

Making Your Tree Sale successful: The Trees Atlanta way



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Is a Tree Sale Right for You?

- Do you have an established donor base?
 - Our first tree sale had less than 4,000 people receiving our newsletter
- Do you have a dependable volunteer base?
 - You need plenty of help
- Can you afford to lose \$\$ \$?
 - It can happen!



Is a Tree Sale Right for You?

- Is your organization well-known in the community?
 - Some people will buy trees just to support you!
 - It is a good marketing opportunity
 - A donor benefit
- Do you have use for leftover, unsold trees?
 - Some organizations arrange a return policy with the nursery and share the profit
 - Save for future planting programs
- Are you planning at least **6 months** ahead??



Select the right time and place

- A Saturday morning
- The best known venue you can get for free
- The beginning of your planting season
- Typically dry month
- Plants sell better when in leaf or fruit
- Parking is a **must!!!**



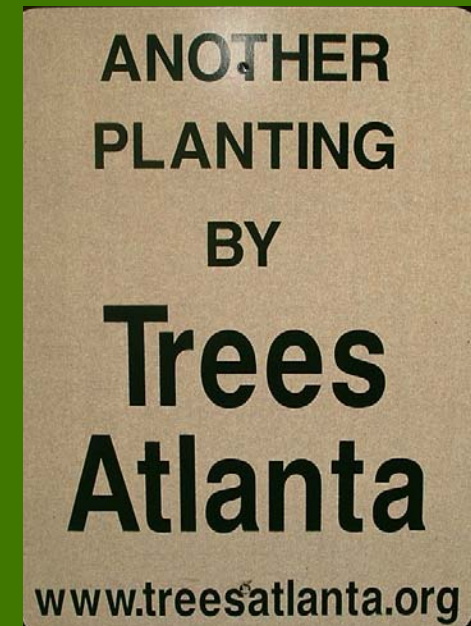
Location, Location, Location....

- The best known venue you can get for free
 - Central to city's heart
 - Well-known area
 - Easy access to parking
 - Get permission set 6 months ahead of time

Parking is a must!!!

Advertise

- Early to bed, early to rise, work like hell, and Advertise!
 - Posters
 - Radio (Garden station)
 - TV
 - Mass press release (get on the phone with those who have written about your organization in the past)



Marketing

Trees Atlanta invites you to its 7th annual Tree Sale.

It's that time of year to start thinking about what trees you want to plant in the fall! Our annual Tree Sale will again feature unusual and hard-to-find trees. We offer native shade trees that are not available at most nurseries nor are they planted by most landscape companies. As these native trees disappear from Atlanta, our historic landscape also vanishes. Help rejuvenate our declining tree canopy and re-create our healthy, unique forest by finding a place to plant these beautiful natives!

Remember, all proceeds go toward in-town tree plantings, so buy an *extra* tree and find a "treeless" place to plant it. There will be over 100 species of trees, shrubs, and native vines available. In the oak section alone we will have 11 varieties! Our focus is on **native species**, but we will also offer non-invasive, unusual exotic trees and several varieties of fruit trees including fig, pecan, apple, pear, persimmon, and walnut. Please check our website for the most up-to-date tree list.

www.treesatlanta.org/treesale

Plant a tree for yourself, for a loved one, to mark an important event, or for wildlife habitat. The place to find the perfect tree is the Trees Atlanta Tree Sale. See you there!

Prices Range from \$7 to \$150 depending on size and variety. There will be even more species and varieties than those listed. We just ran out of room!

