

GUIDE TO HOLDING AN ALEX'S LEMONADE STAND

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This guide will help you plan and hold an Alex's Lemonade Stand. We include instructions on how to get started and make your stand a success.

Have questions? We're happy to help! Contact the Community Engagement Team at (866) 333-1213 or FundraisingTeam@AlexsLemonade.org.

GETTING STARTED



Register your stand at AlexsLemonade.org/get-involved. Tell us the date, place and time when you will hold your stand. You will be assigned a personal event coach who can answer your questions, and if interested, we will mail you an event kit. The items in the kit are also available to download at AlexsLemonade.org/downloads.



When you register at AlexsLemonade.org, you'll automatically receive an online event page. You can personalize this page with blog posts, pictures and details about your event. You can also easily share your page via social media or send an email to friends and family asking them to stop by your stand, help out or donate online.



Set a fundraising goal and develop a plan to reach (or surpass) it! Some sample ideas are included on the next page, but we encourage you to be creative.

Alex's Lemonade Stand



FOUNDATION FOR CHILDHOOD CANCER

MAKE IT A SUCCESS

Donations to your lemonade stand are a great way to raise funds, but you can add to its success by using some of these ideas:

-  Sell paper lemons for \$1 or \$5 each to stand visitors. A stack of paper lemons is included in the event kit and can also be found at AlexsLemonade.org/downloads.
-  Collect spare change in the weeks or months leading up to your stand (it all adds up)!
-  Host a garage or yard sale along with your lemonade stand.
-  Ask local businesses to sponsor you (remember to mention that donations are tax-deductible). Your event coach can provide you with a Foundation-written letter of support.
-  Bake lemon treats or other snacks to sell.
-  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!

SHARE A STORY

Make your stand especially meaningful and memorable by considering these ideas:

-  Display a copy of the book “Alex and the Amazing Lemonade Stand” for stand visitors to read. The book is available for purchase at our online gift shop, AlexsLemonade.org/gift-shop.
-  Host a Hero Ambassador who can speak to stand visitors about his or her personal experience with childhood cancer. Note that Hero Ambassadors are not available in every area and we need at least two weeks to make arrangements. Ask your personal event coach how to request a Hero Ambassador.
-  If you do not know someone personally affected by childhood cancer, consider featuring one of our heroes listed on our website (AlexsLemonade.org/heroes) and make a sign to share their story with your supporters.

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SPREAD THE WORD

A key to success is to let people know about your event!



Use Social Media - Facebook, Twitter and other social media channels are great tools to notify people about your stand and why you are holding it.



Advertise - Create signs and fliers and display them around your neighborhood at schools, local businesses, libraries and community centers. Templates are available at AlexsLemonade.org/downloads.

A yellow sign template for Alex's Lemonade Stand. At the top, it says "Alex's Lemonade Stand" in a cursive font, with "FOUNDATION FOR CHILDHOOD CANCER" in a smaller font below it. There are four yellow boxes for "HOSTED BY", "DATE", "LOCATION", and "TIME". Below these is a blue banner that says "FOR MORE INFO" with arrows pointing left and right. At the bottom left, it says "VISIT US ONLINE" and at the bottom right, it says "HELP MAKE A DIFFERENCE". At the very bottom, there is a blue banner with "ALEXSLEMONADE.ORG" in white text.

Network - Write to local businesses and invite them to attend or ask them to donate supplies. We can send you a letter on Foundation letterhead that you can use. Contact your event coach with the specifics.



Alert the media - Let local media outlets such as radio, newspapers, magazines and television stations know about your event. Contact our Public Relations Specialist at PR@AlexsLemonade.org to help you get started.

GET ORGANIZED

Recruit friends and family to help out at your stand. Kids can make signs, decorate, serve lemonade and hand out information.

Make a list of the supplies you'll need. Here are some items to have on hand:

- Banners and signs to advertise your event – make your own or download from AlexsLemonade.org/downloads
- Information about Alex's Lemonade Stand Foundation and childhood cancer to display at your stand
- Table
- Tablecloth and decorations
- Container for donations
- Cups
- Napkins/paper towels
- Ice
- Containers to hold and mix lemonade
- Mixing spoon
- Lemonade (of course!)

What should I charge for a cup of lemonade?

We suggest that you do not set a price for your lemonade, but instead ask your stand visitors to give a donation. Accepting donations of any amount encourages generosity, as well as allows anyone to enjoy a cup of lemonade and learn about ALSF and childhood cancer.

How much product will I need?

Unfortunately, it is a bit of a challenge to know exactly how much lemonade and how many cups is needed for a particular event. However, we have come up with a great way of estimating: calculate the number of hours you are hosting the event, and then multiply that by 60 (which represents one hour).

Then consider how many cups you are likely to serve on a consistent basis during a one minute time period. For example: if your stand runs from 11am – 4pm, multiply the 5 hours x 60 minutes for a total of 300. The number 300 represents the number of cups or servings of lemonade that you need if you serve one cup per minute for the duration of your event. If you anticipate slower traffic, adjust the numbers accordingly!

A few things to remember...



Have a rain plan: Think about how you'll handle inclement weather. Note: one of Alex's most successful lemonade stands was held in the pouring rain! Use your best judgment about the weather and consider planning a rain date or an alternative location.



Certificates of Insurance: If your location requires a certificate of insurance, contact your event coach and request one at least two weeks prior to your event to ensure that you receive your certificate in time.



HAVE FUN HOSTING YOUR STAND!

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ACCEPT DONATIONS

Let your visitors know that in addition to giving cash donations, they can also give by check or credit card.

-  Checks should be made payable to “Alex’s Lemonade Stand Foundation” and should be sent in with your Event ID on the memo line.
-  Credit card donations can be made directly on your personal fundraising page or by calling us during business hours at (866) 333-1213.
-  Note that all donations to ALSF are tax-deductible.
-  Use our mobile payment tool for secure credit card donations. From your mobile browser, enter this link with your Event ID number in the address bar AlexsLemonade.org/donate/eventID. At the end of the transaction, the page refreshes, no information is stored on the device and the donation is credited to your event.

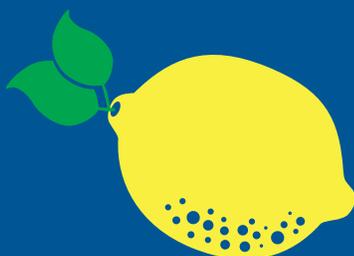
SUBMIT YOUR PROCEEDS

Send in all donations immediately following the lemonade stand. Include your Event ID# (provided in your confirmation email after you register your stand) so we can credit them to your fundraising page. Contact us if you can’t find your Event ID number.

Send to:

Alex’s Lemonade Stand Foundation
Attn: ALSF Fundraising Event
111 Presidential Blvd., Suite 203
Bala Cynwyd, PA 19004

-  Cash donations received at your stand should be transferred to a personal check, money order or bank check and sent within two weeks.
-  Please note that during busy periods it may take up to a month for amounts to be credited to your fundraising page.



THANK YOU

By holding an Alex's Lemonade Stand, you are supporting Alex's Lemonade Stand Foundation (ALSF) and making a meaningful difference in the lives of children with cancer. Did you know...



To date, ALSF has raised more than \$140 million to fund childhood cancer research projects funding over 690 research grants at 129 different institutions in North America.



Since its inception the ALSF Travel For Care program has helped more than 10,000 families travel to where their child needs to receive the best treatment possible.



Last year, more than 10,000 lemonade stands and other events were held for ALSF around the globe.