



## Fundraising with Montalbano Farms 2019 Success Kit

Make a difference while raising funds for your organization or school. Support our local farm and raise money for your organization by hosting a plant sale this spring. Plant sales are a simple, effective way of fundraising. Pre-sales to families have **no minimum order, no risk, and no upfront cost. *Your organization will make up to 50% profit!***

### 3 Types of Fundraisers

- 1. Distribute order sheets to families and take pre-orders for plants. Customers will pick up their plants on the day and time that you set.
- 2. Order plants yourself and host a plant sale in which customers come by and shop as they would at a farmers market stand or at a bake sale.
- 3. Do a combination of options 1 and 2! Host a plant sale on the distribution day of your pre-orders.

### Pick Your Dates

| Pre-Orders Due  | Delivery or Pick Up  | Fundraising Event   |
|---|--|---|
| <b>DATE:</b>  | <b>DATE:</b>   | <b>DATE:</b>  |
| <i>All pre-orders are due by <b>March 29th</b>, but the earlier the better! Our recommended date is March 1st. We grow our plants to order and need to know the quantities you need of each crop to ensure that your customers are satisfied.</i> | Plants are available for pick up on the farm or delivery the weeks of Monday April 29th, May 6th, or May 14th. Arrange a date and time with Christina. Plants are generally available for pick up between the hours of 9am and 12pm Monday-Friday. | It is best to have your sale or distribution within a day of your date of delivery. Seedlings are ready to be planted in the ground upon arrival. |

### Please Note

We reserve the right to make substitutions to your order when necessary. Farming is always risky. Events outside of the farmer's control can contribute to crop failures. While we always seed extras and grow the healthiest plants around, sometimes an unforeseen pest or weather event can compromise our crops. When unavoidable, we will substitute with as similar a plant as possible.

**Pick Up or Delivery?**

Plants are available for pick up on the farm or delivery the weeks of Monday April 29th, May 6th, or May 13th. You will arrange a date and time with Christina for pick-up or delivery.

Picking up your plants from the farm is free of charge. Plants are generally available for pick up between the hours of 9am and 12pm Monday-Friday.

Approximately 800 plants will fit in a single layer in a typical cargo van. We do not recommend picking up plants using the open bed of a truck. Seedlings are fragile and will be killed by wind burn if transported in an open bed. Every 32 plants takes up approximately 10"x20" of space.

If you cannot pick up your plants, we will deliver them within a 70 mile radius of the farm for a fee:

|             |       |
|-------------|-------|
| <800 plants | \$150 |
| >800 plants | \$300 |

**The Plants**

Each plant arrives in its own pot and is ready to plant upon arrival. Although not usually a problem in May, it should be said that tender plants such as tomatoes, peppers, summer and winter squash, cucumbers, and basil should not be planted outdoors until the danger of frost has passed. Plants can remain in their pots for up to 3 weeks.

We offer over 60 varieties of certified organic vegetables, herbs, and flowers. We grow old favorites, heirlooms, and varieties that are fun for kids and the whole family. In addition to single plants, we also offer Instant and Supreme Garden Collections that come in packs of 12 and 20 respectively. Choosing a Garden Collection makes decision-making easy. Whether you are looking for garden staples or something new to try this year, we have just the right plants for you and your supporters.

**Pricing**

Each plant costs your organization \$2.00. We suggest a retail price of \$4.25 per plant.

A 50% deposit is due with the order, with the remaining 50% due by 7 days after delivery/pick-up.

## Hosting your Fundraising Event

You will need:

- Tables/space to host event
- Access to a photocopier and/or printer
- Carrying trays for customers to transport their plants. These can be purchased from the farm or you may use your own boxes/paper bags/grocery bags.
- Fundraiser Coordinator Volunteer: This person will
  - communicate with the farm, customers, and volunteers.
  - set the dates of the plant sale, delivery, and pre-order deadline.
  - distribute, collect, save, and tally orders and payment
  - coordinate plant delivery/pick up.
  - coordinate additional volunteer help.
  - send payment to the farm.
- 1-2 Delivery/Pick-Up Volunteers: These people will pick up plants from the farm on the arranged pick up date or be available to help unload the plant delivery. They will sign off on the order to be sure the correct number of plants are delivered/picked up.
- 1-3 (or more) Distribution/Sorting Volunteers: The number of volunteers you need will depend on the volume of plants you sell as well as the number of orders you process. These volunteers will be present the day before and/or during the sale day to put orders together and to help customers find their orders.

| <b>Volunteer</b>       | <b>Name</b> | <b>Contact</b> |
|------------------------|-------------|----------------|
| Fundraiser Coordinator |             |                |
| Delivery/Pick Up 1     |             |                |
| Delivery/Pick Up 2     |             |                |
| Distribution/Sorting 1 |             |                |
| Distribution/Sorting 2 |             |                |
| Distribution/Sorting 3 |             |                |

## **The Day of Your Event**

A few pointers to help your event run smoothly:

- We highly recommend pre-picking orders to avoid confusion on distribution day.
- If hosting a plant sale outdoors, consider having an alternate date in case weather is poor on your selected day. Keep varieties separated by keeping them in their carrying trays. Make sure you have adequate table space and volunteers to collect money/make change and answer questions from customers.
- Whether you are hosting a plant sale or a pre-order event, it is helpful to have at least one volunteer who is knowledgeable about gardening.

The previous list of supplies, volunteers, and pointers may or may not be suitable to your particular fundraising event. You may have additional or different needs. These are merely suggestions to help you start to visualize and plan for your event successfully.

I am here to help! If you have any questions regarding the logistics of your plant sale, please get in touch! I look forward to working with you.

Farmer Christina

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