

Your Guide to Hosting an ALSF Event

We are so happy that you have chosen to host a charity fundraiser for Alex's Lemonade Stand Foundation (ALSF). Your lemonade stand or other type of fundraising event will help fulfill the dream our daughter and ALSF founder, Alex Scott, had to make sure all kids with cancer have the chance to be cured.

One of the great things that Alex showed us is that people want to help – they just need to be asked! By holding a stand or event in your community, you are bringing awareness and opportunities to support children with cancer to your neighbors, friends and family. Please take the time to read through this booklet as you plan your stand or event. These tips and tricks are designed to help you help kids with cancer in the best way possible.

If you have any questions, we are here to assist you! Give us a call toll free at 866-333-1213 or email us at TakeAStand@AlexsLemonade.org.

Our slogan, one cup at a time, is truly embodied in people who get involved and take a stand. People like you.

Thank you for being a part of the caring ALSF community,



Liz and Jay Scott | Alex's Parents/Co-Executive Directors of ALSF



Three Things to Do Now:



1. Visit AlexsLemonade.org/Event-Resource-Hub, our host portal where you can log into your event page, download resources, get answers to frequently asked questions and learn how your support helps kids with cancer!



2. Invite your friends, family, coworkers and anyone who'd like to give to attend and donate to your fundraiser by sharing your event page on social media or via email! You can easily share your event page by using the handy buttons on your page.



3. Buy some sweet official ALSF gear and accessories for your stand or event. As a host, you receive a discount at Alex's Shop (Shop.AlexsLemonade.org). All hosts receive an email upon registration with your coupon code to our gift shop.

Write your event ID here: (that was emailed to you upon registration) so you have it ready at your fingertips.

Write your event page URL here:

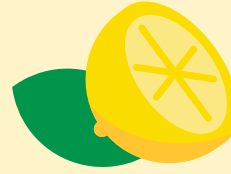
Download and print additional marketing and fun event materials online at AlexsLemonade.org/Downloads



Tips for Hosting Your Stand or Event

Choose Your Location

You can hold a lemonade stand or event almost anywhere. From front yards to parks to festivals and schools, choose any location that works for you.



Set a Fundraising Goal





Goals are very motivating to donors – they want to see you succeed! No matter what your fundraising goal is, every cup counts for cures. Once you have decided the amount you'd like to raise, let your donors know. You can also use your goal poster in your kit to keep track of your progress!

Share Your Stand or Event

The best way to spread the word about your stand or event is by sharing your event page! Use your event page to print out customizable flyers to hand out around town and use the share buttons to link it on social media or in emails so your community has every detail.

Expand Your Stand or Event

There's nothing wrong with keeping it simple, but if you are feeling ambitious, there are many ways to increase your impact by adding elements to your stand or event to attract donors. Here are a few of our favorites:

-  **Sell more than lemonade:** Baked goods, snacks, handmade crafts or anything you think will appeal to those in your community will do the trick.
-  **Extend a special invite to a local celebrity:** Firefighters, news anchors, sports stars, public officers, and other prominent groups and figures can all help bring awareness to the cause.
-  **Make it a community affair:** Accept help from others, whether they can take shifts selling lemonade, contact local media and businesses, hold their own stands, or donate items to your stand, everyone has strengths they can contribute to make it a success.
-  **Build up the excitement:** Posting updates about your fundraiser on social media can keep it at the front of people's minds before the big day. Share photos or videos of your preparation process or set-up, offer shout-outs to donors, and don't forget to tell why this cause is important to you.

For the Day of Your Stand or Event:

Here are a few extra tips to help you on the big day:

- There are many ways to donate, make sure they're clear to your visitors.
- Know your stuff! Be prepared to answer questions about ALSF and how we help kids with cancer. You can find answers on AlexsLemonade.org, and review your emailed materials to get up to speed.
- Don't forget to send a final reminder right before your stand or event.
- Have fun and enjoy the day.



After Your Fundraiser Ends:

One important thing to do following your stand or event is to thank your donors and helpers! Shout them out on social media and/or send handwritten thank-you notes. The ALSF team is also able to send Certificates of Appreciation or personal notes by request. Contact your event coach or email us at TakeaStand@AlexsLemonade.org.

Pro Tips



Most stand or event hosts recommend places with a lot of foot traffic – more people means more donations!



Stand or event hosts find that asking for donations of any amount, rather than setting a price, often leads to raising more! (If you are having a more elaborate event, you should set a price appropriately so that any expenses you have are worthwhile.)



If you want to take it to the next level, send personalized invitations to people you would like to support your stand/event.



Display both our Venmo and your QR code at your stand! These can be printed out from your event page.

“I believe that if we can all work together, **we can cure cancer.**”
– Michael, childhood cancer hero

Frequently Asked Questions



What is the mission of Alex's Lemonade Stand Foundation?

