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Round-Up at the Register

Ellen C. Wells

Launched in 2025, the “Round-Up at the Register” campaign to benefit Seed Your Future (SYF) invites customers to round up their purchase total or donate a set dollar amount while they’re at the garden center checkout. All proceeds of this campaign go to supporting Seed Your Future’s mission to inspire, educate and equip the next generation of horticulture professionals—people like yourselves.

In its inaugural year, the Round-Up at the Register campaign raised more than \$5,000 through participating garden centers’ generous customers. SYF is looking to build on the 2025 success to double that impact in 2026 by expanding garden center participation and increasing customer engagement at checkout.

“Last year, we supported Seed Your Future’s Round-Up Campaign because their mission aligns closely with what we believe: connecting people to plants helps the next generation discover opportunities in horticulture,” said Jake Scott, general manager of Piedmont Feed & Garden Center. “At our garden center, we see daily how plants spark curiosity, build confidence and lead to meaningful careers in the green industry. We’re proud to again invest in horticulture education this year with our partnership with Seed Your Future.”

Interested? Most IGCs have run the campaign a full month, but choose whatever time span works best for you. Courtney Dal at Garden Media Group can hook you up with a campaign toolkit that includes professionally designed in-store signage, digital graphics and social media assets. Email her at courtney@gardenmediagroup.com for details. **GP**