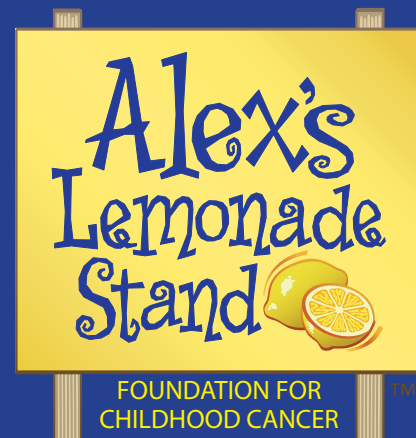


# How to Hold Your Own Walk-a-thon Event

**Use Your Feet, to Defeat  
Childhood Cancer**

Alex's Lemonade Stand Foundation  
333 East Lancaster Avenue, #414  
Wynnewood, PA 19096  
[www.AlexsLemonade.org](http://www.AlexsLemonade.org) | (866) 333-1213



# Hold Your Own ALSF Walk-a-thon Event!

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If you have any questions or would like additional materials, please contact our office at:

(866) 333-1213

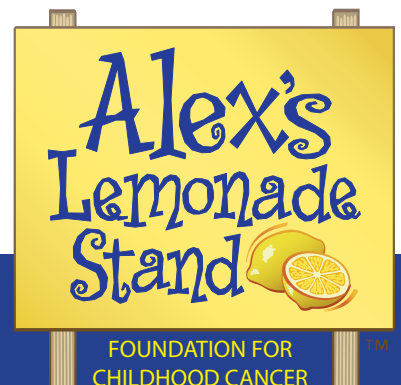
[www.AlexsLemonade.org](http://www.AlexsLemonade.org)

**Thank you** for your support and efforts to help cure childhood cancer, one **step** at a time! You are joining individuals and groups throughout the country to raise money and awareness for childhood cancer research.

This booklet will guide you through the process of setting up a walk-a-thon event. Should you have any questions, don't hesitate to contact us. **Our staff** is dedicated to making improvements in the lives of all children with cancer. We share your enthusiasm for the cause and are more than help you as you plan your event.

**If you have any questions, please feel free to contact our Fundraising Team at [FundraisingTeam@AlexsLemonade.org](mailto:FundraisingTeam@AlexsLemonade.org) or (866) 333-1213.**

**Please note:** In providing you this manual, we only intend to guide you through the planning of your walk-a-thon; you do not need to follow our advice verbatim to hold a successful ALSF event. Tailoring these steps to your community will make your walk-a-thon event even more successful. Please follow your instincts and use these simple steps as a reference - and always keep in mind that through your efforts you are helping to defeat childhood cancer!



## A Letter From Alex's Parents

Dear Alex's Lemonade Stand Foundation Walk-a-thon Host,

On behalf of Alex's Lemonade Stand Foundation (ALSF), and the many children and families affected by childhood cancer, we would like to thank you for choosing to hold an ALSF walk-a-thon event. It is through the generosity of people like your that ALSF is able to continue to fund groundbreaking research at institutions across North America.

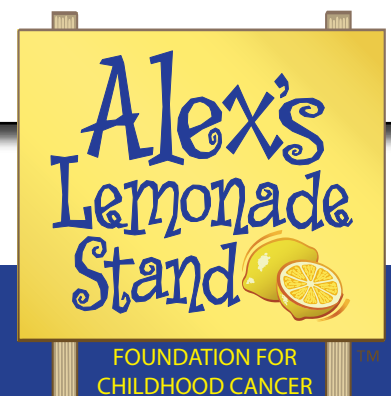
Self-organized fundraising events, like walk-a-thons, make up 50% of ALSF's proceeds annually. Walk-a-thons in particular are great events because everyone can be involved! Full of fun and a healthy activity, walk-a-thons bring people of all ages together for one very important reason—finding a cure for childhood cancer. Walk-a-thons have been popping up in communities all over the country and have contributed to much needed funds and awareness for childhood cancer.

Thank you for taking a stand in the battle against childhood cancer by hosting a walk-a-thon event benefiting ALSF! We appreciate all of your support and efforts, and wish you the best of luck with your ALSF Walk-a-thon Event!

