USE YOUR FEET TO DEFEAT CHILDHOOD CANCER!

HOLD A WALKATHON

Walkathons are fun and healthy exercise for people of all ages! This step-by-step guide (pun intended!) will get you started. Have questions? We’re happy to help! Contact us at (866) 333-1213 or FundraisingTeam@AlexsLemonade.org.

STEP 1: TAKE THE FIRST STEP!

Choose your location/route, date and time, and register your Walkathon at AlexsLemonade.org. You can choose to have a fundraising kit mailed to you. You’ll get a personal fundraising coach to help answer your questions.

STEP 2: SET A GOAL

Set a fundraising goal for the Walkathon (for example, $10 per participant) and plan how to reach it. You can raise money through business sponsorships, individual walker sponsors (by the lap, the mile or a flat rate), raffles, collecting change, selling paper lemons or holding a lemonade stand.

STEP 3: SPREAD THE WORD

When you register at AlexsLemonade.org, you’ll automatically receive an online fundraising page you can share with friends. Put up fliers, use social media to promote your event, and contact local radio, newspapers and TV stations (for support with contacting media, email PR@AlexsLemonade.org.)

STEP 4: GET ORGANIZED

Figure out what supplies you’ll need and make sure you’ll have water available for your walkers. Each walker needs a pledge form and a permission slip (samples are available in our Downloads section). Supporters can donate by check or text as well as giving cash.

STEP 5: SUBMITTING THE PROCEEDS

After the Walkathon, send your donations (as soon as possible, and within two weeks) to:

Alex’s Lemonade Stand Foundation
111 Presidential Blvd, Suite 203
Bala Cynwyd, PA 19004

THANK YOU!

Unlace your sneakers - you did it! Thank your supporters and be proud of your efforts!