

RCMG Plant Sale 2025
Report to the President

2025 Plant Sale
Goals-Pluses and challenges

Increase inclusivity

- Intern Manual may be of help in the future
- In the beginning sought advice on best practices from past leaders
 - Interns were late in being assigned mentors; few were involved
 - Plant Sale Chair unable to address class, give ideas on how to participate
 - Find some way to involve those who work during the week

Succession planning

Tried to have co-chairs, one experienced and one newer MG, failed

Simplify Sale, improve communication

- a. Improved communication with use of a newsletter
- b. Increased social media contacts- kept records
- c. Simplified layout of sale site; moving AAMG and Soil/Water close to cashier increased their traffic. Eliminated brick sales and treasures
- d. Created inventory of logistical equipment; tents, tables, chairs buckets, rope
- e. Priced plants at the greenhouse; consider a team of 2-3 people to set all prices
- f. Labeling improved
- g. Plenty of donation days, might consider requiring all donations be potted. Late arrivals were divided the last day did not see as no time to recover.
- h. Purchased very little, mostly donated supplies
- i. 1 day sale, 1 day to set up was successful. Recommend 9-3:30 Sale day

Misc.

- Lots of unsolicited advice, taken into account but time and energy consuming. Seek out unnecessary steps or activities and eliminate
- Lots of “we have always done it this way”
- Only a few committee chairs took full ownership of their tasks
- A lot of work for small amount of profit. Worth looking at other options.
 - 1 day sales- Sunday afternoon at Hanger Brewery
 - Alternative site for a weekend sale, St. Martin-challenges

- Grow annuals in the hoophouse, 1 day sale, or bring your pot, pay a fee and we design and plant (Darlington did this to great success)
- Faced increased competition for plant sales. At least 20 in the area in first 2 weeks in April
- Clarify Board role of Chair, responsibility and what to report
- Explain budget process and rules
- Consider organizing donations in greenhouse by category, veggie, house shade, sun. Move as a category to set up
- Consider using large popsicle sticks for big pots, ie. Tongue depressor size
- Paper bags were terrific, little use of plastic bags
- Set up a plant holding area to the side of the cashier so that carts are available for others to use. Keep the front of the cashier table open to paying customers. Adding up totals one time when in line worked well.
- Outreach with leftover plants was a great success, moved on flatbed until picked up and delivered to school. Opened an opportunity to work with a local school as a project
- Continue to press for more involvement from all members. Publish date early; explain jobs

Plant Sale Debrief

What didn't sell?

- Over priced plants. Have spotters on lookout after second hour. Reduce plants as people look at them in the last 1-2 hours.
- Shade plants and House plant did not visually attract attention early on. Seemed hidden away.
- Gathering remnants on to tables as space available made them go quickly
- Todd's Nepeta and Euphorbia were last to go. Not showy and unfamiliar.
- Grasses that were short and ratty were last to go.
- Staghorn went when marked way down. We overpriced it.
- Yellow flag went when reduced

What did sell?

- Todd's blooming plants. \$16 didn't stop plants from being snapped up
- Yellow & orange went easily. I had wondered.
- Shrubs went when marked down to \$20/25
- Native plants

Suggestions

- Would love to have all plants on tables next year. Worth buying more tables. Hunting and begging for tables is stressful.
- Buy enough tents to not have to borrow.

Plant Sale 2025

Checklist

Complete promotion (see list of what has been done)

press releases March 15?

Flyers to members March 11. **Labels also**

Web update/social media **Instagram- Nancy, Facebook? Lala and Kay have been in touch, DONE**

Presse releases go out on March 26th to TV, radio

Latest Dirt, **Pam.**

Logistics- Jim

How many people needed to set up, take down, when? **In prcess**

Tents, tables, chairs **Jim has this under control. Lots of questions,**

Outreach

Confirm donation location, **Bookman Road Elementary School, Dawn Smith, Principal**

Delivery and install team? Monday, April 8? **DONE**

Volunteer checkin/Hospitality- Val **DONE**

Name tags

Volunteer sign in **DONE**

Evelyn said Kroger and Publix will donate sandwich trays, to be arranged, pick up DONE

Plant donation- Toni and Regina

Plant Plunder Day, Feb.26- old Carolina Yard location, notify everyone on SUG?

