



Delaware Nature Society Hosting a Virtual Native Plant Sale During COVID-19



Delaware Nature Society

May 4 · 🌐



We are thrilled to announce that the online preview for the Native Plant Sale is live! View plants now that will be available for purchase starting May 6.





DelNature Native Plant Sale

2019 #'s

- 3 Day Sale
- Plants: 9500
- Patrons: 750
- Gross sales: \$98,000
- Net Profit: \$45,000





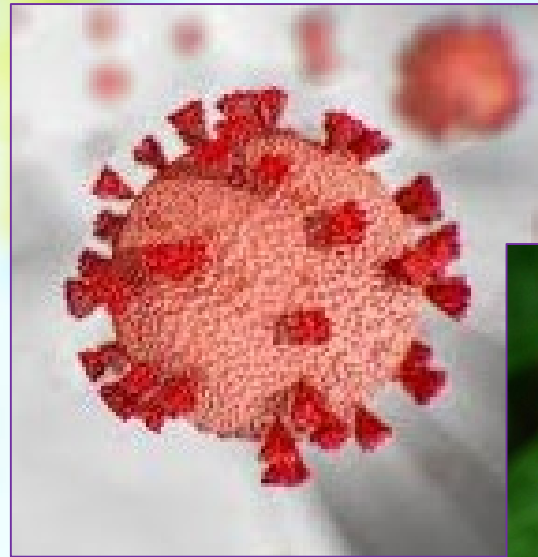
Constraints & Opportunities

Constraints:

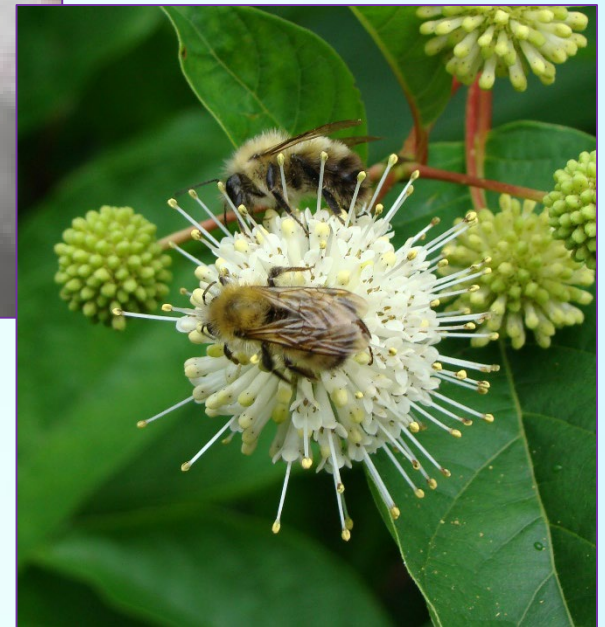
- Social Distancing
- Short-Time Frame
- Small Budget
- Growers Availability

Opportunities:

- Staff Involvement
- Strong Public Interest
- Mission Alignment/Branding
- Revenue!

