

Alex's Lemonade Stand Video Guidelines and Fundraising tips

The information below is intended to help you create your video in support of the Alex's Lemonade Stand Foundation.

Suggestions for the video shoot:

- Use a well-lit room or outside area
- Speak clearly and slightly louder than normal to ensure that the microphone picks up your voice.
- One officer can speak.
 - o Have the speaker sit at a table and film themselves
 - o If you choose to have all your officers on camera you can
 - Have them on Zoom meeting with you and record your message
 - Have them standing behind you while recording your message and cheer or yell "We support ILWU Walk the Coast!" at the end of the video
 - Make sure they socially distance
 - Make sure they are wearing masks.

Script for your message

Hi, my name is [Your Name, office held] from [Local number] in [city and state]. The members of [Local number] are proud to support ILWU Walk the Coast and the Alex's Lemonade Stand Foundation with a donation of [donation dollar amount].

Childhood cancer viciously strikes without regard to ethnicity or economic status. Each \$50.00 raised pays for one hour of important research. Today the need, is greater than ever, so I challenge all the ILWU Locals on the West Coast, Alaska and Hawaii to make a donation hand help find a cure for childhood cancer.

Please include the following information in writing along with your video:

- The name of your Local
- The amount of your donation

This will ensure the other locals can see the amount of your donation without watching the video.

When you are ready to upload your video have an officer of your local send an email to **Robert Maynez** rmaynez@ilwu63.net with the name of the person authorized to upload the video for your local.

Steps to upload your video to the ILWU Walk the Coast Facebook page:

1. Go to ILWU Walk the Coast Facebook page;
2. Click the "Photo/Video" button;
3. Browse to your video and click "open";
4. Write a greeting/message in the "Write a Post" box;
5. Click on the "Post" button.
6. Admins will review for publication.

PLEASE NOTE: All videos will be reviewed and approved by the ILWU Walk the Coast Committee prior to being loaded onto the site.

Sample message

Hi, my name is **Danny Bags, Board Secretary** from **ILWU Credit Union in Long Beach, CA**. The members of **ILWU Credit Union** are proud to support ILWU Walk the Coast and the Alex's Lemonade Stand Foundation with a donation of **\$5,000**.

Childhood cancer viciously strikes without regard to ethnicity or economic status. Each \$50.00 raised pays for one hour of important research. Today the need, is greater than ever, so I challenge all the ILWU Locals on the West Coast, Alaska and Hawaii to make a donation hand help find a cure for childhood cancer.

Fundraising ideas:

- Boxed lunch purchase.
 - o Reach out to a local sandwich shop to do individually boxed lunches
 - Determine the price of each boxed lunch with the shop
 - Mark up the cost of the lunch by \$5 to \$7 with the proceeds going to ALSF.
 - Promote the event to your members on a certain date and time
 - Collect the money for the lunches and make the donation on the ILWU Walk the Coast page

- Morning Coffee, croissants, and muffins
 - o Reach out to a local coffee shop to come out and serve coffee and a snack
 - Determine the price of a cup of coffee with the shop
 - Mark up the cost of the coffee and snack by \$5 to \$7 with the proceeds going to ALSF.
 - Promote the event to your members on a certain date and time
 - Collect the money for the event and make the donation on the ILWU Walk the Coast page.

- Lemonade Stand
 - o Have the family members of your Local open a lemonade stand
 - Determine the price of a cup of lemonade and an individually packaged cookie
 - Promote the event to your members on a certain date and time
 - Create a socially distanced line and staff the stand with union members and/or family members wearing face coverings and gloves. Have hand sanitizer on site.
 - Collect the money for the event and make the donation on the ILWU Walk the Coast page. Less the costs of the cookies and lemonade.

- Socially Distanced Raffle
 - o Reach out to Local businesses to get prize donations
 - Determine the price of each ticket and ticket quantities
 - 5 tickets for \$5
 - 15 tickets for \$10
 - 40 tickets for \$20
 - Promote the event to your members on a certain date and time
 - Sell tickets, draw the winning numbers and award the prizes