Our mission is to change the lives of children with cancer through funding impactful research, raising awareness, supporting families, and empowering everyone to help cure childhood cancer.

Who was Alex?

Alexandra "Alex" Scott (1996-2004) is the founder of Alex's Lemonade Stand Foundation. She was diagnosed with neuroblastoma before her first birthday. At the age of 4, she decided that she wanted to host a lemonade stand and raise money to help other children with cancer. Before she passed away at age 8, she raised \$1 million for childhood cancer research.

Is ALSF a registered non-profit?

Yes. Alex's Lemonade Stand Foundation is a registered 501(c)3. The Foundation's ID number is 56-2496146.

How does ALSF raise funds and where does the money go?

Donations come from several sources including volunteers who host fundraisers, special events, partnerships with businesses and corporations and individual donations made directly to the Foundation. The money raised funds the most innovative research projects all over the country. ALSF also provides support to families as they fight childhood cancer.

What should I tell visitors who want to get involved?

Encourage your stand visitors to get involved by holding a stand or event of their own anytime, anywhere! Tell them why you got involved and how easy and rewarding hosting an ALSF event can be.

What should I charge for a cup of lemonade?

We recommend that you don't set a price, but ask visitors to give a donation instead. Accepting donations of any amount encourages generosity, while also allowing anyone to enjoy a cup of lemonade and learn about ALSF and childhood cancer. Whether it's 25¢ or \$25, it all adds up to cures!

How do I get cups, lemonade and supplies for my stand?

You can ask local businesses to support by donating supplies. Your event coach can provide you with a letter of support that will include our nonprofit tax ID number and endorse you as a registered stand host. If you are not able to get supplies donated, you will have to purchase the supplies you need — we recognize this is a cost to you but hope you will consider it a donation to this important cause. However, if you get stuck, please contact us and we can offer some tips and tricks.

How to Collect and Submit Donations

How can people donate to my event?

There are many ways for people to donate, including:

- Directly to your online event page using a credit or debit card, Venmo, Apple Pay, or Google Pay.
(A QR code is available for download from your page to print and direct supporters to your event page!)
- Venmo, to ALSF's Venmo account @AlexsLemonadeStandFoundation. Make sure donors include your event ID starting with "E" (ex: E1234567) in the Venmo comments.
- Check, made out to Alex's Lemonade Stand Foundation.
- Cash.

**Donations made via check or directly to the Venmo page may take a few weeks to appear on your event page.*



How do I send my donations to ALSF?

After your fundraiser is over, you can submit all the donations you received in three easy ways:

- Directly to your online event page using a credit or debit card, Venmo, Apple Pay, or Google Pay.
- To ALSF's Venmo account @AlexsLemonadeStandFoundation, including your event ID starting with "E" (ex: E1234567) in the Venmo comments.
- Via a check or money order using the prepaid envelope in your kit or to the address below – **PLEASE DO NOT MAIL CASH**

Alex's Lemonade Stand Foundation, PO Box 369, Bala Cynwyd, PA 19004-9943

Please remember to put your event ID number on the check and include the info below:

- If mailing by check or money order, please print a donation return form from your event page.
You can find that form directly under the donate button.
- Please include the following information on the return form: Event host name, event ID#, date of event, total donation and additional comments.



Will my donors and I get receipts?

If you donate online or via Venmo, a donation receipt will automatically be sent from our website. If you send checks/money order, we will send a receipt in the mail to you. During busy times this may take a few weeks. Have special requests for receipts? Let us know. We are here to help! Contact TakeaStand@AlexsLemonade.org.

Decorate Your Event

1. Lemonade and Cups
2. Informational Flyers
3. Donor Names
4. Alex's Lemonade Stand Banner
5. Goal Poster
6. Donation Container
7. Thank You Sign
8. QR Code



How to Use Your ALSF Event Page

A list of things you can do with your page!

After you register your fundraiser, ALSF will automatically create your event page. This virtual page is unique to your fundraiser with its own event ID. From this page you can:

- See the details of your stand or event
- Set a fundraising goal
- Share your story and why you're hosting this stand or event
- Invite people to attend your event and/or to donate
- Collect donations online
- Thank donors for giving
- Print a custom flyer for your page
- Share your page to social media

You can find your event page by logging into your AlexsLemonade.org account or clicking the link provided in your registration email.

Be Social

Tag Us

When posting on your social media channels, tag us at @AlexsLemonade.

Sample post on social media:

"I am hosting an event to raise money for @AlexsLemonade and the fight against childhood cancer! Stop by my event on (add date and time) or donate online now (include event page link)."

Check out our social media resources to help you share to your network at [AlexsLemonade.org/Downloads](https://www.alexlemonade.org/downloads).