



# FUND RAISING IDEAS

A SERVICE OF THE ESA PHILANTHROPIC DEPARTMENT  
ESA INTERNATIONAL HEADQUARTERS - Drake Office Center  
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## PLANT SALE

To conduct a Plant Sale, you and your members raise plants from seeds or cuttings for sale. This sale can be conducted in conjunction with a scheduled function (fashion show or rummage sale), at a special event (bazaar or side-walk fair), or in a shopping center.

### STEPS TO SUCCESS

1. Appoint General Chairman. Responsible for coordinating all efforts. Set date for sale (allow adequate time for plants to mature). Determine location for sale, secure permits. Set price of plants. Arrange attractive display and sales area.
2. Appoint the following committees:
  - (a) Plants--Responsible for enlisting volunteers to grow plants. Arrange for seeds, starts, cuttings, soil and pots. Unique and colorful containers for plants will enhance sales.
  - (b) Promotion--Arrange for newspaper and radio coverage announcing sale. Distribute posters and flyers.
  - (c) Treasurer--Funds received must be recorded, deposited and approved bills paid.