



More Than Just a Day.

MAKING LEMONADE OUT OF LEMONS:

Alternative approaches for Lemonade Day programs and events in local markets that may be adversely affected by the coronavirus pandemic

Lemonade Day...More Than Just a Day...More Than Just a Lemonade Stand

Rationale: Teaching kids how to make lemonade out of lemons — real world and real life lessons in action!

Lessons/character building opportunities:

- Creativity
- Resourcefulness
- Problem solving
- Adaptability
- Resiliency
- Business planning
- New revenue streams/lines of business
- Negotiation
- Strategic alliance development
- Scenario planning
- Issues and crisis management
- Stress management
- Overcoming adversity
- Commitment to health and safety

Possible scenarios:

- Lemonade Day events continue as planned with health and safety tips emphasized
- Lemonade Day events are postponed to a future date (date not yet defined)
- Kids access Lemonopolis to host a lemonade stand or start another business/moneymaking venture
- Lemonade Day city directors host virtual contests with virtual judges, with rules and prizes announced in advance. Examples are best recipe contest, best business plan, best marketing and promotional plan and/or best stand
- Kids use Lemonade Day lessons to create new ways of making money and supporting a cause other than by hosting a lemonade stand
- Align with other Lemonade Day participants and alumni to come up with a new plan and approach that still allows them to “spend some, save some and share some” of their profits. Promotes concept of strategic alliances, “strength in numbers” and ability to

learn from the positive experiences of other kids and teens who have hosted lemonade stands in the past and/or who have launched other businesses

Alternatives to Hosting a Traditional Lemonade Stand: Ideas for Consideration

Ways to Still Host a Lemonade Stand:

- Virtual lemonade stand — Post and share photos and videos making lemonade and serving lemonade; take orders from family, friends and neighbors; collect funds via PayPal, Zelle or Venmo; track orders; explain how funds earned will be used and how product will be delivered in the future when coronavirus threats have diminished
- Lemonade-to-go — Host a lemonade stand without making homemade lemonade and instead use pre-packaged single-serve lemonade mixes with a bottle of water. Package the lemonade-to-go in a creative way (small brown paper bag with ribbons, a note/label and an "I bee-lieve in Lemonade Day Now and Always" or a similar cute and fun kid-friendly sticker (like an "I Voted" sticker). Heed all health and safety precautions in handling the product and packaging
- Lemonade Day fundraising event or campaign with a business partner — Ask a fitness center, yoga studio, vet clinic, pet grooming salon or medical or dental practice (any place with extensive foot traffic) to "sponsor" a Lemonade Day child or teen by creating a special Lemonade Day event or campaign at their location. Kids and facility managers can negotiate an agreement spanning a few weeks or longer. The facility and Lemonade Day child or teen can agree on the details (setting up a donation jar, having a photo and video display, setting up a lemonade stand at the venue with props and taking orders for future lemonade sales). Optional: Members, clients or patients can earn points for "checking in" to that facility and tagging the Lemonade Day fundraising event or campaign. Perhaps the member, client or customer with the most check-in points gets a gift card from the Lemonade Day youth entrepreneur and/or a prize from the facility.

More Than Just a Lemonade Stand: Expanding Your Business Model:

Use the same lessons and planning process offered by the Lemonade Day program to launch another business venture that does not involve selling lemonade. Kids may choose to wear a yellow shirt (or any lemon-themed "uniform") and:

- Dog walk or pet sit
- Babysit
- Do chores for friends and neighbors — clean pools, sweep sidewalks and patios, wash windows, do laundry
- Hold a car wash — leave a lemon-scented air freshener in the car
- Weed flower beds, mow lawns, rake leaves
- Hold a silent auction selling either the services above or items that you can get donated
- Launch a Facebook fundraiser — "I didn't get to host my lemonade stand this year, but I still want to raise money for [name of cause]. For my birthday, I'm asking for donations to ..."