

Lucky Lemon Tips



We want to help you make your ALSF fundraising event a huge success, so we've highlighted a few tips to help you plan your event.

1. Get organized! Start out by making a checklist of what you need.
2. Keep a positive attitude and don't be afraid to ask for a donation, every donation counts.
3. Be sure you have reliable volunteers to help you have the best stand event possible.
4. Last but not least, HAVE FUN!

Here are some tips to increase funds at your stand/event!

- Use your **ALSF fundraising webpage!** When you registered your event on our website, a custom fundraising page was created for you. This feature is a great way to promote your event and involve friends and family that are unable to attend. All you have to do is copy and paste the link to your fundraising page into an email and send it to anyone you would like to ask to donate to your cause or to come to your ALSF event!
- **Get to know your Event Coach.** An Event Coach is a member of our staff who specializes in executing and planning fundraisers like yours. When you register your event, you are assigned an Event Coach. They are here to help you and answer any questions you may have about your upcoming event. Plus, ALSF Event Coaches can provide all kinds of resources like **a letter of support**, access to our **Hero Ambassadors**, **Certificates of Appreciation**, and **so much more!**
- Display your **Checks & Texts** sign! This informs potential donors that they can make a donation by either writing a check or sending a text. Anyone who writes a check to your stand will receive a thank you note from ALSF that they can use as a tax receipt.
- **Use what is already yours!** Social media outlets are a great way to stay connected! Post your event information along with your ALSF fundraising page on your Facebook and Twitter pages! You can be as creative as you wish and have all your friends and family connected to your cause! You can also become a fan of ALSF through our Facebook page or follow us on Twitter to receive up-to-the minute information.
- Make your stand **personal!** Alex was, and remains, a wonderful role model who wanted to find a cure for *all children with cancer*. Have your stand in memory of, or in honor of, someone you know who has come face-to-face with childhood cancer. Visit our website for more inspiration - go to our Childhood Cancer Heroes section to find stories of our heroes, who just like Alex, battled childhood cancer.

Lucky Lemon Tips (cont'd)



- **Be CREATIVE!** Make sure your fundraising event is something to be remembered! Decorate your lemonade stand brightly with balloons, posters, streamers, or whatever **YOU** would like. Besides having lemonade, include other goodies, like lemon cookies or soft pretzels at your event. Maximize your event as best you can by asking your neighbors to bring special snacks, or asking local art vendors to donate their time and services to face paint. You can also ask local businesses for donations to a raffle, invite local celebrities to come out to your stand and work with our in-house Public Relations Specialist, Gillian Kocher, Gillian@AlexsLemonade.org, to help get the word out about your stand or event!
- **Location, Location, Location!** The importance of your lemonade stand location cannot be stressed enough. Take your time deciding *where* to hold your stand because it is a major factor in your success. Try to select a location with heavy foot traffic because more people means more donations. You can always ask your Event Coach for tips as well as a Certificate of Insurance. You may need a Certificate of Insurance if you would like to have your stand on public property such as in a park or recreational area. Be sure to always ask permission to have a stand in a public place.
- **Set a goal.** Before you hold your fundraising event, set a goal for how much money you would like to raise and remember, no amount is too big or too small. Share your goal with your donors by having a sign that shows your fundraising status. For example, on a poster board draw a large drinking glass and throughout the day as you get closer to your goal use a highlighter or marker to fill the glass. You can also send around a link to your fundraising webpage so donors can check out your fundraising efforts online. This is very easy and provides a great connection between you and your donors!
- **Ask your company to match your fundraising!** There are many companies that have **matching gift programs** or other volunteer opportunities including Dollars for Doers. Be sure to ask the Human Resources Coordinator at your company about the Matching Gift or Dollars for Doers Program! Some companies will match up to a certain amount of funds that you raise, and can help double your proceeds.
- **The more the merrier!** Encourage all of your neighbors, friends and family to show their support and create a community feel for your ALSF stand or event! Invite people to come with their children to have fun and share the experience of giving back. Ask others to volunteer for the stand and make a schedule for when everyone will man the lemonade stand for a period of time. The more the merrier! *Together* everyone can help find a cure for childhood cancer, one cup at a time!