Best,

*Liz and Jay Scott*

Alex's Parents



# About Alex's Lemonade Stand Foundation



ALSF emerged from the front yard lemonade stand of cancer patient Alexandra "Alex" Scott (1996-2004). At the age of 4, Alex announced that she wanted to hold a lemonade stand to raise money to help find a cure for *all* children with cancer. Since inception, ALSF has become a national leader in fundraising and raising awareness of childhood cancer. We remain dedicated to continuing to educate and empower children and adults to make a difference in the battle against childhood cancer.

Though Alex's mechanism for raising money may have been a natural for a child - hosting a lemonade stand in her front yard - her "simple" idea has made a world of difference. Alex bravely fought her cancer while remaining committed to raising money for childhood cancer research, taking her lemonade stands national in 2004. With the help of others, Alex succeeded in raising more than \$1 million, and an immeasurable amount of awareness for childhood cancer research before she died on August 1, 2004.

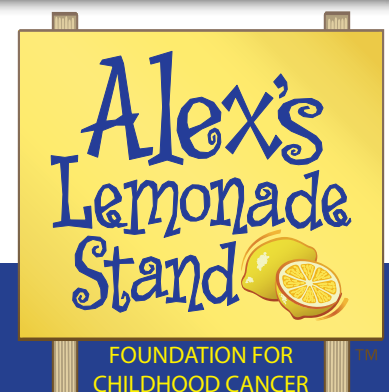
## Our Mission

To raise money and awareness of childhood cancer causes, primarily research into new treatments and cures.

To encourage and empower others, especially children, to get involved and make a difference for children with cancer.

## Our Impact

- ALSF has funded more than 200 cutting-edge research projects.
- ALSF's Travel Program has helped more than 400 childhood cancer families travel to receive cancer treatments.
- ALSF has raised more than **\$50 million** for childhood cancer research.





## Get started

### Pick a date and location.

Consider how many walkers you will have and the level of involvement within your community. For example, if only people from a school or business are involved, then holding the event at the school or business is a great idea. You can also hold a walk-a-thon in a park or larger recreation center that is more centrally located to your participants. Lastly, take into consideration organizations that may support your walk-a-thon; it may be appropriate to use a space (such as a field or blocked off parking lot) near their organization.

### Register your walk-a-thon.

Go to [www.AlexsLemonade.org](http://www.AlexsLemonade.org) to register your walk-a-thon. You'll create a personal fundraising webpage and receive a packet of materials (if you choose this option during registration) as well as a personal fundraising coach who is here to help answer questions.



## Develop a plan

### Set your goals!

Set a fundraising goal based on how much money you would like your walk-a-thon to raise (we recommend a goal of \$10 per participant, though no amount is too small). Plan how to raise this money - through walker sponsors, raffles, business sponsorships, etc. Walkers can be sponsored by lap, mile or for a flat rate.

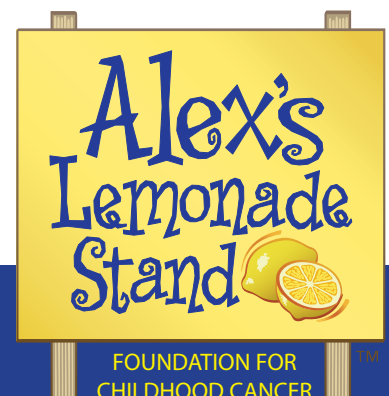
### Determine supply and volunteer needs.

Consider how much support you need to prepare for your walk-a-thon. You need volunteers to help you with donations, setting up, running the event and cleaning up. This is a great way to include participation from a variety of groups including colleagues, neighbors and local students. Establish how many volunteers you need and how to recruit them.

- Decide the route of your walk-a-thon. You also need to consider how long you will require participants to walk. All participants, volunteers and press should be aware of the length and time of the walk-a-thon.
- If you are having other activities at the walk-a-thon or serving refreshments (such as lemonade), you need certain supplies. Formulate a plan for how supplies will be donated or bought and who is responsible for the supplies on the day of the event. Also, be sure to have water available for your walkers!

### Each walker will need:

- A pledge form (provided by ALSF) and a permission slip (as required by schools or your community).
- An individual goal that will contribute to your overall event goal! We recommend \$10 per walker but every donation counts and every dollar raised is important.

