

My Garden



Launch your spring fundraiser to new heights!

- Trendy gardening product
- Appealing price point
- Strong profit margins

What is My Garden?

Bringing an innovative twist to spring fundraising with plants, Wagner Greenhouses offers the *My Garden* program. *My Garden Combo Kits* include seven premium plants in professionally designed combinations ready for planting in patio containers, window boxes or ground beds. Twelve different combination designs for sun and shade are available, with color schemes to match every gardener's palette. Additionally, eleven *My Garden Select Kit* options are available for those gardeners that prefer to focus on a single variety.

The individual plants included in the *My Garden Kits* are grown in Elle pots, an eco-friendly, fiber wrap pot, eliminating much plastic waste. There is no need to remove the fiber wrap at planting; the Elle pots will degrade over the summer and are fully compostable. The Elle pot also reduces transplant shock by protecting the roots. Plants will grow faster when transplanted! Plant size and maturity are comparable to traditional four inch potted plants.

How will My Garden help your group increase your sales and your profits?

- *My Garden* taps into the extremely popular container gardening trend and increases the appeal with an eco-friendly touch.
- *My Garden Kits* can be sold at an appealing price point that brings a great value to your supporters.
- Our pricing to you encourages strong profits. Your group can easily generate a 40% profit margin.



A My Garden Combo Kit



Suggested planting scheme for a My Garden Combo Kit

Wagner Greenhouses

fundraisers@wagnergreenhouses.com, 612-922-1262, Fax 612-927-7126

In Minneapolis at 6024 Penn Avenue South and in Hugo at 4860 Frenchman Road North.

My Garden Combo Kits

Kits fill a 14-16" pot beautifully. Pots shown are for inspiration. Colored pots not included with kits.

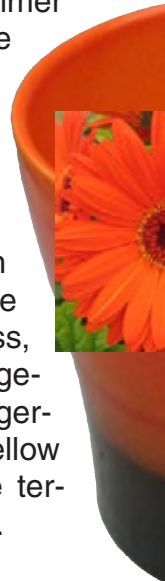
My Herb Garden

This collection of herbs will enhance your meals all summer. Herbs develop their best flavor when grown in full sun and kept on the dry side, but avoid wilting the plants. Includes two sages, three oreganos, and two thymes.



My Vivid Sun Garden

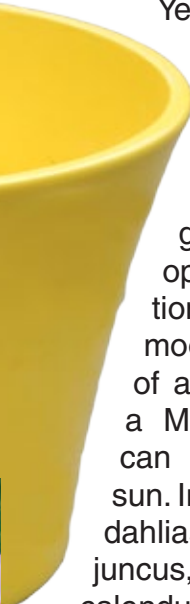
Spend your summer marveling at the beauty of gerbera daisy flowers, especially when surrounded by this supporting cast. For best results, place in full sun. Includes one bronze leaved grass, one orange bicolor geranium, two orange gerbera daisies, two yellow sanvitalias, and one terracotta calibrachos.



New!

My Hopeful Sun Garden

Yellow symbolizes hope, and what better color to greet you each day on your front step or in your garden? Let this optimistic combination brighten your mood and remind you of all the good things a Minnesota summer can hold. Best in full sun. Includes two yellow dahlias, one blue toned juncus, two spreading calendulas, and two white lobelias.



My Butterfly Sun Garden

Share your garden with some delicate winged friends. When in full sun, this collection of plants will produce loads of butterfly attracting nectar. You get to enjoy both the beautiful flowers and the butterflies! Best in full sun. Includes two red salvias, one white pentas, two red petunias, and two white bacopas.