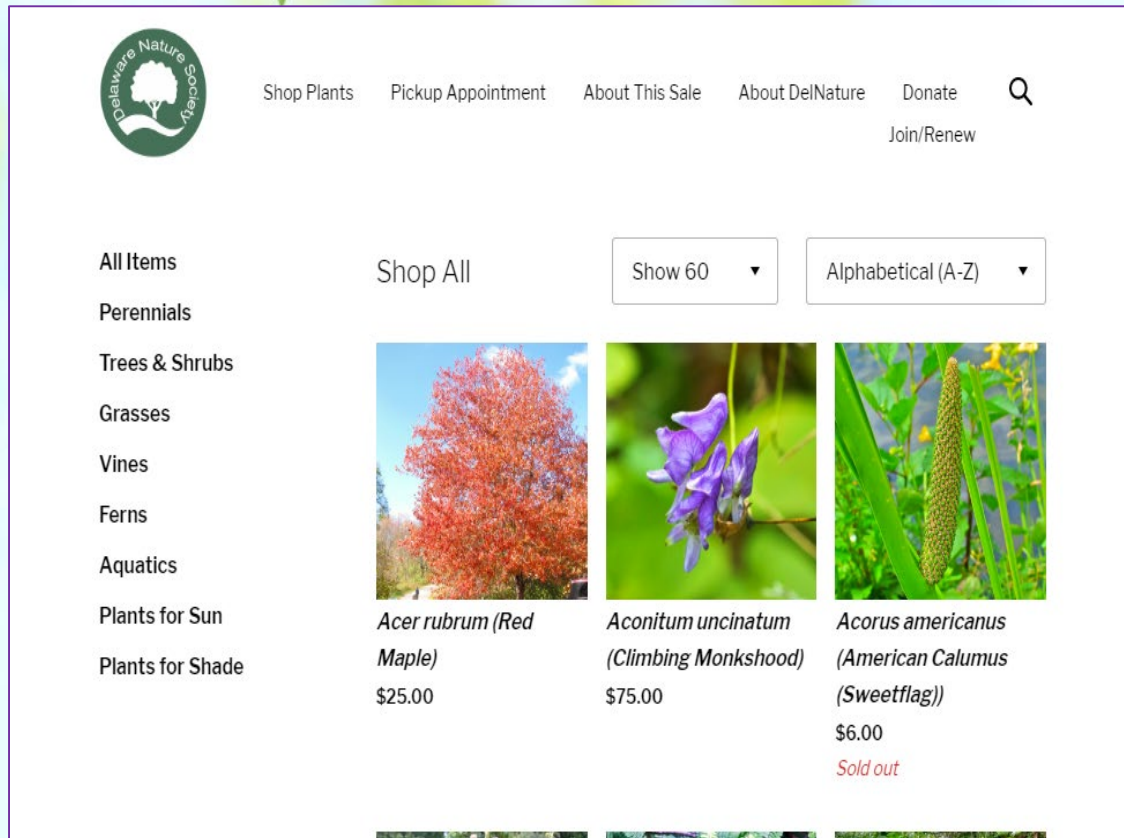


**From this . . .
To THIS**





Creating an Online Store



Considerations

- Software
 - Square
 - Altru Compatible?
- Tech Staff Needs
 - Building Store
 - Photographs
 - Testing
- Customer Interface
 - Marketing
 - Sponsor Recognition
 - Sign-Up Genius
 - Customer Follow up



Safety & Logistics

COVID Considerations:

- **Installed Hand-Washing Station**
- **Masks Required**
- **Contactless Pick up**
 - Patron's asked to stay in cars while our staff loaded
 - Pre-Scheduled P/U's- over 6 days
- **Staff Needs:**
 - Fulfillment Team
 - Customer Service
 - Loaders
 - Back-of-House
 - Data entry & reporting
 - Marketing
 - Altru entry- tips/ gifts





Results, Successes, Challenges



2020 #'s

- **Plants: 3600**
- **Patrons: 425**
- **Gross: \$52,000**
 - \$3,000 Sponsors
 - \$5,000 Tips
- **Net Profit: \$35,000**

2019/2020:

Our NET difference was only \$10,000 less than previous years!



Lessons & Advice

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DELAWARENATURESOCIETY.ORG

Native Plant Sale - Delaware Nature Society
The 2020 Native Plant Sale is ON(line)! Shop starting May 6. Calling all...


You, Shannon Modla, Aaron Sharp and 52 others · 9 Comments 28 Shares

Love Comment Share

Delaware Native Plant Identification and Exchange

Lorene

In the meantime, because we are only working with a few local growers, our list will be much smaller than normal. I get to decide what plants will be available. Any requests? 😊 (selections will be somewhat limited but I'll do my best to accommodate as many as possible)



Erin Rowe, Elaine Schmerling and 89 others · 164 Comments 8 Shares

Maryland Native Pl... 20+



Thank you



Aesculus pavia (Red Buckeye)

\$15.00

Select an option *

Select one ▼

Our store is not currently accepting orders.

Red Buckeye

Aesculus pavia

Huge blooms glow like beacons for returning hummingbirds. Bird-friendly. Attracts bees.

- Bloom Color: Coral
- Bloom Time: May
- Sunlight: Full Sun, Part Sun
- Soil Moisture: Moist, Wet
- Height: 10-20'
- Width: 10-20'
- Range: Coastal Plain of Eastern US, Piedmont of Eastern US