

Distict 15 - February 24th Society Plant Sale

Society	Date & Time	Location	Facility Cost	Advertise?	Plants Supplied By?	Lessons Learned, Best Practices etc.
Bolton	On Saturday end of May or early June. 9 to 12 for members, and 10 to 12 public.	1 of our members homes	No charge	Post on website, social media, sharing poster in community groups, email reminder to members, posters in community.	Largely member donations, last year a local flower shop donated plants (Hydrangea), leftover seeds started in spring by our board chair.	Supply 1 gallon pots donated from a community tree and shrub planting. Held advance workshop on dividing perennials where members bring plants from garden to divide - we supply pots and soil. Workshop on planting seeds and sold organic seeds order by society for members to buy on a small scale to try.
Brampton	Long weekend, Sat. May 18th from 9 - 2PM.	Brampton Curling Club inside building.	Not paid in past 20 years, but will city policy this year requires payment (rate not provided).	Newsletters start in New Year, book marks distributed at our Seedy event (over 400 bags given out) posters/flyers distributed to libraries, society website, external websites, and word of mouth. Bookmarks at all outreach events, avoid sending email to members. Day of event - large sign and banner outside location, and signs at major intersections early in the morning for directions.	Donations from members (but selective/buyers are repeat, want to see new plants), purchase annuals/vegetables/herbs from single supplier. Purchase specialty annuals for containers/baskets from 2 suppliers, perennials from 1 supplier, her bowls from small grower, natives from nursery in Tottenham.	Information hel desk, and member of City of Brampton hort. Department in attendance. Holding area for customers (buy more), Silent auction of interesting donated items. Tally sheet used to compile purchases before buyer reaches cash/speeds payment. Have white elephant sale, sell dahlia & canna tubers and some seeds.
Caledon	The Club does not hold a plant sale, but rather bring plants into the club meetings where there is opportunity to share/exchange with others.					
Chinguacousy	Sat. May 25 9-2PM (Sat. after Victoria Day long weekend)	Knightsbridge Community & Seniors Centre (club's regular meeting spot)	haven't paid this or last year, no guarantee true ongoing.	Posters (library, local shops, churches). Used newspaper and outside signs, along with online listings, facebook and webpage. Invested in reusable/rewritable signs.	Members donate, and lend hand digging up from anyone else outside club willing to donate.	Supplemented plant sale with table with garden goods and baked goods & both are popular. No longer purchase annuals from supplier as became expense rather than profitable (local grocery stores sell so cheaply as lost leader specials).
Cloverleaf	Sat. May 11th (likely) from 8:30 to 12.	Carmen Corbasson Community Centre parking lot.	Mississauga park charges 63.07 for permit giving access to parking lot, washrooms, and to 24 6 ft. long tables.	Club newsletter, email special notice to members, digital street sign at the community centre, with professionally printed posters/flyers/bookmarks and articles in publications - Garden Making and Mississauga's online newspaper. Posters/flyers distributed to area Library, Community Center, Riverwood Conservance, Bradley Museum. Members post flyers in shops. Day of event sandwich board with balloons along street draw attention to event.	members provide plants for sale. Club provides pots to members to encourage donations and a good sized plant.	Moved plant sale date from May long weekend (too many conflicting events) and this has increased profit. Maximize involvement from membership to assist clients (plant selection, holding area for plants, taking to care) this encourages more sales. 10:00 am photographer from snapd a community publication takes photos (good exposure). Collect 1 gallon size flowerpots from various garden centers to help with potting up by members. Plants broken down - sun, shade, native, height, colour, season with colour coding for pricing (poster shows pricing structure), and all plants well labeled common/botanical names.
Credit Valley	Held Saturday of May long weekend. 9 - 1 PM	Parking lot of a Catholic school near Erin Mills Town Centre	Approximatel y 50.00 to Duffering Peel Catholic School for permit.	Advertise by City Reader Boards (as available) putting posters in community centres, some flyer distribution, emails to past garden tour attendees, but most effective we find has been word of mouth.	Donations from society members, sometimes non-members ho know about the sale, and sometimes purchase tomatoes and annuals.	Long line before start time, so we sell coffee and muffins starting at 8 AM. Use 2 sizes of square pots (easy transportation), use trolleys and cardboard boxes for carrying by buyers, and lots of member helpers to assist buyers (questions/assistance with transport).