Intern hours?

Shovels, gloves, pots. Store where? **DONE**

Set up calendar and sign up links for donation days **DONE**

Get volunteers- Lala and Sandy?

Set up dates, locations **DONE**

Need signs to greenhouse Pinwheels from Dollar Tree?

Confirm label process

Collect information ahead and print?

On site labeling process

? How are plants moved from the greenhouse to the plant sale location? **Carts, cars and trailer**

Confirm with tomato guy (Carl Bartlett and Lawrence **Done To be delivered Sale Day**

Do we just ask people to tell us ahead of time what they are bringing. March 20th? **No sure**

Old Turtle Pond donation

March 1st. check with Todd **DONE. Get back in touch on March 24**

March 15 determine what we may be able to get

April 1-2 select plants, inventory, load and unload. Store where?

Inspector

Who, when to schedule?

Make inspection/License appt with Jimmy Lisenby JDlilsen@Clemson.edu

Have information on address, phone No. RCMG, etc

Cashier- Heidi **DONE**

Change, credit card, etc.

Donation container and information about past uses of funds, poster? **DONE**

Misc.

Clean out greenhouse day? When, how many volunteers? **DONE**

Volunteers for accepting donations? 10-1- Dates and codes in Latest Dirt **DONE**

RCMG booth, material, volunteers **Sign up done, Check on MG Booth info needed, **DONE**,
Don will bring tent, tqble but does need a MG volunteer, Lawrence will help.**

SUG for set up? (April 3 1-4) Code 7673 **DONE**

Map Created **DONE**

Moving, set up tents, tables, chairs, buckets- **Check on trailer, Inventory created
RCMG volunteers with trucks do this**

Moving plants **Check on trailer. Adreas or Steve Crisp 803-669-6553**

Installing signs

Setting up plants

Watering

SUG for plant sale day, includes volunteers for **DONE**

Selling (2-3 hour shifts)

Explaining plants

Staffing RCMG booth

Assisting at Cashier or Hospitality areas

Code. ? **7673 (ROSE) will work the week of the sale from 7-6.**

Carts- **some in greenhouse, ask members in Newsletter to lend**

Notify each chair as to who has signed up? **Not necessary, notify everyone**

Latest Dirt **DONE**

How frequent, **March once a week or every 10 days**

Ideas, themes

Early donations?

Proper labels?

Set up day/Plant Sale supplies

Price stickers

Extra labels

Pens, markers, scissors

Sign making paper, stakes

Get aprons from Quonset hut- distribute at Vol. checkin

Garbage bags

MSC tools, hammer, stapler

Misc..

Let members know they can shop before, after their volunteer shift or during any lulls

Pricing signs? Not needed, prices on popsicle sticks

Native Plant signs, Pam has plastic card holders, will make signs and ask Don to insert in plants once they are all set up, NO special Native Plant area. Mixed in to encourage shopping all plants. DONE

2. Confirm Friday, April 4, Code 3624, April , Monday (Code 7264 Outreach) **Use the code as shown above to simplicity.**

Is the Farmers Market shed locked? If so how do we get it unlocked/locked in case we need to store things at the end of the sale? It is locked. **Starting the week of March 31 the temporary code with be 7673. Please remove all items by April 8th before we change it.**

5.

Items to move from Greenhouse/quonset hut April 3

9-1- Tents
 Tables
 Chairs
 Buckets
 Signs
 Shelving units for houseplants
 Carts/wagons