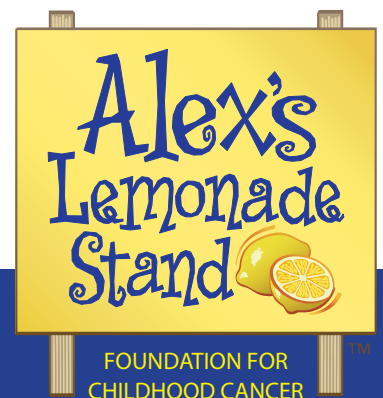




## Spread the word

### Promote your walk-a-thon

- All registered walk-a-thons will receive an ALSF fundraising kit (a fundraising kit comes with a tips to increase your funds raised sheet, talking points, ALSF brochures, an event advertiser, plastic banner, and much more). You can, and we encourage you to, create signs to promote your walk-a-thon and display them around the school, local businesses and community centers.
- Let local media such as radio, newspapers, magazines and television stations know what you are doing. For support with contacting local media, please email Gillian Kocher, our ALSF Public Relations Specialist, at [Gillian@AlexsLemonade.org](mailto:Gillian@AlexsLemonade.org).
- Utilize social media to promote your event. For support with broadcasting your event via Facebook, LinkedIn, Myspace and Twitter, please email Anna Cramer, our Social Media Specialist, at [A.Cramer@AlexsLemonade.org](mailto:A.Cramer@AlexsLemonade.org).





# Alex's Lemonade Stand Foundation Walk-a-thon Pledge Form

Use your feet to defeat childhood cancer, one step at a time.

First name: \_\_\_\_\_ Last name: \_\_\_\_\_

My personal goal is to walk \_\_\_\_\_ miles/laps  
during my Alex's Lemonade Stand Foundation walk-a-thon on \_\_\_\_\_.

Dear Potential Sponsor,

I am participating in an Alex's Lemonade Stand Foundation (ALSF) walk-a-thon. As part of my fundraising efforts, you can sponsor me for a set amount per mile/lap during my ALSF walk-a-thon and can specify a maximum amount that you would like to contribute. After the walk-a-thon, I will inform you of you how many miles/laps I walked and collect your contribution. You can also pledge a fixed amount and contribute today. Please make checks payable to Alex's Lemonade Stand Foundation. All contributions are tax-deductible to the fullest extent allowed by law.

Thank you for your help in fighting childhood cancer, one step at a time!

Please print: First and last name of sponsor complete mailing address		Pledge per mile/lap (example: \$0.50 or \$1.00)	Maximum pledge	Phone number and email	Collected from sponsor and delivered ( ✓ )
1					
2					
3					
4					
5					
6					
7					

	Please print: First and last name of sponsor complete mailing address	Pledge per mile/lap (example: \$0.50 or \$1.00)	Maximum pledge	Phone number and email	Collected from sponsor and delivered ( ✓ )
8					
9					
10					
11					
12					
13					
14					
15					

**Total Miles/Laps Walked:** \_\_\_\_\_

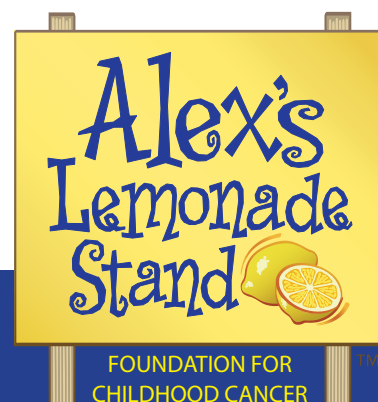


Alexandra “Alex” Scott (1996-2004), the founder of ALSF, was just 4-years-old when she came up with the idea to raise money for childhood cancer through holding lemonade stands. Having been diagnosed with an aggressive form of childhood cancer shortly before her first birthday, Alex set up her first stand in her front yard to help raise money for research in 2000. Since Alex’s first lemonade stand, more than \$50 million has been raised by children, families, schools, businesses and organizations across the country. We hope you will choose to join the national endeavor to fight childhood cancer, one step at a time.

