

## How to Register an ALSF Fundraiser or Event

1. Visit [www.alexslimonade.org/aldi](http://www.alexslimonade.org/aldi)
2. Click on the **Register your fundraiser** button

The screenshot shows the Alex's Lemonade Stand website header with the logo and navigation menu. The main content area is yellow and features the text 'Let's begin!' and a 'CONTINUE »' button.

**Alex's Lemonade Stand**  
Foundation for Childhood Cancer™

Fighting childhood cancer, one cup at a time.

GET INVOLVED WAYS TO GIVE DONATE

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Home » ALDI » ALDI

ALDI

### Let's begin!

Registering your event only takes a couple minutes and provides you with a fantastic online fundraising page that you can share with friends, family, and co-workers.

Once registration is complete, you'll be connected with a coach (by email) to answer any questions and provide ideas and resources to make your event a sweet success.

To register, you'll need:

- The date and location of the fundraiser
- A glass of lemonade for inspiration! (optional!)

CONTINUE »

3. Enter your email address

The screenshot shows the Alex's Lemonade Stand website header with the logo and navigation menu. The main content area is yellow and features the text 'Let's get started! Enter your email address...' and a form field for the email address.

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ALDI

### Let's get started! Enter your email address...

Your email address \*

« BACK CONTINUE »

4. Confirm your email address

The screenshot shows the top navigation bar with the Alex's Lemonade Stand logo on the left and the tagline "Fighting childhood cancer, one cup at a time." on the right. The navigation bar includes links for "GET INVOLVED", "WAYS TO GIVE", and "DONATE". Below this is a secondary navigation bar with links for "About ALSF", "Childhood Cancer", "Where the Money Goes", and "Special Events". The breadcrumb trail reads "Home » ALDI » ALDI". The main content area has a yellow header with "ALDI" on the right. The central message is "Please confirm your email address to continue!". Below this is a form with a "Your Email Address \*" input field, a question "Are you 14 years of age or older?\*" with radio buttons for "Yes" and "No", and two buttons at the bottom: "« BACK" and "CONTINUE »".

5. Select **Create a New Fundraiser** and name your event. Click Create.

The screenshot shows the same top navigation bar as the previous step. The breadcrumb trail is "Home » ALDI » ALDI". The main content area has a yellow header with "ALDI" on the right. On the left, there is a sidebar titled "Create / Join a Fundraiser" with three menu items: "Build Your Page", "Stuff We Need to Know", and "Review". The main content area is titled "Create a New Fundraiser" and features a "Name Your Event" input field. Below the input field is the text "Choose a name to call your event, like 'Louie's Lemonade Stand.'" and a blue "CREATE" button. Below this is a section titled "Join an Existing Fundraiser" and a "« BACK" button at the bottom.

6. Choose a fundraising goal for your event

\*Please note all donations from ALDI employee events will go to our ALDI Hero Fund, which helps with resources and support for families with children fighting cancer. The money will be automatically restricted to that fund. You can skip the optional question regarding restricted funds on this tab.

The screenshot shows the 'Set Your Fundraising Goal' page on the ALSF website. The page has a yellow background and a blue header with the ALSF logo and navigation links: 'GET INVOLVED', 'WAYS TO GIVE', and 'DONATE'. The main content area is titled 'Set Your Fundraising Goal' and features five goal options: '\$50 One hour of research' (clock icon), '\$400 One Day of Research' (test tube icon), '\$2000 One Week of Research' (microscope icon), '\$8000 One Month of Research' (network icon), and 'I'll set my own goal, thanks!' (gift icon). Below these options is a text input field for 'My fundraising goal is: \*' with the value '\$ 1000'. There is also an optional dropdown menu for 'Optional: Donations to your page can be restricted to an ALSF fund or cancer type' with the value '- Select -'. At the bottom are two buttons: '<< BACK' and 'CONTINUE >>'. A sidebar on the left contains links: 'Create / Join a Fundraiser', 'Build Your Page', 'Stuff We Need to Know', and 'Review'.

7. When and Where: Fill out the information related to your event and click continue. **Be sure to select your ALDI division at the bottom.**

The screenshot shows the 'When and where will your fundraiser take place?' page on the ALSF website. The page has a yellow background and a blue header with the ALSF logo and navigation links: 'GET INVOLVED', 'WAYS TO GIVE', and 'DONATE'. The main content area is titled 'When and where will your fundraiser take place?' and features several form fields: 'Start \*' (calendar icon) with the value '6/21/2021', 'End \*' (calendar icon) with the value '7/28/2021', 'Country \*' (dropdown menu) with the value 'United States', 'Location name' (text input field), 'Street address \*' (text input field), 'Additional address line (if needed)' (text input field), 'City \*' (text input field), 'State / Province \*' (dropdown menu) with the value '- Select -', and 'Postal code \*' (text input field). At the bottom is a dropdown menu for 'Please select your ALDI division \*' with the value '- Select -'. At the bottom are two buttons: '<< BACK' and 'CONTINUE >>'. A sidebar on the left contains links: 'Create / Join a Fundraiser', 'Build Your Page', 'Stuff We Need to Know', and 'Review'.