Choosing the Right Tree for the Right Place

Special Thanks to:



VOYAGE COMMUNICATIONS INC

Latin Name	Common Name	Latin Name	Common Name
<i>Acer davidii</i>	David maple	<i>Pinus occidentalis</i>	American sweetgum
<i>Acer barbatum</i>	Southern sugar maple	<i>Palet trifoliata</i>	Hoptree
<i>Acer leucoderme</i>	Chalk maple	<i>Quercus alba</i>	White oak
<i>Aesculus pavia</i>	Red buckeye	<i>Quercus bicolor</i>	Swamp white oak
<i>Aesculus parviflora</i>	Bottlebrush buckeye	<i>Quercus coccinea</i>	Scarlet oak
<i>Aesculus sylvatica</i>	Painted buckeye	<i>Quercus falcata</i>	Southern red oak
<i>Alnus serrulata</i>	Tag alder/Hazel alder	<i>Quercus georgiana</i>	Georgia oak
<i>Amelanchier arborea</i>	Downy serviceberry	<i>Quercus laevis</i>	Turkey oak
<i>Aronia subrotundifolia</i>	Chokeberry 'Bralantisima'	<i>Quercus lyrata</i>	Overcup oak
<i>Aralia spinosa</i>	Devil's walking-stick	<i>Quercus michauxii</i>	Swamp chestnut oak
<i>Anemone triloba</i>	Paw paw	<i>Quercus marilandica</i>	Blackjack oak
<i>Calycanthus floridus</i>	Sweetshrub 'Athens'	<i>Quercus muehlenbergii</i>	Chickpin oak
<i>Calliandra americana</i>	Beautyberry 'Lactea White'	<i>Quercus rubra</i>	Northern red oak
<i>Calliandra americana</i>	Beautyberry 'Lav American'	<i>Quercus stellata</i>	Post oak
<i>Carpinus caroliniana</i>	American hornbeam	<i>Rhododendron austrinum</i>	'Don's Variegated'
<i>Carya glabra</i>	Pignut hickory		<small>Some Trees Pink!</small>
<i>Carya ovata</i>	Shagbark hickory		
<i>Carya tomentosa</i>	Mockernut hickory		
<i>Catalpa bignonioides</i>	Southern catalpa		
<i>Cephalanthus occidentalis</i>	Butterbush		
<i>Cercis canadensis</i>	'Forest Pansy' redbud		
<i>Chionodoxa virginica</i>	Fringetree		
<i>Clethra bartramia</i>	Yellowwood		
<i>Clethra alatifolia</i>	'Hammingbird' and 'Sixteen Candles'		
<i>Cornus alternifolia</i>	Alternate-leaf dogwood		
<i>Cornus florida</i>	Flowering dogwood		
<i>Cornus florida</i>	Double - 'Pless' and 'Stellar Pink'		
<i>Corylus americana</i>	American hazelnut		
<i>Cotinus obovatus</i>	American smoketree		
<i>Crataegus flava</i>	Yellow hawthorn		
<i>Fagus grandifolia</i>	American beech		
<i>Fothergilla major</i>	'Mt Airy'		
<i>Franklinia alatamaha</i>	Franklinia		
<i>Fraxinus americana</i>	White ash		
<i>Gordonia lasianthus</i>	Loblolly bay		
<i>Haleisia dipthera</i>	Two-winged silverbell		
<i>Hemamelis x intermedia</i>	Witch hazel 'Diana'		
<i>Hydrangea arborescens</i>	'Suss Gaiety' and 'Annabelle'		
<i>Hydrangea quercifolia</i>	Oakleaf 'Pee Wee' and 'Snowflake'		
<i>Ilex decidua</i>	'Finch's Golden'		
<i>Ilex glabra</i>	hickberry 'Nigra'		
<i>Ilex verticillata</i>	'Winter Red', 'Apollo' and 'Jim Dandy'		
<i>Ilex vomitoria</i>	'Weeping' yaspion holly		
<i>Illicium floridanum</i>	Florida anise-tree		
<i>Itea virginica</i>	'Henry's Sunset' and 'Marlot'		
<i>Juglans nigra</i>	Black walnut		
<i>Juniperus virginiana</i>	Southern redcedar v. <i>silicicola</i>		
<i>Leucothoe axillaris</i>	'Marge Jenkins'		
<i>Leucothoe populifolia</i>	Florida leucothoe		
<i>Lindera benzoin</i>	Spicebush		
<i>Liriodendron tulipifera</i>	Tulip-poplar		
<i>Magnolia ashei</i>	Ash magnolia		
<i>Magnolia macrophylla</i>	Bigleaf magnolia		
<i>Magnolia tripetala</i>	Umbrella magnolia		
<i>Magnolia virginiana</i>	Sweetbay magnolia		
<i>Nyssa sylvatica</i>	Blackgum var. <i>biflora</i>		
<i>Osmanthus americanus</i>	Deerwood		
<i>Ostrya virginiana</i>	Eastern hophornbeam		
<i>Oxydendrum arboreum</i>	Sourwood		
<i>Pinus palustris</i>	Longleaf pine		

