Running a Successful Plant Sale

Presented by
Faulkner County Master Gardeners
Betty Baxter and Maire Caverley
WELCOME
Faulkner County Master Gardeners
PLANT SALE

U of A
DIVISION OF AGRICULTURE
RESEARCH & EXTENSION

MASTER GARDENER

University of Arkansas System
Second Master Gardener Plant Sale at McGee Center, May 20, 2000:
church parking lot
2009-2013
Conway Expo Center
2014
2016 Faulkner County Plant Sale
FIRST STEP
- CHOOSE A LOCATION
Sell non-plant items?

- Garden Art
- Gloves
ADDITIONAL FEATURES

- Speaker request ASAP
- agree topic
Raffle?
– review
UAEX
requirements
Concessions ?
  - food & drinks

Outside vendors ?
  - must deal with sales tax
Other organizations

Services such as tool sharpening
DRAFT A BUDGET

• Review previous year’s Plant Sale budget

• Anticipate additional costs – items which may not be purchased annually (signage, supplies etc.)
# FCWG 2016 Plant Sale Budget Request, Aug. 7, 2015

## Publicity

<table>
<thead>
<tr>
<th>Item</th>
<th>Cost</th>
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</thead>
<tbody>
<tr>
<td>Yard Signs</td>
<td>$400.00</td>
</tr>
<tr>
<td>Facebook</td>
<td>$135.00</td>
</tr>
<tr>
<td>Flyers/handouts</td>
<td>$50.00</td>
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## Plant Materials & Supplies

<table>
<thead>
<tr>
<th>Item</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Caladiums</td>
<td>$1,400.00</td>
</tr>
<tr>
<td>Hostas &amp; Ferns</td>
<td>$650.00</td>
</tr>
<tr>
<td>Freyaldenhoven</td>
<td>$150.00</td>
</tr>
<tr>
<td>Culberson</td>
<td>$100.00</td>
</tr>
<tr>
<td>BWI (pots &amp; trays)</td>
<td>$1,200.00</td>
</tr>
<tr>
<td>Good Earth (potting mix)</td>
<td>$900.00</td>
</tr>
<tr>
<td>Potting soil for annuals</td>
<td>$140.00</td>
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## Misc. Expenses

<table>
<thead>
<tr>
<th>Item</th>
<th>Cost</th>
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</thead>
<tbody>
<tr>
<td>Expo Rental</td>
<td>$750.00</td>
</tr>
<tr>
<td>Tables/chairs</td>
<td>$500.00</td>
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<tr>
<td>Banners</td>
<td>$200.00</td>
</tr>
<tr>
<td>Garden Art</td>
<td>$100.00</td>
</tr>
<tr>
<td>Garden gloves</td>
<td>$440.00</td>
</tr>
<tr>
<td>Social (lunch/snacks on Fri/Sat)</td>
<td>$600.00</td>
</tr>
<tr>
<td>Supplies (raffle tickets, pens, sharpies, tape, etc.)</td>
<td>$300.00</td>
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</tbody>
</table>

## Total

| Total                          | $8,015.00 |
STEERING COMMITTEE

Invite MGs who have taken leadership roles in previous sales

• Review processes – what worked, what didn’t

• Review MG input from previous sale
CREATE A CALENDAR

• Create a to-do list by month

• List all activities, due dates, date of completion
APPOINT COORDINATORS

• Publicity – social media and print
• Digs – sourcing & organization
• Digs – logistics (responsible for supplies)
• Plant Care at central staging area (if used)
• Trees & Shrubs - optional
• Plant Inventory
• Plant Information
• Speakers/Demos/Displays
• Layout of Sale Area
• Garden Art
PLAN YOUR PUBLICITY

• Along with Coordinator, create a separate Publicity Calendar with due dates

• Research publications’ deadlines

• Social Media

• Design a flyer and/or postcard for distribution throughout your community

• Design and source local signage. Assign a MG to place and remove signs
SUPPLIES

- Order supplies in Fall and early Spring
- Ask MGs to collect pots
- Ask MGs to donate decorative pots, containers and hanging baskets to be planted for sale
- Get plant tags, price tags, markers etc.
- Order ticket pads
- Ask MGs to collect boxes and bring wagons (marked with their name!) on set-up day
Recruit MG Workers

- Sign-up sheets for day of sale
  - Plant areas
  - Welcome area
  - Plant holding area
  - Pick-up area
  - Include a “Wherever I am Needed” sign-up sheet

