



SAF

SOCIETY of AMERICAN FLORISTS

Society of American Florists' Year in Numbers

In 2024 SAF Helped You

ADVOCATE ON CAPITOL HILL



\$30,601

Raised for SAFPAC through contributions and sponsorships to support floral industry legislative priorities with **17 Gold Club members donating \$1,000 or more.**

200+

Targeted meetings with legislators and regulators to address critical issues impacting the floral industry.

AMPLIFY INDUSTRY AWARENESS

706

Businesses from 49 states and 5 countries participated in **Petal It Forward**, spreading the power of flowers in their communities.

22

Requests to **remove negative floral references** from consumer advertising.

15

Media outlets contacted **SAF** for interviews and information about the industry.

CONNECT AND COLLABORATE



2,746

New users followed SAF's social media accounts.

1,185

Next-gen floral pros connected during virtual happy hours and in online groups.

1,154

Questions answered via **LiveChat** on SAFnow.org, providing real-time support and resources.

915

Attendees from all industry segments **came together at SAF's four premier in-person events.**

185

New members joined the SAF community.

STAY INFORMED AND GET AHEAD



1,027

Floral pros **participated in 16 virtual discussions** on timely industry topics.

839

Users accessed **100+ courses and resources** on SAF's Floral Education Hub.

175

Exclusive stories on critical news developments, trends and best practices delivered through SAF's digital newsletter.

150

Experts shared insights and advice at SAF events and in SAF publications.

103

Top suppliers and vendors provided access to the latest, most innovative products and services via SAF's events and content channels.