

How to organise a flower and plant sale fundraiser for Cats Protection



Cats
PROTECTION

A flower and plant sale is a lovely way to brighten up your community while raising vital funds for Cats Protection.

By focusing on cat-friendly plants, you'll also be promoting a safer environment for cats.

Follow the steps in this guide to get started.





1. Choose a date and location

Decide on a date and location for your sale. Your garden, a local community centre or a school hall can all work well. If you're using a public space, contact your local council to check if you need permission.

2. Spread the word

Promote your sale through social media, local noticeboards and community groups. Highlight the fact that your plants are cat friendly and that all proceeds will support the important work of Cats Protection.

3. Source your plants

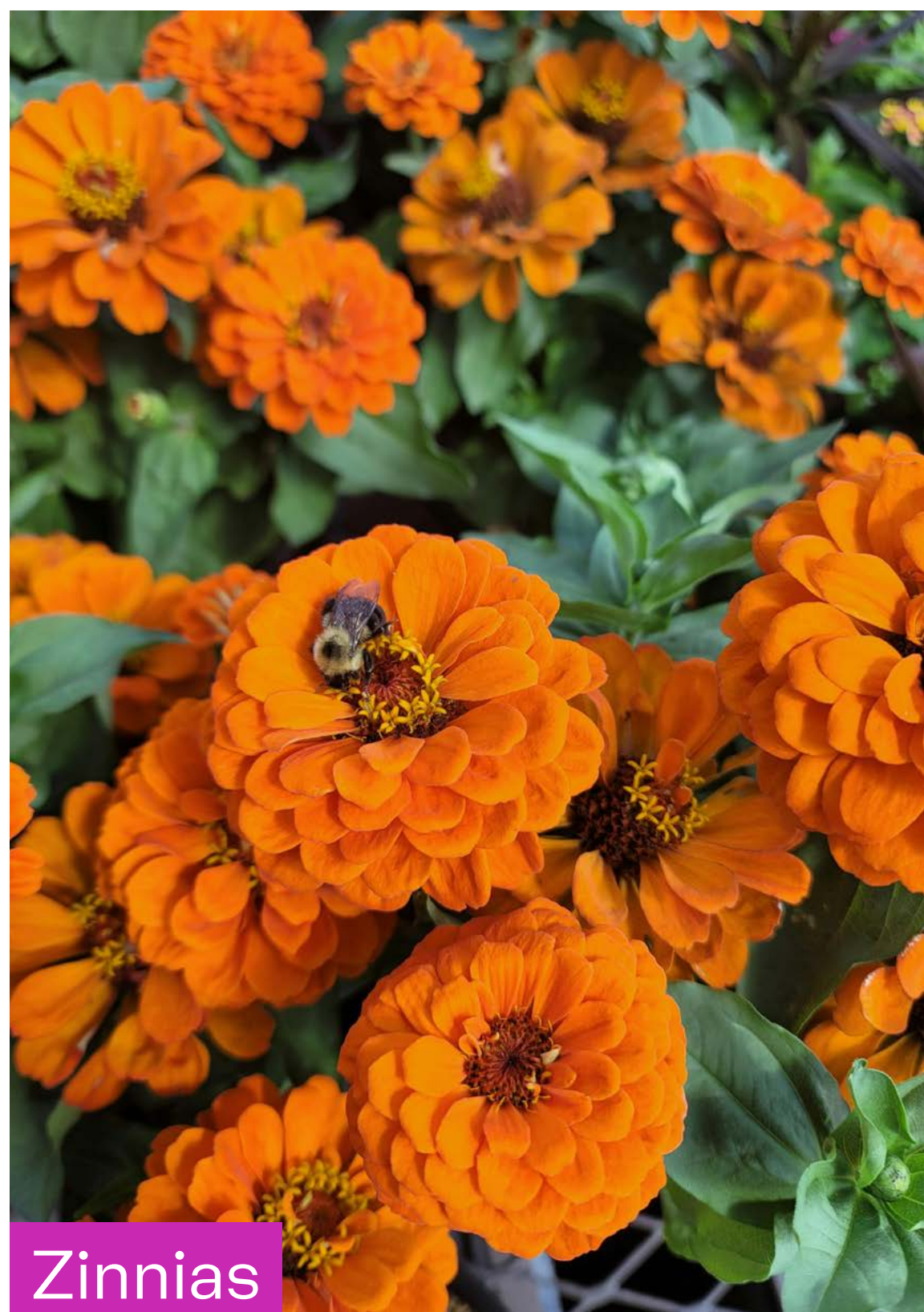
Gather a variety of flowers and plants to sell. You can:

- grow them yourself: Start planting in the weeks leading up to your event
- ask for donations: Contact local garden centres, nurseries or neighbours for plant donations
- buy wholesale: Purchase plants in bulk to resell for charity

Focus on cat-friendly plants such as:

- Catnip
- Valerian
- Lemon balm
- Zinnias
- Cat grass

To ensure you're offering plants that are safe for cats, refer to the [Cats Protection guide to cat-friendly outdoor plants](#).



4. Prepare for the sale

Pot your plants and label them clearly, including their names, basic care instructions and whether they are cat friendly. Attractive and clear labelling will help customers make informed choices.

Create a display that's visually appealing, consider grouping plants by type or size and adding decorations like bunting or signs to highlight your fundraiser.

5. Add a fundraising element

Boost your fundraising by adding extra touches to your sale:

- offer plant care tips or demonstrations
- sell refreshments like tea, coffee and cakes for an additional donation





6. Make it fun and informative

Engage your customers by sharing information about Cats Protection and why cat-friendly plants are so important. You could print off copies of our cat-friendly plants guide to give away or display.

7. Thank your supporters

At the end of the sale, thank everyone who bought plants, donated items or volunteered to help. Share how much money you raised and explain how it will help Cats Protection make a better life for cats. We have a range of resources to help you say thank you.



Ready to get started?

Sign up today and start fundraising your way for Cats Protection. Request your free fundraising pack here:

cats.org.uk/fundraising-sign-up



Cats Protection is a registered charity 203644 (England and Wales), SC037711 (Scotland) and is listed as a Section 167 institution by the Charity Commission of Northern Ireland. | DCF_25_225