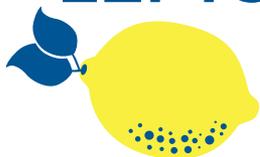


LUCKY LEMON



TIPS

MAKING THE MOST OF YOUR EVENT PAGE

When you registered your event with us, you received your very own virtual headquarters: your event page.

This page is a powerful tool for raising money and promoting your event. You can use your page to let everyone know your event details and track your progress toward your goal. Personalize your page with photos, inspiring messages and honor a childhood cancer hero!

Your event page is also how you'll accept online credit card donations. Your supporters can donate directly to your event via your page – just give them the link and they can click “donate” right from your page. The best part is that they can give anytime, in the weeks before, during or after your event! They don't have to be present at your event to support you!

TIP: Email or share your page and ask for a donation. Make it attainable for your donors. For example, ask friends to donate \$50, which pays for one hour of cancer research. Remind them that every donation makes a difference and be sure to thank them for giving!

SAMPLE EMAIL:

Hi Tom,

I'm writing to share some exciting news. I am holding a lemonade stand to benefit Alex's Lemonade Stand Foundation on Sunday, July 1 at 10am at Smithville School in honor of my friend Sarah, a childhood cancer hero. I am challenging myself to raise \$1000 for childhood cancer research. Did you know that childhood cancer is the #1 cause of death by disease in kids in the US? Childhood cancer research is desperately needed but vastly underfunded, and that's why I am committed to this cause.

To help me achieve my goal, I'm asking you to donate \$50 to my effort. That is enough to cover a full hour of childhood cancer research.

Thanks for your support,
Lily

MAKE YOUR EVENT MORE
MEANINGFUL BY SHARING A
CHILDHOOD CANCER HERO'S STORY.

