

ALEX'S LEMONADE STAND VOLUNTEER/HY-VEE EMPLOYEE INSTRUCTIONS

Thank you all for volunteering your time and energy to helping fight childhood cancer. We appreciate your help in making the Kansas City effort for Alex's Lemonade Stands one of the best in the country. We could not do it without you!

Mark and Cheryl Mozer

- Lemonade—donated in cans by 7-Up American Bottling. (Pop tops can be saved and taken to an area McDonald's for a contribution to Ronald McDonald Houses, if you want.)
- Ice. Check with your Team Leader as to what arrangements have been worked out. Consider refilling coolers from the Hy-Vee restaurant area with ice from the restaurant or produce area.
- Cups—these will be supplied. If you run out, Hy-Vee has authorized their stores to supply us with more cups as needed. Just ask your Hy-Vee representative.
- Banners—Large professionally made paper, disposable banners will be available for placing near the stand. Please put these items on public display, as our corporate sponsors have been told that they will have their logos displayed. Each store art department may also have other banners made.
- Foam Poster Boards—There will be two professionally made 8.5 x11 foam poster boards that need to be on display listing/showing our corporate sponsors logos (see below) along with a picture of a childhood cancer patient from Kansas City. Please make sure these get put out. Please save these after the last day and store with the money at Hy-Vee for re-use next year.
- Flyers—Please display at least one of these at the stand in order to display corporate logos for some of the smaller corporate donors. Hy-Vee has also agreed to allow these to be placed at the check-out stands for passive advertisement. Feel free to copy and distribute prior to the stands.
- Volunteers dress in past years Alex's Lemonade t-shirts or wear any yellow shirts; volunteers will have Alex's Lemonade Stand buttons to wear. Please get one of these from your team leader. We also suggest black shorts, pants, etc. so it is easy to spot the volunteers. This year, the t-shirts are for the Hy-Vee up front cashiers to wear (to induce sales) and the rest are for sale at the stands.
- T-shirts—we discovered last year that t-shirts were very popular. Hy-Vee has authorized the Hy-Vee employees to wear the shirts. Make sure that at least the up front Hy-Vee cashiers wear them. This will help with selling the t-shirts at the stands and promoting the stands. At the stands, we will have t-shirts for sale. The suggested price is a minimum \$25 donation, but please feel free to use your own judgment on that.
- Tables and chairs. Tables will be provided by Hy-Vee. However, you may wish to bring folding chairs if you wish to sit as some stores do not have extra chairs for use.

Selling the Lemonade

- Donations—All **lemonade is purchased by donation, not a specific price.** If asked the cost, state “whatever you wish to donate to help kids with cancer”. People will donate \$1 or \$2 and you'll get \$5's, \$10's and \$20's. You'll also get change.
- Be assertive but friendly. It is amazing how many more people will donate if you ask if they would like to buy a glass of lemonade “*to help kids with cancer*”. The kids are especially effective. Just standing there hoping people will stop is not effective.
- Donation Container—Team Leaders will have worked out what will be used with Hy-Vee. It will generally be a large clear plastic jar, see-through water cooler container, or a large clear pickle jar (washed) from the Hy-Vee restaurant which is a nice visual to see the donations. Cut a hole in the bottom of the jar to access the money inside. There may also be lock boxes available.
- Passive donation containers may be used/available at the check-out stands. Eg, consider using empty 2 Liter pop bottles with a picture of a lemon on them—your Team Leader may ask for your help in making these.

