

## The Frugalista Files

The frugal side of fabulous



**Natalie McNeal**

### **Affordable gift ideas for Mom**

Yikes. The impact of the economy has finally hit Mother's Day. According to a report, [Mother's Day gift giving is down 14.7 percent](#).

Poor mom. This year, Mama Frugalista said I could just get her a really nice card. If she were local, I would take her to a lunch or brunch. I am going to buy her something, but it will be pretty frugal. [Red Envelope](#) is my secret store for affordable, memorable gifts. Watch out for Red Envelope's shipping fees, though.

Here are some affordable gifts tips for Mom:

- 1) A gift certificate for a manicure (less than \$20)
  - 2) Flowers from the grocery store (they are in season and surprisingly cute)
  - 3) A CD of one of her favorite artists
  - 4) Create a playlist just for her of her favorite songs at [blip.fm](#).
  - 5) If you have any left over gift cards from Christmas, use them to purchase Mom's gift.
  - 6) A small plant.
  - 7) A great home-cooked meal. I'm a big fan of recipes from [The Fresh Market](#).
  - 8) Lunch on Saturday, not Sunday.
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## Comments

Field of Flowers, the fresh flower super store, understands that people are spending less on Mother's Day this year.

Here are a few things that Field of Flowers is trying to do to make mom and their customer's wallets happy.

They have introduced several new arrangements at low prices. For example, Gerbera Daisies in Glass Block is just \$19.95, and Alstroemeria and Roses in Glass Vase is just \$26.49.

A great way to send fresh flowers and keep the cost down is to skip the vase and the professional designer. (Mom probably has some lovely vases and enjoys arranging her own flowers anyway.) You can do that with our Simply Flowers service. You choose the type and number of bunches of flowers to send, from among 35 varieties. Field of Flowers packages them in a special way so that they travel upright in flower food solution and arrive fresh. You pay only for the flowers (at low, bunch prices) plus a packaging fee and normal delivery charge. Right now a dozen long roses in Simply Flowers packaging is just \$12.59 plus delivery.

Fancy potted flowering plants are beautiful and available at surprisingly low prices. The selection is huge at Mother's Day, from big, puffy hydrangeas to cheerful tulips and daffodils. The selection of all kinds of potted, flowering orchid plants is amazing.

Sending flowers out of town

Warning! Mother's Day is the busiest day of the year for sending "wire orders" out of town. Consumers should be careful that they don't get hit with a big service charge. The big national advertisers are simply middlemen, and add up to \$14.99 just for handling the order, which goes into their pocket, not to the florist who arranges and delivers the flowers. Consumers can get educated about how it works by going to <http://www.fieldofflowers.com/sendoutoftown.htm>

Field of Flowers charges 0 service charge for out-of-town orders placed online. You can't get lower than 0!

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