1-3 Plants
 Extra labels
 Bags
 Aprons
 Tablecloths

Can be stored in Farmers Market shed until the Sale Day. Code 7673

Plant Sale calendar/tasks

Need to know list

Rules and times for Sandhills

Who to contact for sending emails, funding, web,

July	Appoint co-chairs; exchange information from past sales If doing plugs, start now
August	select date Outline committee tasks
Sept.	Secure Committee Co-chairs Draft timeline
Oct.	Inventory supplies Confirm purchase from Old Turtle Pond
Nov.	Confirm committee tasks, seek co-chairs Start soliciting volunteers, create messages Create Sign Up Genius links Draft flyers
Dec.	Digest article??? Publish Newsletter Solicit volunteers at Dec. event, enter into Sign Up Genius
Jan.	Meet with Co-chairs to exchange ideas
Feb.	Panic Continue to stress people not signing up Newsletters Start a checklist of to do stuff Try to confirm progress with committees Notify garden clubs, other MG org. Create sign ups for greenhouse cleanup, Set up day, sale day
March	Massive amount of Sign Up Genius work Newsletter Get greenhouse ready Inventory logistical stuff. Tables, tents, buckets Old Turtle Pond selection, confirm delivery, labels (pricing) Reconfirm Soil and Water people, and RCMG table

Make signs, labels.
Create a checklist and check off tasks
Confirm with Inspector- greenhouse/donated plants
Confirm with Clemson re: moving flatbread
Recruit volunteers for set up
Keep plant donation process moving; labels, watering, shade, pricing
Confirm codes, time on property date of sale
Confirm outreach work force
Confirm Vol. check in supplies,
Confirm logistics supplies, seek MG help, tents, tables. Create inventory
Confirm cashier, donation information, sign

3.. Who moves the trailer with the plants? If Clemson does that how do we set that up? **Steve or Andres will move it. Just let them know when ready.**

Invasive Plants (adapted from CEC Power Point)

Category	Common Name <i>Scientific Name</i>	Threat Level	Notes
Trees	Chinaberry <i>Melia azedarach</i>	Severe	Spreads rapidly, produces poisonous yellow berries
	Tree of heaven <i>Ailanthus altissima</i>	Severe	Competes through chemical warfare
	Tallow/popcorn tree <i>Triadica sebifera</i>	Severe	Produces lots of seeds, takes over ecosystem
	Princesstree <i>Paulownia tomentosa</i>	Severe	Grows quickly, displaces native plants
	Callery or Bradford pear <i>Pyrus calleryana</i>	Significant	Spreads rapidly and outcompetes native plants
	Mimosa <i>Albizia julibrissin</i>	Significant	Invades disturbed area, spreads rapidly, can harm animals
	Paper mulberry <i>Broussonetia papyrifera</i>	Significant	Grows rapidly, displaces native plants by forming dense thickets
	Chinese/European privet <i>Ligustrum sinensis</i>	Severe	Forms dense thickets that crowd out native plants, can harm wildlife
Shrubs	Autumn olive <i>Elaeagnus umbellata</i>	Severe	Outcompetes native plants, alters soil chemistry
	Lespedeza/bush clover <i>Lespedeza bicolor</i>	Severe	Crowds out native plants, reduces biodiversity
	Nandina/Sacred bamboo <i>Nandina domestica</i>	Significant	Displaces native plants, poisonous to humans, pets, and wildlife
	Scotch or English broom <i>Cytisus scoparius</i>	Severe	Produces lots of seeds that remain viable in the soil for years, outcompetes native plants
Vines	English ivy <i>Hedera helix</i>	Severe	Spreads quickly, outcompetes native plants, damages trees
	Japanese honeysuckle <i>Lonicera japonica</i>	Significant	Grows quickly, shades out native plants, destroys their food source
	Kudzu <i>Pueraria montana</i>	Severe	Outcompetes native plants, inhibits tree renewal, reduces food and habitat for wildlife
	Bigleaf periwinkle <i>Vinca major</i>	Severe	Spreads quickly, crowds out native plants
	Chinese wisteria <i>Wisteria sinensis</i>	Severe	Grows quickly, strangles trees, displaces native plants
	Japanese climbing fern <i>Lygodium japonicum</i>	Severe	Forms dense mats that shade out native plants, fire risk
Grasses	Giant reed <i>Arundo donax</i>	Significant	Crowds out native plants, uses excessive water
	Tall fescue <i>Festuca arundinacea</i>	Significant	Outcompetes native plants, alters ecosystems, releases toxic substances
	Chinese silvergrass <i>Miscanthus sinensis</i>	Severe	Spreads quickly, displaces native plants, highly flammable
	Bamboo <i>Phyllostachys aurea</i>		Grows quickly, creates dense thickets, hard to eradicate (clumping bamboo species are not considered invasive)