# Childhood Cancer Facts

## 12 Reasons Why We Raise Funds For Childhood Cancer

1. It is estimated that 12,500 children in the United States and over 240,000 children worldwide develop cancer every year.
2. Approximately 2,500 of those children diagnosed in the United States will not survive.
3. Cancer is the leading cause of death by disease in children under the age of 15 in the United States. It is the second leading cause of death overall, only behind accidents.
4. On average, 35 children and adolescents are diagnosed with cancer every day in the United States.
5. 1 in every 330 Americans develop cancer before the age of twenty.
6. On average, one in every four elementary schools in the United States has a child with cancer. The average high school has two students who are current or former cancer patients.
7. Among the 12 major types of childhood cancers, leukemias and cancers of the brain and central nervous system account for more than half of the new cases in the United States.
8. 80% of children show that cancer has spread to distant sites in the body at first diagnosis. Only about 20% of adults with cancer show evidence that the disease has spread at the time of diagnosis.
9. The causes of most childhood cancers are unknown. At present, childhood cancer cannot be prevented.
10. On average, childhood cancer treatment lasts at least two years; and current treatments cause side-effects that can last a lifetime.
11. Childhood cancer research is vastly underfunded. Currently, the National Cancer Institute gives only 4% of its grants to childhood cancer.
12. With each day, and each dollar, we get one step closer to finding a cure for ALL childhood cancers.



# Sample Fundraising Letter or Email

Use this template to mail or email potential supporters including family and friends!

Dear (Name),

On *(date of your walk-a-thon)*, I will be participating in an Alex's Lemonade Stand Foundation Walk-a-thon Event! As a local supporter of Alex's Lemonade Stand Foundation (ALSF), a nationally recognized nonprofit organization dedicated to finding a cure for childhood cancer, I am writing to ask you to contribute to our walk-a-thon. I hope you will consider making either a monetary or in-kind donation to help us beat childhood cancer. All donations are tax-deductible.

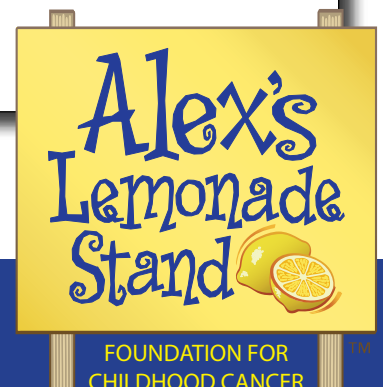
Alexandra "Alex" Scott (1996-2004), the founder of Alex's Lemonade Stand Foundation, was just 4-years-old when she came up with the idea to hold a lemonade stand to raise money for childhood cancer research. Having been diagnosed with an aggressive form of childhood cancer shortly before her first birthday, Alex set up her first stand in her front yard to "help raise money to help her doctors find a cure for all childhood cancers."

Alex had a keen sense of understanding, and knew that the only way children with cancer had a chance to live longer lives was to increase funding for researchers in order to pursue better treatment options. For more than seven years, Alex underwent an innumerable amount of experimental treatments in the hopes that one day the doctors would find a cure. Cancer ultimately took Alex's life when she was 8-years-old, but she left behind a legacy of hope and a foundation bearing her name – Alex's Lemonade Stand Foundation.

Just like Alex, I want to help raise money for childhood cancer research. Every amount, small and large, helps! I hope you can support my efforts by making a donation. Checks can be mailed to *(your address)* or sent directly to Alex's Lemonade Stand Foundation **or** you can make a donation online on my own Alex's Lemonade Stand Foundation fundraising webpage at *(insert fundraising webpage link here)*.

Since Alex's first lemonade stand in 2000, more than \$50 million has been raised by children, families, schools, businesses and organizations across the country. I hope you choose to join the national endeavor to fight childhood cancer, one step at a time.

Sincerely,  
Your Local School Host for  
Alex's Lemonade Stand Foundation



# Sample Thank you Letter or Email

Use this template to mail or email people you want to thank for donations!

Dear (Name),

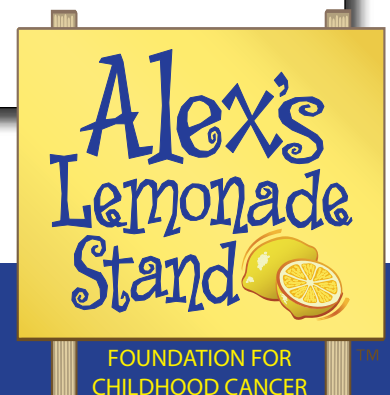
Thank you so much for supporting me in *(name)* Alex's Lemonade Stand Foundation Walk-a-thon Event! Your contribution, along with many others from supporters and sponsors, helped us raise important funds for children with cancer and childhood cancer research.

As you may already know, Alex's Lemonade Stand Foundation (ALSF) grew out of the front yard lemonade stand of childhood cancer patient Alexandra "Alex" Scott. In 2000, at the age of 4, Alex held her first lemonade stand with the hope of raising money for pediatric cancer causes, specifically research leading to cures. Alex passed away in 2004, but her legacy continues through the foundation that bears her name and thousands of volunteers across the country who carry on her mission.

