



Greater Rochester
Perennial Society

Playbook: Annual Plant Sale at Market in The Park (MITP)

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Revised: 03/02/2024

Purpose of the Event

The Market in The Park is our annual plant sale and our biggest fundraiser of the year. Per previous email, Market in the Park is a Master Gardener event in which GRPS participates. We are there as a GRPS Plant Sale activity. The monies raised help to support our lectures and garden tours, as well as offsetting costs for other events, including the Soiree and Banquet. This program is sponsored by the Master Gardeners/Cornell Cooperative Extension of Monroe County. It is lots of fun and a fantastic way to meet new people in the gardening community.

Timing of the Event

The event runs from 8am to 2pm, usually on the Saturday before Memorial Day.

Program lead will need to ensure there are tables available for plant display.

Event Details

January -April

- Notify the Newsletter Editor of date and time of Market In the Park and ask to have this information shared in the newsletter.
- Ask members to start potting up their favorite perennials to bring to the sale and to start early so that the plants look their absolute best.
- Ask the Newsletter Editor to include instructions for potting up plants to reduce the spread of the Asian Jumping Worm and other pests. Members need to include a plant label and the Editor can include a master copy as a newsletter attachment.
- MITP Chair(s) to determine a location (usually a member house) on the east and west side of the city for members to drop off their plants the week prior to the sale.



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May

The big event is near! (Just Prior to Sale)

- The Committee Chair(s) will notify the Newsletter Editor to post locations for plant drop off. The Committee Chair(s) will coordinate the activity of transporting plants to the GRPS President's house for final fluff (appealing display of plant) on the Friday before the sale.
- Committee Chair(s) must bring:
 1. extra plant labels,
 2. colored wooden sticks for pricing plants as well as
 3. several posters that indicate how much a plant is selling for based on the color of the stick. Information on GRPS should be displayed on the Treasurer's table along with membership forms.
 4. Notify GRPS Treasurer to bring a cash box and cash.

Day of the sale:

- Volunteers for the first shift arrive and set up the GRPS pop-up canopy and set a small table under the canopy for the Treasurer or designee to use.
- Volunteers hang the GRPS banner on the table or canopy.
- Volunteers collaborate with the Committee Chair(s) to price and then place plants in specific areas according to sun requirements, i.e., shade, partial shade, or sun.

Volunteers Needed

- Committee Chair(s): one to two
- Cashiers: minimum of two, one for each shift
- Hardy Helpers: minimum six to eight; three to four workers per shift
 - Activities include set up/take down of tables, displaying of plants, answering questions about the plants offered for sale, providing general education to the public.
- Volunteers may want to bring a water bottle and a folding chair.
- *Perk: each volunteer can choose a plant to take home!*

Additional Resources

A **Detail Sheet** has been created for each GRPS event with specific helpful details. The GRPS Secretary maintains the Detail Sheet and Playbook. The Chairperson will need to contact the GRPS Secretary for the Detail Sheet prior to planning the event. As the event progresses, the Chairperson must update the Detail Sheet with requested information, review the Playbook and advise the Program Committee if changes to the Playbook are needed.