the chapters; it is an all-expense paid fundraiser.

What does the chapter receive?

The chapter receives 30% of the gross sales during flower sales (\$1,000 free flowers for the first year). For most chapters, this is the only fundraiser they need each year.

**Did You Know:
The average Blossom Express
chapter made \$3,119 during
Spring 2024 commencement!**

For more information or to sign up,
contact Blossom Express at
flowers@blossomexpress.com

For Mortar Board-specific questions,
contact chapters@mortarboard.org.



Frequently Asked Questions

What does the chapter do to prepare?

Blossom Express will send all your supplies - paperwork, directions, flower tips, card readers, signs for the tables, buckets for the flowers, flower food, etc. They're also available by email and phone should you have any questions or need assistance.

How early does planning start?

Blossom Express will work with the chapter months ahead of commencement. For December graduations, preparation starts in July; for Spring graduations, preparation starts in December.

How do we get tables at commencement?

The best response is typically when the students approach the Commencement committee, but Blossom Express is happy to assist if you need it. The National Office can help if you're unsure who to contact.

What do we do after flower sales?

Blossom Express will send you directions for after-commencement wrap-up and what to do with extra flowers and supplies. If you need help with any of the paperwork, Blossom Express can help.

What does this cost the chapter? How does the chapter get the money raised?

The flower sale fundraiser through Blossom Express is a 100% all-expense paid fundraiser, which means your chapter does **not** pay money to participate. The chapter receives 30% of all gross sales after the event. The chapter takes their percentage immediately after the sale.

How do people pay for the flowers?

Blossom Express will send you card readers to use since most people pay using a card. Cash is also accepted.

What if I know nothing about flowers?

That's OK! The flowers arrive in tip-top shape, so there shouldn't be much to do. But in case some look less than their best, Blossom sends step-by-step instructions for the care of the flowers.

How many tables and volunteers do we need?

You'll want tables at every entrance(s) of Commencement. You'll want to make sure the tables are staffed throughout the day but know that 90% of flower sales occur during the two hours before commencement, so have extra help on hand! If you can, be sure volunteers wear Mortar Board shirts for visibility! If you need help finding volunteers, email chapters@mortarboard.org for assistance.

What do we do if we have flowers left over?

Blossom Express is very generous - any excess flowers not sold during commencement may be donated to brighten someone's day.