8. If you are fundraising in honor or memory of someone you can indicate it on this page.  
If not, click no and continue.

The screenshot shows the Alex's Lemonade Stand website interface. The top navigation bar includes the logo, the tagline "Fighting childhood cancer, one cup at a time.", and buttons for "GET INVOLVED", "WAYS TO GIVE", and "DONATE". Below this is a secondary navigation bar with "About ALSF", "Childhood Cancer", "Where the Money Goes", and "Special Events". The breadcrumb trail reads "Home » ALDI » ALDI". The main content area is titled "ALDI" and features a progress bar with four steps: "Fundraising Goal", "When and Where", "Honor / Memorial" (the current step), and "Agreement". On the left, a sidebar contains links for "Create / Join a Fundraiser", "Build Your Page", "Stuff We Need to Know", and "Review". The main content area asks, "Are you fundraising in honor or memory of someone?" with two radio button options: "No" and "Yes, let me enter his or her name(s)". At the bottom of the form are two buttons: "« BACK" and "CONTINUE »".

9. Agree to Fundraising Agreement

The screenshot shows the Alex's Lemonade Stand website interface at the "Agreement" step. The top navigation bar and secondary navigation bar are identical to the previous screenshot. The breadcrumb trail reads "Home » ALDI » ALDI". The main content area is titled "ALDI" and features a progress bar with four steps: "Fundraising Goal", "When and Where", "Honor / Memorial", and "Agreement" (the current step). On the left, the sidebar contains links for "Create / Join a Fundraiser", "Build Your Page", "Stuff We Need to Know", and "Review". The main content area is titled "Fundraising Agreement" and contains the text: "I agree that I will be honest with donors, that I will respect donors, and that I will submit all proceeds from any offline fundraising efforts to Alex's Lemonade Stand Foundation (ALSF) within two weeks after the event date. I have read and agree to the ALSF Terms of Use." Below this text is a blue button labeled "I AGREE" with a mouse cursor hovering over it.

## 10. Confirm your contact information

The screenshot shows the Alex's Lemonade Stand website interface. The header includes the logo, the tagline "Fighting childhood cancer, one cup at a time.", and navigation links: "GET INVOLVED", "WAYS TO GIVE", "DONATE", "About ALSF", "Childhood Cancer", "Where the Money Goes", and "Special Events". The breadcrumb trail is "Home » ALDI » ALDI". The main content area is titled "ALDI" and contains a form for "Confirm Your Contact Info". The form has three tabs: "Contact Information", "Event Starter Kit", and "Fundraising Plans". The "Contact Information" tab is active. The form fields include: "First Name \*", "Last Name \*", "What is your preferred mailing address? \*" (with a radio button selected for "I'll enter a new address"), and "Telephone". At the bottom of the form are "BACK" and "CONTINUE" buttons.

11. Confirm if you would like a fundraising kit sent. Please allow 5-10 business days for your kit to arrive. Fundraising Kits include a small poster, container sticker, goal poster, paper lemon cut-out, stand/event advertiser poster, Thank you tabletop sign, ALSF brochure, and 8.5" x 11" banner. Kit elements can also be downloaded from the ALSF website at <https://www.alexslimonade.org/campaign/stands-and-events/downloads>.

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12. You can skip this by clicking continue or let ALSF know why you are raising money for childhood cancer!

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Contact Information Event Starter Kit Fundraising Plans

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Review

### Tell us about your plans for raising money at your fundraiser

What made you decide to raise money for childhood cancer?

« BACK CONTINUE »

13. Review your information and create a password.

ALDI

### Review Your Details

Create or Join a Fundraiser

You are creating a new fundraiser called Teagen's Fundraising Page. CHANGE

Fundraising Goal

Your fundraising goal is \$1000. CHANGE

Fundraiser Details

When  
June 21, 2021 at 12:00 to July 31, 2021 at 11:30 CHANGE

Where

### Your Password

You'll use this password to log in and manage your page. Enter your password below, or check the box to have us create one for you!

Generate a password for me

Password \*

Password strength: Weak

Confirm password \*

« BACK CONTINUE »

## 14. Click Submit

\* If you would like to make the first donation to your page you can here, if not just click **Submit**

The screenshot shows the Alex's Lemonade Stand website header with the logo and navigation links: "GET INVOLVED", "WAYS TO GIVE", and "DONATE". Below the header are links for "About ALSF", "Childhood Cancer", "Where the Money Goes", and "Special Events". The main content area displays a yellow banner for the "ALDI" page with the question: "Would you like to make the first donation to your page?". A notification bar indicates the user is logged in. Two radio button options are provided: "Yes, I would like to be the first to donate!" and "No thanks, I do not want to donate at this time." A blue "SUBMIT" button is located at the bottom of the form.


