

## Guilford Garden Club Plant Sale Chair- Job Description 9/2021

### Background:

Due to the 2020 pandemic, The Guilford Garden Club had a modified smaller wreath sale. We were looking for additional possible sources of revenue. Denice McGregor had the idea of a plant sale. Vaiuso Farms was picked as they already had an existing fundraising program in place. Diane from Vaiuso Farms required that we offer a limited number of items for sale for simplicity for both parties. As it was the first time attempting a plant sale, it was decided to keep it simple and use only paper order forms. Sales would be to members and friends with some advertisement through our Facebook page, Patch, and a newspaper article. The idea was presented and approved by the presidents and the board. A committee of volunteers was formed to brainstorm ideas.

### Procedures:

- Decide if the club wants to hold a plant sale for the current Guilford Garden Club year.
- Recruit one or two chairpersons for the sale.
- Contact the Town of Guilford to obtain permission if using a town site such as Rollwood Park or secure another location.
- Choose a date to hold the sale and contact Vaiuso to be put on their schedule.
- Obtain from Vaiuso their order form for the year and decide what plants to put on the sale and determine pricing.
- Advertise the sale to members by sending the order form via email and to the public with posters that include copies of the order form.
- Ask permission to park at the Children's Center next to Rollwood Park.
- Tally orders as they arrive at the Guilford P.O. Box and place order with Vaiuso 2 weeks ahead of the pickup date.
- Recruit volunteers to help sort and distribute orders to customers.
- Recruit volunteers to help with a limited number of home deliveries for special need members or no shows.
- Send reminders to the public who ordered plants as to time and place of pickup. During the pandemic it was contactless pickup.

### **Day of Pick-up:**

- Count inventory as it is delivered from Vaiuso.
- Have volunteers sort plants by last name of the order form in alphabetical order. Have signs that indicate ex. A-D and E-F, etc. for placement of orders.

### **Additional thoughts:**

- 4 inch pots are bought in groups of 10, so it is wise to limit the number of choices to avoid unsold items.
- Suggest the extras be used by members who plant flower boxes and planters at the Town Hall, Post Office, the Horse Trough on the green, or for use as a raffle item at the June meeting.
- Obtain small boxes to help efficiently distribute 4 inch pots to customers.
- The date initially chosen was after Mother's Day so as to not conflict with other sales in town.
- Consider online sales and charge orders.
- Customers were given choice of times but almost all chose 11-12 noon.

### **After thoughts:**

- Schedule a shorter time for pickup, maybe 11:30- 1:00pm.
- Adjust the morning delivery time based on the number of pickups. We could have accommodated organizing many more plants and had the delivery time more closely spaced.
- Offer none of the least desired item, but maybe add something like red coleus.
- Decide if we want walk up sales with the risk of overstock.
- Advertise via a sandwich board on the green with order blanks to take.
- Encourage more members to participate and spread the word about the plant sale.