



Plant Sale Planning Guide

Spring Plant Sale Calendar

November

Raffle Sales: Begin planning and reserve space at local events.

January

- Reserve March/April marquee dates with chamber
- Reserve Gazebo for Spring and Fall Sales with county court, Jennifer 325.247.7730
- Raffle Tickets: Design and print
- Plant Sale Posters: Design and print
- Reserve street banner with Permit Dept (Spring & Fall) and pay city to hang it.
- Raffle: Begin procuring vendor donations for raffle
- Assign Roles
 - Raffle Item Procurement Coordinator (Spring)
 - Raffle Sales Coordinator (Spring)
 - Graphic Artist/PR
 - Seedling Give-away Coordinator
 - Plant Purchase/Pick-up Coordinator
 - Plant Sale Event Coordinator
 - Plant Purchase Coordinator

February

- Begin selling raffle tickets
- Seedling Giveaway: Rally members to start seedlings and prepare other plants

March

- Discuss plant availability/cost with vendor early March.
- Seedling Giveaway: Rally members to start seedlings and prepare other plants
- Poster distribution 2 weeks prior to sale
- Hang street banner
- Preview and reserve plants at Kerrville nursery
- Prepare to process credit card and Venmo purchases
- Rally volunteers
- Go to vendor to reserve plants
- Plan sale day volunteer refreshments.

April Friday before sale, pick up plants



Fall Plant Sale Calendar

July

Reserve Sept/Oct marquee dates

August

- Assign roles
 - Graphic Artist/PR
 - Seedling Give-away Coordinator
 - Plant Purchase/Pick-up Coordinator
 - Plant Sale Event Coordinator
- Plant Sale Posters: Design and print
- Seedling Giveaway: Rally members to start seedlings and prepare other plants.
- Confirm street banner with Permit Dept and pay city to hang it.

September

- Discuss plant availability/cost with vendor early September
- Seedling Giveaway: Rally members to start seedlings and prepare other plants
- Poster distribution 2 weeks prior to sale
- Hang street banner
- Preview and reserve plants at Kerrville nursery
- Prepare to process credit card and Venmo purchases
- Rally volunteers
- Go to vendor to reserve plants
- Plan sale day volunteer refreshments.

October

Friday before sale: pick up plants

Roles

Raffle Procurement Coordinator: (SPRING)

- Have proof of IRS non-profit status
- Determine who will purchase raffle prize items and provide budget.
- Plan who will go to which merchants.
- Photograph each donation and purchased item for PR

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- Arrange for storage of donations
- May also solicit direct cash/check donations to scholarship.
- Use a receipt for cash/check donations.

Raffle Ticket Sales Coordinator: (SPRING)

- Reserve a table at events for ticket sales: LEAF, City-wide Garage Sale.
- Arrange for ticket sales at banks, chamber, and other sites. Provide tickets and change.
- Get change, Venmo, Square from treasurer
- Coordinate: table, tablecloth, table Runner, chairs, pavilion tent, pens, items for sale, manpower, setup/breakdown, donations, donation booklet, ticket tumbler.
- Give treasurer sale proceeds after each ticket sale event.
- Provide tickets for members to sell and coordinate the funds and ticket return
- Sell tickets at Spring Plant Sale.
- Oversee drawing at end of sale.
- Contact winner and coordinate the handoff.
- Take photos with/of winner for PR posting.
- FRIDAY: Collect money and tickets from chamber and other locations.

Public Relations: Design/print/distribute posters, design/print raffle tickets, ensure hanging of street banner, reserve marquee, post in TMGA events, post in social media, news outlets, create donations binder, design/print fliers for class if applicable.

Seedling Giveaway Coordinator:

- Communicate with all members to start seedlings and to pot divided plants.
- Coordinate plant delivery for sale day
- Ask members for donations of boxes
- Need: Plants, Disposable Tablecloths, Scholarship Table Runners, Donation Jar, Boxes, manpower, Gail Binder
- Encourage scholarship donations via cash and check, as well as Venmo, or credit card at cashier.
- Signage for pavilion and bungee cords

Plant Sale Event Coordinator:

- Coordinate setup
- Coordinate breakdown
- Reserve Gazebo for Spring and Fall Sales with Llano County Court.
- Pick up/Drop off: tables (6:15 am), tablecloths, table runners, signs, boxes, pavilion tent.
- Create price sheet for signs. Prices in \$5 increments.
- Use color code pricing stickers on signs and plants
- Create tally sheet for cashier. List DONATION as top item.
- Arrange for plants reserved by members to be held on table behind cashier.
- Cashier: Arrange for change, non-profit IRS doc, table runners, chairs, Square and Venmo, pens, promote donations on square and Venmo.
- Plan and implement volunteer refreshments.
- All funds counted, recorded and given to Treasurer.



Plant Purchase Coordinator

- Offer to members to special order plants
- Organize volunteers
- Go to vendor and reserve plants
- Go to vendor and pick up plants
- Deliver plants to Gazebo at 6:30 am.

Send Membership Email Wed or Thu Before sale:

- Arrival time
- Bring boxes for plants
- Bring donation plants
- Bring wagons to carry plants.
- Wear sturdy shoes, badges, and T-shirts.

Sale Day Checklist

- Tables (6:15 a.m.)
 - Plants (6:30 a.m.)
 - Signs/Banners/Bungie Cords
 - Cash, Venmo/Square
 - Table Runners
 - Plastic Tablecloths
 - Chairs for Cashiers
 - Rack Cards & Brochures
 - Cashier Tally card
 - Change
 - Square/Venmo
 - Pricing Signs
 - Give-away Plants
 - Refreshments (8:30 am or earlier)
 - Boxes
 - Wagons
 - Non-Profit IRS doc for cashier
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