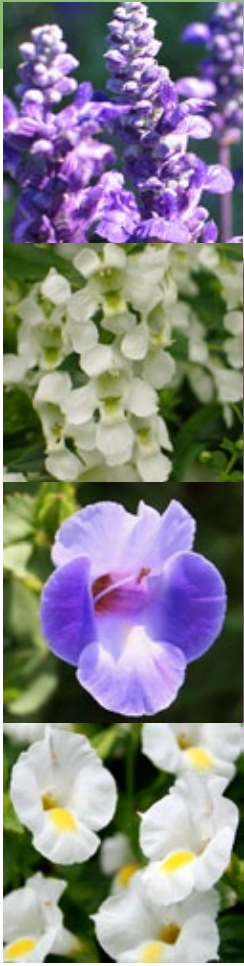


My Garden Combo Kits

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Colored pots not included with kits.*

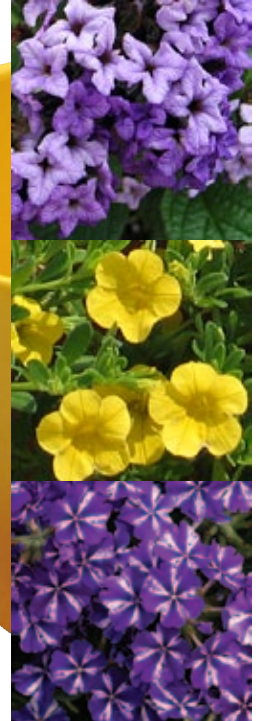
My Breezy Sun Garden

White and blue always work well together in the garden. The cool, calming colors of this combination flow together, bringing a light hearted feel to your garden and your day. Grows best in full sun. Includes two blue salvias, three white angelonias, one blue spreading torenia, and one white spreading torenia.



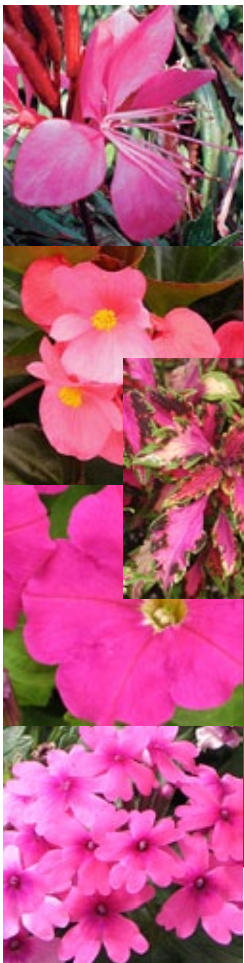
My Harmonic Sun Garden

Watch these bright, contrasting colors work in harmony all season long while adding impact to your garden or patio. Be sure to place your Harmonic Sun Garden in a location where you can also enjoy the wonderful scent of the heliotrope. Grows best in full sun. Includes two blue heliotropes, three deep yellow calibrachos, and two purple star verbenas.



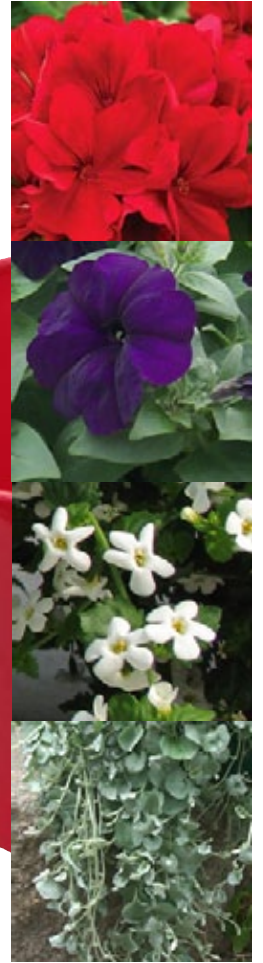
My Radiant Sun Garden

Brighten your days with this pink and rose toned combination. These sun loving plants will provide a splash of color to any backyard or patio. Includes two rose gauras, one large rose begonia, one multi-colored coleus, two rose petunias, and one pink with rose center verbena.



My Easy Sun Garden

These easy care plants will look great all season long. My Easy Sun Garden provides strong contrast in form and color with plants that give equally solid performance. Grows best in full sun. Includes two dark red geraniums, two blue spreading petunias, two white bacopas, and one silver-leaved dichondra.