I had a great time participating in this walk-a-thon and most importantly, we raised a total of \$(XXX) with your help. We could not have been successful without you! The money we raised will fund national research examining childhood cancer. Every step we took and every dollar we raised gets us one step closer to finding a cure!

For more information about Alex's Lemonade Stand Foundation and its mission, visit [www.AlexsLemonade.org](http://www.AlexsLemonade.org) or call toll free (866) 333-1213.

With gratitude,  
*(Your name)*



## Raise Money Online

Once your fundraising event is registered on the ALSF website, you will automatically be given an online fundraising webpage. This webpage can be used to invite people to attend your event and to take online donations for your event. This is especially helpful if you have out of town family or friends who may want to contribute. It's also a great way to spread the word about your event through social media. Just cut and paste the link to your Facebook or Twitter pages. To access your webpage, login to our website using the email and password you registered with, and then click "My Fundraising Pages."

*This is a really easy way to raise more funds toward your goal.*

## Matching Gift Information

Increase your donations! Ask friends and family if their places of work have a Matching Gift Program. They should contact their Human Resources office if they are unsure of their matching program.

## Text to Donate

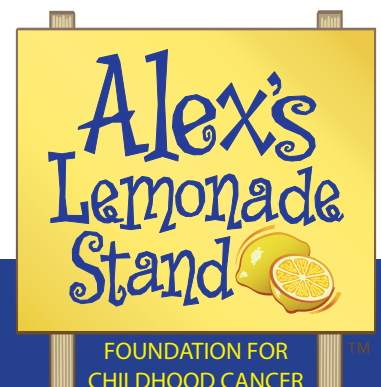
Have supporters text the word "**Lemonade**" with your Event ID to **85944** for a \$10 donation to your walk-a-thon! Be sure to provide every walker with your Event ID number.

## Honor Someone Special

Honor Alex, or a local cancer patient, at your school's walk-a-thon. You can also honor someone who works hard to keep many people in your community healthy, such as a doctor, nurse, or educator. Having a tribute walk-a-thon is a great touch, but not necessary for a successful walk-a-thon.

## Cool Ways to Fundraise

- Hold a raffle and ask for donations of prizes from local businesses.
- Sell paper lemons! This is a great way to raise money before your event and display your ALSF pride!
- Recruit businesses to sponsor your event and offer to display their logo and/or information about their company.
- Another way to raise funds, especially if your walk is in a public place, is to hold a lemonade stand at your walk-a-thon.
- Have a lemon face penny war! A lemon face is that goofy, funny face that everyone makes immediately after sucking on a lemon slice. Choose a few different well known people in your community to suck a lemon, then quick...snap a picture! Next, place jars for change with each person's picture somewhere prominent at your event. Attendees then donate change into jars with the funniest lemon face. The jar with the most pennies wins.
- Bottle recycling - in states where you can exchange bottles for cash, have students collect bottles and bring them to the recycling center to exchange for money to be donated to your walk-a-thon.
- If your walk-a-thon is at your school, have the Principal or the Assistant Principal of your school offer to do one fun and active thing if your students reach their fundraising goal. For example, a Principal who supported ALSF offered to be duct taped to a wall if the students reached their goal!



## Important Donation Information:

Checks should be made payable to “Alex’s Lemonade Stand Foundation.” Donations are tax-deductible. Donations made by check will be confirmed with an acknowledgement and receipt letter from ALSF. Credit card donations are only accepted online at [www.AlexsLemonade.org](http://www.AlexsLemonade.org) or by calling our office at (866) 333-1213 - your supporters can let us know they are donating to your fundraising event.

All cash donations received during your walk-a-thon should be collected and transferred into a personal check, money order or bank check and sent directly to Alex’s Lemonade Stand Foundation **within two weeks** of your walk-a-thon.

Send all proceeds immediately following your walk-a-thon with your  
Event ID number to:

**Alex’s Lemonade Stand Foundation**  
**Attn: Walk-a-thon**  
**333 East Lancaster Avenue, #414**  
**Wynnewood, PA 19096**

## Thank you again for your support!

Your commitment to organizing and hosting an Alex’s Lemonade Stand Foundation (ALSF) fundraising event will play a vital role in raising funds and awareness about childhood cancer research. We appreciate you giving your time to help us fight childhood cancer, one cup at a time.