Trees are the framework of our gardens, yards, and streets. They should be selected with consideration of their physical characteristics and cultural needs. Do your homework before you buy a tree! Here are a few things to consider: **Tree size, color, form, texture, character, speed of growth, and cultural needs** (soil, moisture and light).

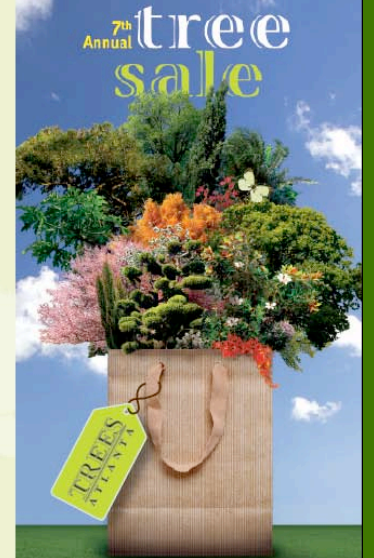
RENEW YOUR MEMBERSHIP!

This year, Trees Atlanta Members can pre-order the following 11 trees. Order must be placed by October 1st. Call 404-522-4097 and ask for Joe.

- American basswood** - Has a vase-shaped form, and fragrant drooping flowers that many insects enjoy. 15 gal. \$125.00
- American beech** - Grey, smooth bark and copper-colored fall leaves that rustle in the wind all winter. 5 gal. \$50.00
- Pignut hickory** - Earliest upland hickory to establish and has great yellow fall color. 7g \$50.00
- American hornbeam** - similar to American beech, but with smaller proportions; the trunk resembles musclee. 7 gal. \$50.00
- Post oak** - A difficult tree to find for sale. The twisted and picturesque form stand out in the landscape. 3 gal. \$25.00 & 15 gal. \$125.00
- Southern red oak** - A large spreading, majestic oak with deep red fall color. tolerates dry soils. 7 gal. \$50.00
- Scarlet oak** - Another upland oak with fantastic red fall color, needs dry soils and lots of sunshine. 7 gal. \$50.00
- White ash** - Nice form, strong wood, and varying fall color. An exciting and a rare sight in the forest. 3 gal. \$25.00
- Eastern red cedar** - A great evergreen screen for a hot, dry site and wildlife eats the berries. 3 gal. \$25.00 and 7 gal. \$50.00
- Tulip-poplar** - The tallest of our east coast trees is a fast grower and has tulip-like flowers. A host food for tiger swallowtail butterfly. 10 gal. \$75.00
- Blackgum** - A spectacular red and orange color show in the autumn. Its fruit is loved by many birds. 7 gal. \$50.00.

To give, plant, or protect please visit www.treesatlanta.org/treesale or call (404) 522-4097

TREES ATLANTA
225 Chester Avenue
Atlanta, GA 30316



Protecting and improving our urban environment by planting and conserving trees.

October 14, 2006
8am to 2pm

Piedmont Park
Monroe/Park Drive Entrance Next to Magnolia Hall

www.treesatlanta.org

NON-PROFIT ORG.
ALL CONTRIBUTIONS
ARE TAX DEDUCTIBLE
PERMIT NO.2378

Order Plants Early

- **Order the plants early.** You should be able to modify order up to delivery date.
- A diverse selection of plants
 - Make smart selections
 - Unusual and hard-to-find plants
 - Focus on natives
 - Focus on exotics that are not invasive
 - Varying size, shade tolerance, fall color, etc
 - Create your niche (Be known for a great selection of trees!)
 - A range of sizes. The bigger they are, the less you should have of them. (Preference to plants that can be moved by one or two persons)
 - 1 to 20 gallons
 - Containers are best
 - Keep a list of what sold and what time
 - Use multiple nurseries
 - Helps with selection
 - Depending one nursery can be **fatal**
 - Establish relationships with nurseries



Know Your Product... Know Your Plants

- Educate the customer and make it easy for them to learn
- Create laminated signs and photos of each plant
- Invite well-known experts, even local plant-loving Celebrities!