My Garden Combo Kits

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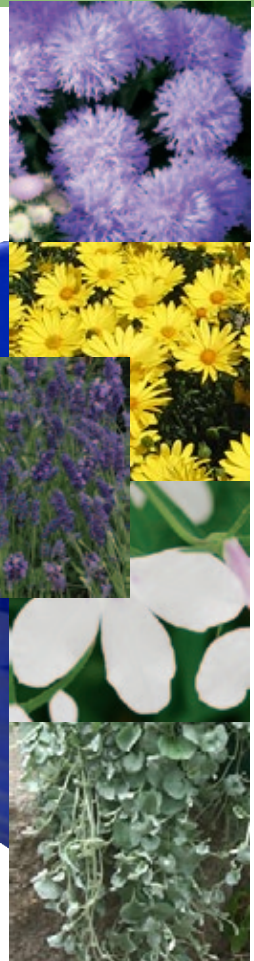
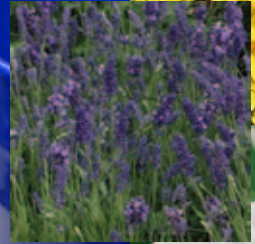
My Charming Sun Garden

The rich, jewel tones of this garden will deepen your appreciation of each and every summer day. Plants will perform best in locations receiving part sun all day or morning sun. Includes one tricolor perilla, two light pink hiemalis begonias, two white scaevolas, and two deep purple with eye verbenas.



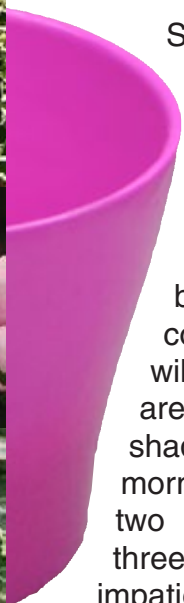
My Energizing Sun Garden

Outdoor living spaces are ideal places to sit back and recharge. Get a boost from this invigorating combination of contrasting colors and textures. Includes one blue ageratum, two yellow osteospermums, two purple lavenders, one white lobelia, and one silver-leaved dichondra.



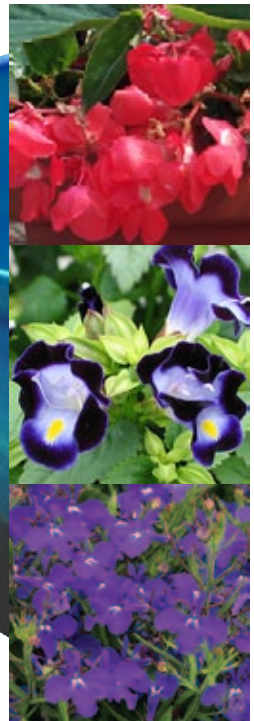
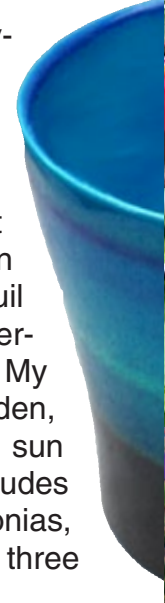
My Blushing Shade Garden

Shady areas can sometimes feel dark and heavy, but these spots only need the right plants to bring out their true beauty. These soft colors and textures will lighten any shady area. Best in light shade or with some morning sun. Includes two white euphorbias, three pink semi-double impatiens, and two variegated ivies.



My Tranquil Shade Garden

Peace and calm will govern your space when this garden shows its colors. Soft shades of blue and rosy red will appeal to your quiet side and gently brighten a shady spot. My Tranquil Shade Garden can tolerate a bit more sun than My Blushing Shade Garden, but harsh afternoon sun should be avoided. Includes two Dragon Wing begonias, two blue torenias, and three blue lobelias.



Begonia Dragon Wing Red



Sun, part sun, or shade.
Height: 12-16"

Fabulous performers and dramatic color in beds, large containers, window baskets or in hanging baskets. Continuous flowering through frost.

New Guinea Impatiens

Part sun.
Height: 12-18"

Loads of extra-large flowers all season long. Plant in containers and in beds. In Magic Pink (pink and white bicolor flowers).



Begonia, tuberous



Part sun or shade.
Height: 8-10"

Big, fully double blooms; beautiful in hanging baskets and window boxes. Part sun or shade. Choose from red, rose, or yellow.