Etobicoke	Saturday of Mother's Day weekend. Sale starts at 9AM.	Local community centre	200	Advertisement is via localpaper and through our newsletter. Flyers are left at local libraries and communities and on our website and facebook page.	Plants are donated by members, we also purchase herbs through the food terminal and native plants are purchased through wholesalers.	Last year banned certain plants from being sold (top 10 invasive plants from TRCA) this was met with some members but we persisted. Havesome issues with volunteers shopping the best plants before the public gets a look at them (tough issue to solve).
Nobleton & King City	Held in May, previously with local Victoria Day event. This year May 25 with Arts Society Pop Up Sale.	Laskey Hall (with the Art Society event)	previously paid, but this year cost covered via partnership with ASK	Website, Facebook page, and Instagram. Also put up posters and a large billboard that we will share costs with Arts Society King. We hope to have a sponsor for this board.	Members split their perennials and supply for the sale. Hoping that many will start indoor plants to sell as well. Hoping this year to start some seedlings and have them grown by our student partners. The Country Day School students will tend to them in the greenhouse on the school property. We partner with helping them grow their vegetable seeds that go in their raised vegetable garden beds.	Have a "children's table" at which we invite children to plant a seed in a take away cup and grow it throughout the year. Possibly make seed bombs this year, although children like to plant their "mother of thousands". We have sold in the past "bee nests and gloves and see tea cups". These items never sell all that much.
Parkdale & Toronto	Saturday May 11 from 10 to 2	Roncesvalle United Church (not where meetings are held)	250 to church, 100 honorarium to their cleaner and 100 honorarium to church organizer.	Create Facebook event page, post free event listings in Toronto.com, Community Captured, Snapd Bloor West, TBG, BlogTO, Mark Cullen, OHA, Park People Network. Handout flyers at TBGs Get the Jump on Spring & Seedy Saturday, Parkdale Seedy Saturday, Hort meetings, Community environment day. Flyers or posters go up at libraries, community centres, nurseries/garden stores, churches. Ask local politicians to promote, twitter postings, huge banner at site 2 weeks prior, shedoesthecity.com posting	Plants supplied by members, and buy wholesale at Connon's, Humber Nursery and Richters Herbs.	Hold Green Elephant a garden related White Elephant Sale. Sell Praying Mantis egg cases, and Pollinator Bees nests. Have horticulture related vendors selling stuff we receive 10 per cent of their gross income. High traffic/visibility helpful to sale, Access to venue 1day early helps with setup. Leveraging social media great help. Clearly marking volunteers (big name tags, straw hats) helps. Bell system announces discounts helps clear out stock near end of sale.
Richmond Hill	Mother's Day weekend (this year May 11th)	Hort society meeting location (McConaghy Senior Centre)	300.00 fee	Posters in local community centres, and libraries and at local gardening events. Large membership, word of mouth also drives business.	Plants donated in fall and propocated in a local school greenhouse for spring sale. Also grow vegetables and herbs, purchasing small number of annuals and veggies from local nursery. In spring get donations of perennials for sale,along with tropical plant donations.	Some annuals need to be started from seed (Verbena, Heliotrope, Cleome) as don't do well as cuttings. Some plants prone to infestation (Mandevilla /with Aphids) need to replace soil on bringing indoor. Success propogating native plants from seed, and created info. board to explain importance of them, which was well received and helped to sell them. Greenhouse allowed us to increase our profit margin substantially, but key that we have dedicated team to grow and manage greenhouse.
