



For a successful and fun event consider these tips below:

## USE YOUR ALSF FUNDRAISING WEBPAGE

Everyone who registers an event on our website is provided with a fundraising page to customize. Send this link to family and friends to invite them to your event. They can also donate directly to your event through this webpage.

## GET TO KNOW YOUR FUNDRAISING COACH

When you register your event, you will receive an email from a staff member who will be your personal Fundraising Coach. These coaches are experts in executing and planning fundraising events and a great resource.

## STAY CONNECTED

Social media outlets are a great way promote your event and attract supporters. Share your fundraising webpage through your own social media accounts and be sure to follow ALSF on social media as well.

## 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. Use the goal poster included in this mini pack to update supporters of your progress!

**DID YOU KNOW YOU RECEIVE  
A 25% DISCOUNT AT OUR  
ONLINE GIFT SHOP?**

Your fundraising coach will provide  
you with a coupon code.



# DISPLAY YOUR CHECKS & TEXTS SIGN

This informs potential donors of alternative ways to make a donation. Anyone who writes a check to your stand will receive a thank you note from ALSF that they can use as a tax receipt.

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# THINK BEYOND LEMONADE

Make sure your fundraising event is one to be remembered. Perhaps have other goodies, like lemon cookies or soft pretzels at your event. Include fun activities like face painting or raffles, or invite local celebrities to attend in an effort to increase visibility. Contact our Public Relations Specialist, Gillian Kocher, [Gillian@AlexsLemonade.org](mailto:Gillian@AlexsLemonade.org), who can help you with media outreach.

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# LOCATION, LOCATION, LOCATION

Try to select a location with heavy foot traffic because more people means more donations! You can always ask your Fundraising Coach for tips as well as a Certificate of Insurance, which may be necessary 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.

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# HONOR A HERO

Have your stand in memory of, or in honor of, someone you know who has been affected by childhood cancer. For more inspiration, visit the Childhood Cancer Heroes section of our website.

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# THE MORE THE MERRIER

Encourage all of your neighbors, friends and family to demonstrate their support for childhood cancer and share the experience of giving back. Ask others to volunteer at the event or simply help spread the word. Together everyone can help find a cure for childhood cancer, one cup at a time!

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# THANK EVERYONE

Be sure to follow up and thank everyone who supported and donated to your event! Let them know how much money they contributed to raising and the impact it will have on children with cancer.