Coleus



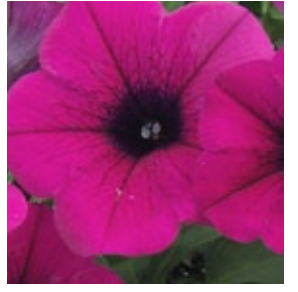
Full sun or part sun.
Height: 18-24"

A blend of two varieties with lime, gold, burgundy and copper tones. Outstanding selections from the coleus family. Super performers.

Petunia Purple Wave

Full sun.
Height: 3-6"
Spread: 36"

Spectacular spreading plants covered with tough, shimmering purple blooms. Great in ground beds, baskets and window boxes.



Sweet Potato Vine

Full sun.
Height: 6-8"
Spread: 24-36"

Chartreuse green foliage for dramatic accents with a trailing habit. Excellent in window boxes and containers.



Geranium



Full sun.
Height: 12-14"

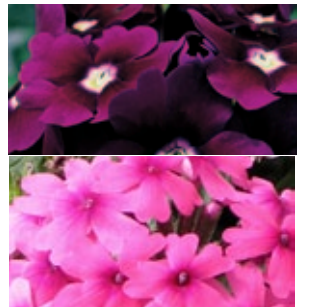
Plant in beds or in containers. Choose from deep

red or white with bright rose center.

Verbena

Full sun.
Height: 8-10"
Spread: 20-24"

A blend of pink with dark center and purple with white center spreading verbena plants. Best in pots, baskets, and window boxes.



Details for the Fundraiser Coordinator

Everything you need to know to make your fundraiser a success

Delivery

Free metro-area delivery is available for orders of 30 kits or more. Delivery dates will be available from May 2 through May 20, Monday - Saturday. Call for pick-up options and/or delivery quotes on orders of less than 30 kits.

Options

We are offering 12 different [My Garden Combo Kits](#) and 11 different [My Garden Select Kits](#) in a variety of color schemes.

Product specifics

Each [My Garden Kit](#) consists of seven Elle pots delivered in an easy to handle carry pack. The Ellepots measure 70 mm in diameter and are 455 ml in volume. Plant size and maturity compares to a four inch pot. Each [My Garden Combo Kit](#) is pre-arranged in the suggested planting scheme and also includes a planting map and care directions. Wagners grows full, beautiful plants that are flowering and healthy.

Cost

Please contact Wagner's for pricing. Your group will decide your selling price and, ultimately, your profit. Strong profit margins should be expected. Profit margins of 40% are easily achieved.

Important Dates

March 11 - Preliminary Orders due
 April 15 - Final Orders due
 May 2 - First available delivery date

Office Hours

Monday - Friday, 8:00 am to 4:30 pm
 6024 Penn Avenue South, Mpls, 55419

Contact us

Please contact our wholesale office for service, questions, or comments regarding your fundraiser.
 612-922-1262 (phone)
 612-927-7126 (fax)
fundraisers@wagnergreenhouses.com

My Garden Checklist

Pick your plants

Estimate the number of [My Garden Kits](#) that your group is likely to sell.

Select your preferred delivery/pick up date

Delivery and pick-up dates are available Monday - Saturday starting May 2 and continue through May 20. Deliveries will be made within a two hour window.

Return your Preliminary Order Form to Wagner's prior to March 11

This is the step where you convey your wishes to us and we reserve your plants and delivery time! This represents your sales goal; you will adjust your order to match actual sales when you submit your Final Order. Keep in mind that plants and dates are reserved on a first come, first served basis.

Promote your fundraiser

Now is the time to book those orders! Personalized order forms and mini-posters are available upon request. Show your supporters more information about the sizes and growing requirements for each type of plant at www.wagners.biz/fundraisers.html.

Return your Final Order Form to Wagner's prior to April 15

This step confirms your order and delivery time and should be completed by April 15. Additions to your order will be accepted up to 10 days before pick-up or delivery, but availability of [My Garden Kits](#) may be limited at that time.

Prepare to receive and distribute the plants.

Plan for your delivery date and decide how plants will be distributed. Arrange to have volunteers on hand to sort orders. Recruit your delivery team and/or inform your customers when they can pick up their plants.