FIGHTING CHILDHOOD CANCER
one cup at a time

YOUR GUIDE TO
HOSTING
AN OFFICIAL
ALSF
EVENT
We are so happy that you have chosen to host an event and raise money for Alex's Lemonade Stand Foundation (ALSF). Your efforts will help fulfill our founder Alex Scott's dream to fund innovative research projects and support kids and their families dealing with a cancer diagnosis.

Your event kit contains materials to get started!

- Prepaid Return Envelope
- ALSF Square Banner
- Donation Container Sticker
- Goal Poster
- Activity Page
- Event Advertiser
- Find A Cure Poster
- “Thank You” Tabletop Sign
- Pad of Paper Lemons
- ALSF Brochures

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

THREE THINGS TO DO NOW!

1. Download and print additional materials online at [AlexsLemonade.org/Downloads](http://AlexsLemonade.org/Downloads)
2. Buy official ALSF decorations and accessories for your event. As an event host, you receive a 25% discount at Alex's Shop [Shop.AlexsLemonade.org](http://Shop.AlexsLemonade.org)! Your event coach can provide you with a coupon code to our gift shop.
3. Invite your friends, family and business contacts to support your stand by sharing your page on social media.
Set a Goal
Figure out how much money you’d like to raise to help kids with cancer so you have a goal in mind. You’ll often raise more money by asking for donations of any amount instead of setting a specific price for the items you are offering.

Choose Your Location, Date, & Time Wisely
Integrate your activity into existing office or community events (e.g. school activities, sporting events, golf outings, and farmers’ markets), or team up with a local business (e.g., restaurant, local sports team) to host your event.

Share Your Event
As a registered event host, collect donations online by sharing your event page that you received when you signed up on ALSF’s site. Let people know why this cause is so important to you and provide the link to your page so they can RSVP or donate directly to your event.

Make Snacks!
Bake lemon-flavored treats or other snacks to sell.

Offer Paper Lemons for $1 Each
Approach a local store or business and ask the owner to sell paper lemons for $1/lemon. Collect the donations from the business and thank them for their support.

TIPS FOR SUCCESS!

I believe that if we can all work together, we can cure cancer.
Michael, age 16
Childhood Cancer Hero
Have Any Spare Change?
Keep your coins in one special place and turn it into a donation for your stand. You would be surprised how quickly your pennies, nickels, dimes and quarters add up!

Hold Your Stand or Activity & Have Fun!
Think beyond lemonade and have fun activities (e.g., face painting, music, entertainment, or silent auctions) at your event.

Ask for Help.
Call a local business to sponsor your event (remember to mention that donations are tax-deductible). Your event coach can provide you with an official letter of support written on the Foundation's letterhead with our tax ID.

Say Thank You!
You did it! Feel proud and thank your supporters.

Tag Us
When posting on social media channels, tag us at @AlexsLemonade

Share Your Page
Share your event page on social media and/or send the link in an email to friends and family asking for their support at your event or online if they can’t make it!

Use the social media icons at the top of your online event page. Include a quick note to encourage people to donate. Here is a sample post:

“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).”
**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 is Alex?**
Alexandra "Alex" Scott (1996-2004) is the Founder of Alex's Lemonade Stand Foundation. She was diagnosed with neuroblastoma—the most common extra cranial solid tumor of childhood cancer—before her first birthday. At the age of 4, she decided that she wanted to host a 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.

**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 as well as 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!

**Is ALSF a registered non-profit?**
Yes. Alex’s Lemonade Stand Foundation is a registered 501(c )3. Our tax ID number is 56-2496146

**Can anyone hold a lemonade stand or event?**
Yes! We believe that everyone can make a difference and get involved. In the past, lemonade stands and events have been organized by families, businesses, organizations, schools and other devoted volunteers.

**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. We also provide support to families as they fight childhood cancer.
DONATION RETURN FORM

Please complete this form and mail it in with your check or money order to Alex's Lemonade Stand Foundation
111 Presidential Blvd., Suite 203 Bala Cynwyd, PA 19004.
Please remember to put your Event ID number on the check.

Event Host Name ____________________________________________

Event ID# ____________________________________________

Date of Event ____________________________________________

Total Donation ____________________________________________

Would you like us to recognize the fundraising efforts of someone by sending a certificate of appreciation?
Yes  No (circle one)

Name(s) to go on certificate _______________________________________________________

_________________________________________________________

Address of where to send certificate(s)

_________________________________________________________

_________________________________________________________

Additional Comments ____________________________________________________________

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