- Handling Money—It is imperative that the money is accounted for to avoid any questions. The money should be counted by both a Hy-Vee employee and a volunteer. Do NOT allow Hy-Vee to count the money by themselves. Call your Team Leader or Mark or Cheryl if you have any problems with this. Hy-Vee will supply a sign off sheet to be used. **The money should be counted at the end of each shift and then recorded on this sheet, then placed into the safe. The last volunteer of the day should re-count the money for the entire day in conjunction with a Hy-Vee employee and then call Mark or Cheryl with the total.**
- Checks—should be made out to “**Alex’s Lemonade Stand Foundation**”, which are tax deductible. If a check is made out to Hy-Vee by accident, try to get it changed to be correct if possible, otherwise, have Hy-Vee convert to a money order. If this occurs, write the person’s name and address down so they can get a receipt in this case. Put with the other donations and we will send in.
- Donating On-Line: If friends, family, businesses etc. are interested in donating but cannot make it to the stand or prefer donating this way, they can donate securely now by credit card online at: www.firstgiving.com/kclemonadestands. The money donated at this website will be attributed to your store and the overall KC effort (please email us so we know who to credit). This website will be available to accept donations after the stands are over as well for people who missed the event, but still want to donate.
- Displaying Money Collection-Your team leader may have a poster graph with amounts collected and a goal based upon previous collections at your specific store. At the end of each shift when the money is counted, you can then use a marker to show your progress towards that goal.
- Tax receipts-Alex’s Lemonade Stand is tax deductible. The foundation will send a receipt for tax purposes to any names/address on checks as well as to those who make an on-line donation. If a person wants a receipt that makes a cash donation, just write down their name and address on a piece of paper and the foundation will send them a receipt. Put these in with the money/checks and we’ll see to it that all is sent in together.
- Scheduled times are 10AM-6PM. Last year, some stands wanted to stay later because business was still strong. If OK with Hy-Vee, feel free to stay as late as you want. Please assist with closing the stand along with Hy-Vee employees.

Closing the Stand

- Money—the last volunteer of the day needs to re-count the money in conjunction with Hy-Vee. Ask Hy-Vee for a safe place (back office) to do this. Some stores may have change counting machines. Hy-Vee will store the money.
- The last volunteer or Team Leader should call Mark (816 807 3466) or Cheryl-(816-830-4126) with the total for the day for your store. We will then total for the media (our 2007 goal is \$65,000).
- FYI only: Hy-Vee will handle converting the cash collected into money order(s) for us to send on to the foundation.

Corporate Sponsors

- Hy-Vee— Coordinates store involvement, marketing efforts including advertising, obtained 7-Up American Bottling as corporate sponsor--obtains t-shirts, banners, and buttons. Use of stores, space and tables, ice, cups if we run out, Hy-Vee employees to staff the stands and assist as needed.
- Trozzolo Communications (advertising/communications agency)-donates extensive time for coordinating all media coverage and interviews, marketing and corporate sponsor involvement; provides many employee volunteers at the stands; coordinates meetings throughout year in preparation.
- 7-Up American Bottling Company-making a \$10,000 contribution in the form of donating Country Time Lemonade, paying for the professional banners and foam boards, t-shirts, buttons, etc. and donating the rest to the stands themselves

- Dairy Farmers of America (volunteer and cancer parent Brian Rauch's work)-will be having an in-office event
- PRA International (Cheryl's work)-will be having an in-office event
- Uhlig LLC and New York Times Best Selling Author, Candice Millard-donation of 5 autographed books (River of Doubt) for team leader prizes and \$2500 donation
- Robert's Dairy-\$1500 donation
- Applebee's-\$1000 donation
- KUDL 98.1 FM will be presenting on-air promotion of the event including public service announcements and live interviews by radio personality Dan Hurst.
- Kansas City Royals-promotion of the lemonade stands, event at Kauffman stadium to be determined
- Primary Care Pediatrics (Team Leader Piti Beardman's office)-\$500 donation and volunteer help at the stands
- Commerce Bank-\$500.00 donation
- Donna and Jack Ruble-donation of 10,000 flyers (printing and organizing)
- Cockerell McIntosh Pediatrics of Blue Springs/Independence (Mark's work)-donation and several volunteers to help at the stands, help with the production of these packets.

Major Media: As in the past, this will be publicized in the KC Star and The Examiner (Eastern Jackson County), along with other local papers, KMBC-9 News, Pete Grigsby will be doing on-air promotion, other area TV stations will also be contacted. DJ Dan Hurst will also promote the stands on KUDL 98.1 FM; other radio stations will also be contacted. Newspapers will be given a press release. The value to Hy-Vee was over \$150,000 last year.

Contact Info

Please contact your Team Leader and/or their designee anytime with questions or concerns at:

The Hy-Vee management staff at each store will also be available the days of each stand to help coordinate and help the stands run smoothly.

You may also contact Mark or Cheryl Mozer (Kansas City overall coordinators) who will be staffing the Blue Springs Hy-Vee stands at: 816 807 3466 (Mark cell) or 816 830 4126 (Cheryl cell); 816 224 8709 (home) or email: mcmozer@sbcglobal.net