## 15. Customize your Page!

Your fundraising page has now been created. Anything with a Yellow Cog symbol next to can be update


The screenshot shows the "Fundraising Tools" section of the website. It includes a "Start the tour!" button and a list of customization options, each with a yellow cog icon: "Change your welcome message", "Post a message to your wall", "Change your banner photo", "Donate to your page", "Invite people to join your team", "Share your page", "Send a message to your members", "Take a tour of your fundraiser's features", and "Invite friends and family to attend your event". A checkbox for "List my page in the Alex's Lemonade Stand Event Search" is checked. The footer of the page displays the "ALDI Teagen's Fundraising Page" with the page ID "E2487190", a "FEATURED HERO" section for "Abigail Freitag", and a "DONATE" button with a "Log out" link. The bottom of the page features a banner image of lemonade.

# Fundraising Page Overview


⊕ Fundraising Tools




ALDI  
**Teagen's Fundraising Page**  
Page ID: E2487190



**FEATURED HERO**  
**Abigail Freitag**  
Abigail Freitag loved her family more than anything in the world. Her best...  
Read more









Organizer: Teagen W. DONATE [Logout](#)



Here you can see your fundraiser name and page ID. This is your unique identifier to track your fundraising efforts!

Share a custom QR code that will direct you right to your page once scanned.

Share this page    

 PRINT A CUSTOM FLYER  SHOW QR CODE >

I'm holding a fundraiser to help Alex's Lemonade Stand Foundation move one step closer to finding a cure for all children with cancer! You can join me by helping me plan this event, attending my event, or making a donation right to this page. The money you donate will pay for research to find better treatments and cures for childhood cancer. Please help kids and their families by providing desperately needed hope! Thanks for your support!

**DONATE**

To donate by check, please print and mail [this form](#).  
Event ID: E2487190

Share your page via social media or email

View and manage donations, team members, photos in these tabs.

See your fundraising progress and watch the bar move closer to your goal!

<b>Fundraising Goal</b>	<b>\$1,000</b>
<b>Amount Raised</b>	<b>\$0</b>
<div style="border: 1px solid black; width: 100%; height: 10px; background-color: #ccc;"></div>	

**All Posts** **Donations** [Members](#) [Photos](#) [RSVPs](#)

Post a message to your wall!

Drop files here to upload or [Browse](#)

Files must be less than 6 MB.  
Allowed file types: png gif jpg jpeg.

**POST**

SHOW ONLY:

WALL POSTS  DONATIONS  MEMBERS  MILESTONES  RSVPS



## Fundraising with a Lemonade Stand

Select the **Members** tab at the bottom of your fundraising/event page. Select **invite people to join your team** to invite others by email to participate in your event.

The screenshot shows the 'Members' tab selected in a fundraising dashboard. At the top, there are navigation tabs: 'All Posts', 'Donations', 'Members' (highlighted), 'Photos', and 'RSVPs'. Below the tabs, there are four action items: 'Send a message to your team members', 'Invite people to join your team' (highlighted with a red box), 'Add a member who does not have an email address', and 'Create customized certificates for your team members'. Below these actions is a table with two columns: 'NAME' and 'RAISED'. The table contains one entry for 'Teagen Woodlock' (ORGANIZER) with a raised amount of '\$0.00'.

The screenshot shows a modal form titled 'Invite People To Join/Support'. The form has a close button (X) in the top right corner. It contains a 'Recipients \*' field with the email address 'giving@aldi.us' entered. Below this field is a note: 'Enter the email addresses of the people you want to invite; you can separate multiple addresses with commas.' There is a checkbox labeled 'Send me a copy' which is currently unchecked. Below the checkbox is a section titled 'Your Message' with a 'Subject' field containing 'Teagen Woodlock wants you to join Teagen's Fundraising Page at AlexLemonade.org!' and a 'Message' field containing 'Teagen Woodlock is fundraising with Alex's Lemonade Stand Foundation for Childhood Cancer, and would like you to join the team, too! Visit the page and click "Join!" https://www.alexlemonade.org/mypage/2487190'. At the bottom of the modal is a 'SEND' button.

To record all your event participants, add members that don't have an email.

The screenshot shows the 'Members' tab in the fundraising dashboard. The 'Add a member who does not have an email address' option is highlighted with a red box. The table below shows the same entry for 'Teagen Woodlock' (ORGANIZER) with a raised amount of '\$0.00'.

The screenshot shows a modal form titled 'Add A Member Without An Email Address'. The form has a close button (X) in the top right corner. It contains a text area with instructions: 'If you have a team member who is unable to create a site account for some reason (they are underage, or perhaps non-human!), please use this form to add them to the team. Donors will be able to make donations on behalf of this person, but they will not have a dedicated page.' Below the text area are two input fields: 'First Name \*' and 'Last Name \*'. At the bottom of the modal is an 'ADD MEMBER' button.

Manage your invite responses under the **RSVP's** tab.



The screenshot shows a navigation menu with the following items: All Posts, Donations, Members, Photos, and RSVPs. The RSVPs tab is highlighted in yellow. Below the menu is a large yellow rectangular area containing the following text:

- Invite friends and family to come to your event

0 coming; 0 declined; 0 not yet responded.  
There are not yet any RSVP's to this event

All donations or entry fee donations can be made directly to your page.