2025 Plant Sale PR Timeline

Date	Outlet/Vehicle	Audience	Description	Responsible	Complete
12/1/2024	Flier/Graphic	All	Flyer Created	Isha Kirtin	✓
12/10/2024	Latest Dirt Newsletter	RCMGA Members	Plant Sale Focused Newsletter	Pam Robinson	✓
1/4/2025	Latest Dirt Newsletter	RCMGA Members	Plant Sale Focused Newsletter	Pam Robinson	✓
1/7/2025	RCMGA Monthly Meeting	RCMGA Members	Announcement/Flyer Available	Nancy Maseng	✓
1/20/2025	RCMGA Facebook Page	Facebook Page Followers	Flyer Posted	Tim Carrier	✓
1/20/2025	Facebook	Facebook Page Followers	Photos, etc.	Tim Carrier	✓
1/25/2025	RCMGA Website	All	Flier Posted	Tim Carrier	✓
2/4/2025	RCMGA Monthly Meeting	RCMGA Members	Announcement/Flyers Available	Nancy Maseng	✓
2/24/2025	Latest Dirt Newsletter	RCMGA Members	Plant Sale Focused Newsletter	Pam Robinson	✓
3/1/2025	Lexington Country Master Gardener "The Green Sheet"	LCMG Members	Flyer	Robin McClellan	✓
3/1/2025	Soda City Ask a Master Gardener Booth	Public	Flyer Available/Verbal Promotion	Lynn Derrick	✓
3/6/2025	SCNPS Monthly Newsletter to Members	South Carolina Native Plant Society Members	Announcement & Flyer included	Nancy Maseng	✓
3/6/2025	Instagram/Threads	Instagram Followers	First Post with Photos Preparing for Sale	Kay Roman	✓
3/7/2025	Latest Dirt Newsletter	RCMGA Members	Plant Sale Focused Newsletter	Pam Robinson	✓
3/7/2025	Instagram/Threads	Instagram Followers	Flyer Posted	Kay Roman	✓
3/7/2025	Instagram/Threads	Instagram Followers	Photo Posted	Kay Roman	✓
3/7/2025	Threads (Instagram)	Threads Followers	Flyer Posted	Kay Roman	✓
3/7/2025	WLTX - Cola Today	Public	Registered plant sale information/uploaded flyer	Isha Kirtin	✓
3/7/2025	WOLO	Public	Registered plant sale information/uploaded flyer	Isha Kirtin	✓
3/7/2025	EventBrite	Public	Registered plant sale information/uploaded flyer	Isha Kirtin	✓
3/7/2025	Columbia Convention Center	Public	Registered plant sale information/uploaded flyer	Isha Kirtin	✓
3/7/2025	Carolina Panorama	Public	Registered plant sale information/uploaded flyer	Isha Kirtin	✓
3/7/2025	Free Times	Public	Registered plant sale information/uploaded flyer	Isha Kirtin	✓
3/7/2025	WIS	Public	Requested Soda City Live appearance	Isha Kirtin	✓
3/8/2025	Instagram/Threads	Instagram Followers	Photo Posted	Kay Roman	✓
3/9/2025	Instagram/Threads	Instagram Followers	Photo Posted	Kay Roman	✓
3/10/2025	Instagram/Threads	Instagram Followers	Photo Posted	Kay Roman	✓
3/11/2025	Instagram/Threads	Instagram Followers	Photo Posted	Kay Roman	✓
3/11/2025	RCMGA Monthly Meeting	RCMGA Members	Announcement/Flyer Available	Nancy Maseng	✓

2025 Plant Sale PR Timeline

Date	Outlet/Vehicle	Audience	Description	Responsible	Complete
3/14/2025	59th Annual Carolina Home and Garden Show 2025	Public	Verbal and Flyer Available	Lynn Derrick	✓
3/14/2025	Email to Garden Club Contacts, Master Gardeners and Other Related Organizations	See List on Email Contacts & Organizations Tab	Email information with flyer attached	Lala Bowman	✓
3/15/2025	Clemson Extension Office	Public	Flyer Available for Soil Sample Walk-ins	Lala Bowman	✓
3/15/2025	Latest Dirt Newsletter	RCMGA Members	Plant Sale Focused Newsletter	Pam Robinson	✓
3/16/2025	Facebook	Facebook Page Followers	Flyer	Kay Roman/Tim Carrier	✓
3/17/2025	Instagram/Threads	Instagram Followers	Photo Posted	Kay Roman	✓
3/18/2025	Instagram/Threads	Instagram Followers	Photo Posted	Kay Roman	✓
3/19/2025	Instagram/Threads	Instagram Followers	Photo Posted	Kay Roman	✓
3/20/2025	WIS	Public	Community Calendar Posted	Kay Roman	✓
3/20/2025	Instagram/Threads	Instagram Followers	Photo Posted	Kay Roman	✓
3/20/2025	Columbia Metropolitan Magazine	Subscribers	Event Listing Submitted	Kay Roman	✓
3/21/2025	Instagram/Threads	Instagram Followers	Photo Posted	Kay Roman	✓
3/21/2025	Next Door	Subscribers	Event Post	Kay Roman	✓
3/22/2025	Instagram/Threads	Instagram Followers	Photo Posted	Kay Roman	✓
3/23/2025	Instagram/Threads	Instagram Followers	Photo Posted	Kay Roman	✓
3/25/2025	The Voice of Blythewood & Fairfield County	Subscribers	Press Release/Phone Call/Event Listing	Lala Bowman	✓
3/25/2025	WACH FOX	Public	Press Release/Phone Call/Event Listing	Lala Bowman	✓
3/25/2025	State Newspaper	Public	Press Release/Phone Call/Event Listing	Lala Bowman	✓
3/25/2025	Carolina Panorama	Public	Press Release/Phone Call	Lala Bowman	✓
3/25/2025	Free Times	Public	Press Release/Phone Call	Lala Bowman	✓
3/25/2025	WOLO	Public	Press Release/Phone Call	Lala Bowman	✓
3/25/2025	WIS	Public	Press Release/Phone Call	Lala Bowman	✓
3/25/2025	WLTX - Cola Today	Public	Press Release/Phone Call	Lala Bowman	✓
3/25/2025	WACH FOX	Public	Press Release/Phone Call	Lala Bowman	✓
3/25/2025	Columbia Metropolitan Magazine	Public	Press Release/Phone Call	Lala Bowman	✓
3/25/2025	Columbia Star	Public	Press Release/Phone Call/Event Listing	Lala Bowman	✓
3/25/2025	Instagram/Threads	Instagram Followers	Photo Posted	Kay Roman	✓
3/26/2025	Instagram/Threads	Instagram Followers	Photo Posted	Kay Roman	✓
3/27/2025	Instagram/Threads	Instagram Followers	Photo Posted	Kay Roman	✓
3/28/2025	Latest Dirt Newsletter	RCMGA Members	Plant Sale Focused Newsletter	Pam Robinson	✓
3/28/2025	Instagram/Threads	Instagram Followers	Photo Posted	Kay Roman	✓
3/29/2025	Instagram/Threads	Instagram Followers	Photo Posted	Kay Roman	✓
3/30/2025	Instagram/Threads	Instagram Followers	Photo Posted	Kay Roman	✓
3/31/2025	Instagram/Threads	Instagram Followers	Photo Posted	Kay Roman	✓

2025 Plant Sale PR Timeline

Date	Outlet/Vehicle	Audience	Description	Responsible	Complete
3/31/2025	Latest Dirt Newsletter	RCMGA Members	Plant Sale Focused Newsletter	Pam Robinson	✓
4/1/2025	Columbia Green Newsletter	Columbia Green Members	Flyer sent	Nancy Maseng	✓
4/2/2025	Facebook	Facebook Page Followers	Photos, etc.	Kay Roman/Tim Carrier	✓
4/2/2025	Instagram/Threads	Instagram Followers	Photo Posted	Kay Roman	✓
4/3/2025	Instagram/Threads	Instagram Followers	Photo Posted	Kay Roman	✓
4/4/2025	Instagram/Threads	Instagram Followers	Photo Posted	Kay Roman	✓
4/4/2025	WIS - Soda City Live	Viewers	Interview with Val Hutchinson and video from the event	Lala Bowman	✓
4/8/2025	Instagram/Threads	Instagram Followers	Photo Posted - Promote where remaining plants are going to be donated	Kay Roman	✓

RCMG Plant 2025
Press Release Contacts/Phone Calls/Event Listings

Organization	Contact Info	Method
Media Outlets		
Carolina Panorama	2346B Two Notch Road Columbia, SC 29204 Phone: 803-256-4015 Email: News@CarolinaPanorama.com https://www.carolinapanorama.com/news/	• Website Event Listing • Link to Carolina Panorama Listing • Press Release
Free Times	free-times.com 2101 Gervais Street Columbia, SC 29204. Phone: 803-765-0707. Email: webmaster@free-times.com	• Website Event Listing • Link to Free-Times Listing • Press Release
WOLO	https://www.abccolumbia.com/local-events/ WOLO TV 1747 Cushman Drive Columbia, SC 29204 Phone: (803) 735-9605 News E-mail: news@abccolumbia.com	• Website Event Listing • Link to Website Event Listing • Press Release/Phone Call
WIS	https://www.wistv.com/community/calendar/ countonwis@wistv.com	• Website Event Listing • Link to WIS Community Calendar Listing • Isha sent a personal email requesting to be on Soda City Live • Press Release/Phone Call
WLTX/ColaToday	https://colatoday.6amcity.com/events#/ btaylor@wltx.com or RRipp1@wltx.com	• Website Event Listing • Link to Cola Today Website Event Listing • Press Release/Phone Call
WACH Fox	Send All Press Releases To: news@wach.com Media Inquiries: mediainquiries@sbgvtv.com 1400 Pickens Street, Suite 600 Columbia, SC 29201 Main Phone: 803.252.5757	• Website Event Listing (could not find an event calendar online) • Press Release/Phone Call
State Newspaper	Contact? https://www.thestate.com/news/submit-news/	• Website Event Listing (could not find an event listing) • Press Release/Phone Call

RCMG Plant 2025
Press Release Contacts/Phone Calls/Event Listings

The Voice of Blythewood & Fairfield County	Contact us: (803) 767-5711 P.O. Box 675, Blythewood, SC 29016 info@blythewoodonline.com	- Website Event Listing – could not figure out how to submit an event online - Press Release/Phone Call
Columbia Metropolitan Magazine Events Listing Online	Columbia Metropolitan Magazine 3920 Forest Drive, Suite A Columbia, SC 29204 (803) 787-6501 Mailing address: PO Box 6666 Columbia, SC 29260 Email Henry Clay, Publisher: henry@columbiametro.com Press Releases: pressreleases@columbiametro.com	- Website Event Listing (<i>submitted 3/20/25</i>) - Press Release/Phone Call
Columbia Star	pams@thecolumbiastar.com P.O. Box 5955 Columbia, SC 29250 (803) 771-0219	Press Release/Phone Call

Organization	Contact Info	Method
Other		
Columbia Green	Jennifer Young Columbia Green President 803-608-1834 JenniferYoung@columbiagreen.org	Monthly e-Newsletter
Native Plant Society	PO Box 20798 Charleston, SC 29413 Midlands Chapter President mnpresident@gmail.com Don McInnis	Monthly e-Newsletter to Members
Neighborhood Newsletters	Individual RCMGA Members	Event Listing/Flyer Posted
The Lourie Center	Lala to contact 1650 Park Circle Columbia, SC 29201 Phone // (803) 252-7734	Event Listing/Flyer
Historic Columbia	https://www.historiccolumbia.org/ (803) 252-7742	Our sale is a week before theirs
SC Wildlife Federation	https://scwf.squarespace.com/ (803) 256-0670	Email/Flyer

RCMG Plant 2025
Press Release Contacts/Phone Calls/Event Listings

Organization	Contact Info	Method
Other		
	General Email Inquiries - mail@scwf.org	
Dutch Fork Middle School	803-476-4800	•
Heathwood Hall	803.765.2309	•
Hammond	(803)-776-0295	•
The Other Store	(803) 787-4351	• Post a flyer