

MIRIDAE MOBILE NURSERY

Thank you for your interest in hosting MIRIDAE MOBILE NURSERY!

Together we can create healthy, beautiful, and sustainable urban areas, one garden at a time.

In this toolkit we have provided a Host Checklist as well as fill-in-the-blank templates for emails, online posts, and flyers to set you up for success. As a Miridae Mobile Nursery host, you will get 20% off all plant items, a special “I Hosted Miridae Mobile Nursery” sticker, and native plants delivered right to your front door!

ALL WE ASK OF YOU IS...

- 1. Pick a date and time**
We suggest blocking off 3 hours during mid-morning or late afternoon.
- 2. Spread the word in your neighborhood!**
Flyers, emails, word of mouth, and social media (especially Instagram, Nextdoor, and Facebook) are all great strategies.
- 3. Review our Host Checklist**
Make sure everything is set for the big day.



Getting the word out ensures that the Mobile Nursery can be a sustainable business! All profits from our sales go to Miridae Living Labs, our nonprofit sister organization that uses native gardens for STEM education and ecological research. (www.miridaelivinglabs.org).

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HOST CHECKLIST



2+ weeks out:

- Double check there is a good spot for us to park the Mobile Nursery truck and for people to walk up. Dimensions of the fully set up truck are: 20' L x 15' W. (A source of shade is appreciated during the summer!)
- Announce your event! Email your neighbors, and/or share through social media (Instagram, Nextdoor, Facebook, etc.).

1 week out:

- Put up flyers around your neighborhood. Ask local businesses if they will let you leave one where customers can see it.

1-2 days out:*

- Make sure the location for the truck is accessible (if you have cones, it may help to set them out).
- Send out reminders via email and social media.

***Inclement weather:** We are willing to be out in most conditions as long as you feel people will stop by! Don't hesitate to be in touch with us if you have questions leading up to the sale.

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Copy and paste text from the templates below! Fill in the blanks and customize as needed.

EMAIL/LETTER TEMPLATE

Hello _____,

My name is FIRST AND LAST NAME and I live on # AND STREET NAME. I am going to host Miridae Mobile Nursery on my street on DATE from TIME RANGE, and I hope you will stop by!

Miridae Mobile Nursery is a Sacramento-based business that supplies California native plants and friendly advice to do-it-yourself gardeners in the region. It is a modified box truck that folds out to convert into a small outdoor store selling a diverse assortment of native plants sourced from local growers. Think a taco truck but with plants! The Mobile Nursery's goal is to promote community engagement with native plants and gardening at a neighborhood scale. Additional information can be found at: www.miridae.com/mobilenursery.

I am trying to make sure enough people show up and shop to make it worth their trip out here. All profits go to their science education nonprofit, Miridae Living Labs (www.miridaelivinglabs.org). Please spread the word to anyone in the neighborhood who might be interested in attending!

Thank you and I hope to see you on DATE from TIME RANGE.

Sincerely,
NAME

SOCIAL MEDIA TEMPLATE

Miridae Mobile Nursery will be coming to ADDRESS OR INTERSECTION, NEIGHBORHOOD on DATE from TIME RANGE! They will be selling an assortment of California native plants including grasses, flowering perennials, and even trees! Message me here if you have any questions. We'd love to have you stop by!

Helpful tags: @miridaelandscapes, #grownativeplants #nativegarden #biodiversity

Thank you again for choosing to partner with Miridae Mobile Nursery! We want to make your experience a positive one, so please do not hesitate to contact us with any questions or concerns. The best way to reach us is through our email address: mobilenursery@miridae.com.

Need plants for your garden?

MIRIDAE MOBILE NURSERY

is coming to this neighborhood on



Swing by

from

for a pop-up sale of California native plants including shrubs, perennials, grasses, and seeds!

Check out www.miridae.com/mobilenursery to learn more >>>