Roselands	Held each year on the Saturday of the May long weekend from 9 to 1.	Held at local park	Fee paid to City of Toronto (actual fee not provided)	Advertisement in local weekly Paper (Guardian), on Politician websites, & Sandwich Boards on corners of near-by road on day of sale.	Perennial plants are supplied from Member gardens, and planted by Members, or the club holds a "potting-up" day. Also buy from the Ontario Food Terminal where we have membership.	Anything not sold are sold off-site, used for planting at a Long Term Care facility, donated to local schools, or Senior Centres.

Schomberg	Held Saturday before Mother's Day long weekend.	Community Hall (our meeting location). Since its centrally located in village, good	Not provided	Posters, local publications, OHA, Township of King, and Library websites, social media, but mostly word of mouth, and many customers return each year. We leave a sign up sheet at sale, asking if they want to be notified of next years sale then email them a reminder.	30 to 40 per cent of plants come from member gardens. Annuals hanging baskets and window boxes come from local wholesaler. Trees and shrubs from local wholesale tree nursery.	Advertise as Just In Time for Mother's Day and ensure we have hanging baskets and window boxes. Tried bringing a knife sharpening service to sharpen tools (not very successful), selling garden gloves (profit margin small though), many requests for vegetable plants/herbs trying to increase our orders to meet demand each year. Providing members with invasive species list this year to avoid bringing these plants in.
Streetsville	Saturday after May long weekend 8:30 - 1:30.	Held at local community park	No cost to hold, and added benefit of lots of parking.	In 2018 on 18 different websites, ranging from Facebook to local politician websites. Print ad in local paper, flyers at local businesses, and roadside advertising signs placed day before event.	90 per cent donated by members,	Use 6 inch or larger pots, smallest 4 inch. Do all potting at nursery owned by ex President (quality therefore good - ie. size, potting medium etc.). Several potting sessions held, and all plants labeled and priced there well in advance of sale date. Offer 50 percent off near sale end, rafflegoes on during sale, New member signup/society table at event. Gardening art, pots, supplies also sold.
Swansea	2nd Saturday of May, held 9AM until sold out.	outside Swansea Town Hall	no fee charged	Usually have a listing in the neighbourhood paper (Villager) and the Town Hall lists our event on their website, as well as tweeting about it. We have put up flyers and posters on some years, but we need to be more consistent.	Members donate both perennials and house plants. Encouraging donations of garden décor and tools, books etc. which has been helpful. We also have members bring baked goods for sale.	Hostas hugely popular, sell quickly. Think plants sold more cheaply than should be - working on that.
Thornhill	2 Sales: Sat. of Mother's Day weekend, and Sat. after Labour Day weekend	Parking lot spaces rented at Thornhill Community Centre (TCC). Sales starts 8 ends approx. 2.	Cost of each rental 135.00. TCC supplies tables and sets up/tears down no additional cost	Flyers posted where permitted, emailing of flyer to members asking them to print and distribute, and send along electronically to friends/family/neighbors.	Members donate, and thru strong relationship with local garden centres get garden centre donations also. In fall purchase bags of bulbs and repackage in smaller amounts.	Sell garden books, pots and tools in addition to plants. Do a pre-sale from driveway where all plants stored in advance of sale for neighbours, members who cannot attend day of sale. Brings in more revenue/reduces # of sales items to be transported to TCC. Banners set up, and obvious to main street Bayview, which helps drive traffic to sale of those just driving by (high visibility). After 12 reduce pricing (2 for 1) in effort to sell everything. Leverage youth as volunteers (they need school volunteer hours). Trying to involve newer members of club in sale, help transition knowledge for future as plant sale team ages.
Woodbridge	Held around last week of June with yearly Garden Tour.	Historic Wallace House in heart of Woodbridge for garden tour and plant sale	Not stated	Advertise thru local paper and use the city's electronic billboards as well as Mark Cullen's newsletter.	Plants supplied by members, easiest seller is herbs, buy trays of basil, parsley etc. grow them, split them margins not great but they sell well.	Plants from wholesalers/growers resulted in margins so small and any amount of damaged material or left overs results in losses focus now is on member donations. Costco sells at very competitive prices a challenge for us. Our plant sale does not bring much revenue.