The Show Must Go On...

- Rain or Shine, be there no matter what, and make that fact **known** to volunteers and customers
 - Select the best time (dry, cool time of the year – October in Atlanta)
 - 6 hours is plenty of time for a sale
 - have 10 or so volunteers get there an hour early



Start Planning Early

Time Line Before Event

- 6 months
 - Confirm location
 - Select a chair of the tree sale (minimally for the 1st year)
- 5 months
 - Submit 1st draft order to nurseries
 - Secure sponsors (budget)
 - Arrange plant donations
 - Food for volunteer donation
- 3 months
 - Bi-monthly press release
 - Complete pamphlet draft
 - Design poster



Start Planning Early continued

- 2 months
 - Review plant order
 - Finalize pamphlet and send out to print
 - Print poster
- 1 month
 - Receive donations
 - Mail out pamphlet (1st day of the month)
 - Finalize descriptions / collect photos
 - Hang posters
 - Finalize plant order



Week of the Sale

- **Week before the sale**

- Send out volunteer email to sign up for three two-hour shifts



- **Week of sale**

- Reconfirm deliveries!
- Mid-week: finalize volunteer schedule
- Thursday: first and biggest deliveries
- Friday: organize plants
 - Trees Atlanta arranges by sun and shade, and alphabetically
 - Deliver supplies, plant descriptions, and photos (keep in a dry place, like your car!)
 - Sleep over night (camp out in the park, great for plant protection, punctuality, and volunteer bonding!!!)
 - Check that all plants have photos and descriptions
 - **Water plants!!!!** Sad plants don't sell

Have the Right Help!

- Know thy volunteers strengths and weaknesses
- If you don't know them, give them a job with muscle
- Volunteers that know plants (the experts to sale)
- Friendly, patient people (to assist folks moving trees)
- Strong people (to lift trees)
- Volunteers you **know** (to handle \$\$\$)



Seasoned Volunteer Duties

- All volunteers should be in Organizational t-shirt or the same color shirt
- Cashier
 - (People you know well)
 - One staff person
 - Count plants match with total on receipt
- Cashier assistant
 - (One or two per register)
 - Total number of plants per price
 - List plant names if time allows
 - Help slide plants forward
- Experts
 - (Put them in a special shirt or vest)
 - Sell, sell, sell!
 - Know the plants and help any one who needs information
- Sales people
 - Help customer move plants to hold area or register
 - One volunteer per one customer ratio



Greener Volunteers / 1st Timers

- Hold Area
 - Job to hold plants for thirty minutes
 - Tie ribbon around them with name and time in hold area
- Sold/ load area/ delivery
 - Strong back needed!
- Organizer
 - Remove sold signs (stack stakes and give signs to information desk)
 - Reorganize and return plants
 - Straighten rows (it helps sale)
- Information
 - Look up plants for shoppers
 - Organize sold plant signs
 - Document plants sold and time sold
 - Membership information



Day of Sale Set-Up

- Get there early (6am)
 - **2 HOURS BEFORE opening**
 - Volunteers 1 hour before (7am)
- Signs (7am)
 - Hang directional signage around neighborhood, hang plant signage and pictures
 - Lay them out have, volunteers tape them up.
- Table set up
 - Cash register
 - Information
 - Holding plants
- Explain volunteer duties (7:50)
- Talk to crowd about ...8am)
 - Being polite to everyone
 - Spending a lot of \$\$\$\$
 - Your Mission
 - Plants that did not come in
 - Surprise plants (last minute replacements)



Good luck!

