



Guide to Hosting A Lemonade Stand



Get your Ice-Cold Lemonade Here!

Let's have fun this summer by bringing back the good old-fashioned Lemonade Stand!

Lemonade for Wishes was created by Make-A-Wish Saskatchewan in 2016. The event was a great success and has now become an annual fundraiser that continues to grow in popularity.



We are super excited to kick off our Lemonade for Wishes campaign again this summer in Southwestern Ontario. All lemonade stands participating offer their lemonade by donation, you are welcome to also include additional items such as baked goods or a barbeque!

All proceeds from Lemonade for Wishes support granting wishes for children with critical illnesses. Our goal this summer is to raise \$14,000 within Southwestern Ontario to grant a wish!

Getting Started



Sign up

- Register online for your own personal fundraising page at <https://makeawishca.donordrive.com/event/SWOlemonadeforwishes>
- Be sure to personalize your page. Include a picture and share your reasons for supporting Make-A-Wish
- Use email as a way to reach out to family, friends & colleagues to share your donor page
- Track your progress and update your supporters regularly.
- Let us know when your event will be, so we can help get the word out. Email Charlene Marsman at charlene.marsman@makeawish.ca
- Lemonade for Wishes weekend is August 9th – 11th, however, you are welcome to hold a lemonade stand anytime this summer!



Free Lemonade Starter Kit

Pick up your lemonade starter kit at our Make-A-Wish office located at 551 Oxford St. West, Suite 207 in London. Or email charlene.marsman@makeawish.ca with your address to ship the kit to.

- Your kit includes:
 - Make-A-Wish Fact Sheet
 - Lemonade Event Poster (Personal Poster for you to fill in and share with family & friends)
 - Fundraising Goal Sheet (Make sure to color in your straw when you hit donation goals)
 - Lemonade Event Flyers to help us get more Lemonade Stands
 - Donation Tracking Form
 - Return Envelope for you to send donations back to us
 - Blue Raspberry Lemonade Kool-Aid Packages (makes approx. 40-50 cups)
 - Blue Tablecloth
 - Make-A-Wish Banner



Set your goal

Before you hold your lemonade stand, set a goal for how much money you'd like to raise. No amount is too big or small. Set a goal that you can reach, but that might be a bit of stretch for you. Five dollars might be too small of a goal, but \$350.00 is doable and would feel like a big accomplishment!



Get Organized

Recruit: Ask friends and family to help you with your stand. The more the merrier! Positions you may want to fill: Lemonade Pourer, Cashier, Server(s), Sign holder(s), Cheerleader(s), and Supplier

Gather Supplies: Here are some of the essentials we suggest you have on hand:

- Table
- Table decorations
- Donation container
- Cups
- Napkins
- