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
  o Patron’s asked to stay in cars while our staff loaded
  o 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

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.)
Thank you

Aesculus pavia (Red Buckeye)
$15.00

Select an option *

Select one

Our store is not currently accepting orders.

Red Buckeye
Aesculus pavia

- 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