- Day of Sale assignments sent out at least one week prior

- Guidelines for each task sent to MGs
KEEP YOUR MGs INFORMED

• Schedule speaking time at monthly meetings

• Include updates in your newsletter and emails

• Hold Coordinator meetings

• Plant Sale meetings for general MG membership - an agenda keeps meetings on track
SOURCE YOUR PLANTS

- Distribute a list of INVASIVE PLANTS, that will NOT be accepted for the sale, to all MGs (Fall & Spring)

- Digs Coordinator recruits hosts for digs

- MG projects (divisions)

- Source donations/discounts from local nurseries
Ask MGs to grow plants (esp. vegetables) at home

cuttings

seeds
• Contact local nurseries for donation or discount
Repotting
6 packs
“Digs”
Plant gatherings
Common name of plant

Sun or Shade - Perennial or Annual

**Sun** = sun – plant thrives in at least 6 hours of sun light daily

**Sh** = shade – plant will not do well in full sun

**S/Sh** = partial sun/partial shade or suitable for either sun or shade

**P** = perennial – come back each year

**TP** = tender perennial – perennial that must be protected or taken indoors for the cold weather.

**A** = annual – grows only one season

**B** = biennial - grows first year, blooms the second year

Color of flower (if applicable)

Height plant generally grows
<table>
<thead>
<tr>
<th>PLANT</th>
<th>Color</th>
<th>Circle</th>
<th>Circle</th>
<th>Category*</th>
<th>Pot Size**</th>
<th>Price</th>
<th>Count</th>
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<tbody>
<tr>
<td>Russian Sage</td>
<td>blue</td>
<td>Annual or</td>
<td>Perennial</td>
<td>Sun or</td>
<td>4&quot;</td>
<td>88</td>
<td></td>
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<tr>
<td>Crepe Myrtle</td>
<td>?</td>
<td>Annual or</td>
<td>Perennial</td>
<td>Sun or</td>
<td>gal</td>
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<tr>
<td>Pen Cushion Flower</td>
<td>Blue</td>
<td>Annual or</td>
<td>Perennial</td>
<td>Sun or</td>
<td>3/4 gal</td>
<td>8</td>
<td></td>
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<tr>
<td>abelia</td>
<td>white</td>
<td>Annual or</td>
<td>Perennial</td>
<td>Sun or</td>
<td>3/4 gal</td>
<td>1</td>
<td></td>
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<tr>
<td>love grass</td>
<td></td>
<td>Annual or</td>
<td>Perennial</td>
<td>Sun or</td>
<td>1/2 gal</td>
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<tr>
<td>Lemon Mint</td>
<td></td>
<td>Annual or</td>
<td>Perennial</td>
<td>Sun or</td>
<td>3&quot;</td>
<td>2</td>
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<td>Hydrangea</td>
<td></td>
<td>Annual or</td>
<td>Perennial</td>
<td>Sun or</td>
<td>1/2 gal</td>
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<td></td>
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<tr>
<td>Turk's Cap</td>
<td>red</td>
<td>Annual or</td>
<td>Perennial</td>
<td>Sun or</td>
<td>1/4 gal</td>
<td>1</td>
<td></td>
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<td>Anemonea</td>
<td>white</td>
<td>Annual or</td>
<td>Perennial</td>
<td>Sun or</td>
<td>1/2 gal</td>
<td>14</td>
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<td>Mexican Hat</td>
<td>yellow</td>
<td>Annual or</td>
<td>Perennial</td>
<td>Sun or</td>
<td>1/2 gal</td>
<td>3</td>
<td></td>
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<tr>
<td></td>
<td></td>
<td>Annual or</td>
<td>Perennial</td>
<td>Sun or</td>
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<td></td>
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<td>Annual or</td>
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<td></td>
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<td>Perennial</td>
<td>Sun or</td>
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<td>SHADE PERENNIAL</td>
<td>COLOR</td>
<td>COUNT</td>
<td>SIZE</td>
<td>SOURCE</td>
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<td>----------------------</td>
<td>-----------------------------------</td>
<td>-------</td>
<td>--------</td>
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<td></td>
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<td></td>
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<tr>
<td>Arum Italian</td>
<td>white</td>
<td>27</td>
<td>4&quot;</td>
<td>Phipps</td>
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<tr>
<td>Celadine Poppy</td>
<td>yellow</td>
<td>4</td>
<td>1/2 gal</td>
<td>Robin Hall Gardens</td>
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<td></td>
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<tr>
<td>Celadine Poppy</td>
<td>yellow</td>
<td>3</td>
<td>4&quot;</td>
<td>Robin Hall Gardens</td>
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<td></td>
<td></td>
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<tr>
<td>Columbine</td>
<td>red/yellow</td>
<td>30</td>
<td>4&quot;</td>
<td>NRC</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Columbine</td>
<td>red/yellow</td>
<td>5</td>
<td>gal</td>
<td>NRC</td>
<td></td>
<td></td>
<td></td>
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<td>Columbine</td>
<td>purple</td>
<td>10</td>
<td>4&quot;</td>
<td>Dickerson/Kellitt</td>
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<tr>
<td>Columbine</td>
<td>pink/red</td>
<td>8</td>
<td>4&quot;</td>
<td>Nash</td>
<td></td>
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<tr>
<td>Columbine</td>
<td>purple</td>
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<td>4&quot;</td>
<td>Nash</td>
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<tr>
<td>Columbine</td>
<td>white</td>
<td>1</td>
<td>4&quot;</td>
<td>Nash</td>
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<tr>
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<td>6</td>
<td>4&quot;</td>
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<tr>
<td>Hardy Begonia</td>
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<td>7</td>
<td>4&quot;</td>
<td>Nash</td>
<td></td>
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<tr>
<td>Japanese Anemone</td>
<td>Honore Jobert/white with yellow</td>
<td>20</td>
<td>4&quot;</td>
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<td></td>
<td></td>
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<tr>
<td>Lenten Rose</td>
<td>pink</td>
<td>1</td>
<td>3 qt</td>
<td>Robin Hall Gardens</td>
<td></td>
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<td></td>
</tr>
<tr>
<td>Lenten Rose</td>
<td>pink</td>
<td>6</td>
<td>4&quot;</td>
<td>home/Robin Hall Gardens</td>
<td></td>
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<td></td>
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<tr>
<td>Lenten Rose</td>
<td>pink</td>
<td>2</td>
<td>3&quot;</td>
<td>home/Robin Hall Gardens</td>
<td></td>
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<tr>
<td>Solomon's Seal</td>
<td>variegated</td>
<td>11</td>
<td>gal</td>
<td>NRC</td>
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<tr>
<td>Solomon's Seal</td>
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<td>3</td>
<td>3/4 gal</td>
<td>Nash</td>
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<tr>
<td>Solomon's Seal</td>
<td>white</td>
<td></td>
<td></td>
<td>Gillespie-Williams</td>
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</tr>
</tbody>
</table>
PLANT COLLECTION & CARE

• If plants kept at one location, Plant Care team is responsible for watering, fertilizing, organizing plants

• MGs growing plants provide inventory to Inventory Coordinator

• Coordinate transport of plants to sale location
A CLEAN-UP DAY IS HELD 3-4 DAYS PRIOR TO SALE
SET-UP DAY

• Layout team provides plan for set up
• Signage for each plant area set up prior to plant deliveries
• MG-delivered plants checked in first
• MGs set up their assigned areas
PLANT INFORMATION

- Plant Information team creates a detailed information sheet, with photo, for each type of plant
SET-UP DAY (cont.)

• Final check for information/price tag and correct placement
• Pre-sale inventory is done
• Wagons and boxes by entrance; boxes at each plant area and holding area
• MGs briefed on their assignments
EDUCATING OUR CUSTOMERS

- Information sheet on each plant type
- Plant Information table
- Speaker
- Displays and demonstrations
- FCMG projects display
Displays and Demonstrations -
• gardening for butterflies
• container gardening
• composting
• fire ants
• bee-keeping
• Master Gardener Projects
DAY OF SALE

• Greeters welcome customers
• 4 – 6 MGs work as trouble-shooters
• Ticket writers work in pairs, one pulls color coded price tag, other writes ticket

• Holding area for UNPAID plants
DAY OF SALE

- Drive-up area for plant pick-up
UNSOLD PLANTS

1. MG Projects

2. MGs working the sale

3. Trees and shrubs may be held for next sale

4. Designated non-profit organizations

MGs remove any remaining plants
FUNDS FROM SALE

- FCMG scholarships for HS seniors and college students majoring in plant sciences
- Other FCMG projects
WRAP-UP MEETING

• About 2 weeks post sale

• Feedback and suggestions are invited

• MGs who cannot attend invited to email their comments

• All feedback collated, sent to membership and used in planning next sale
HAPPY PLANT SALES! - FROM FCMG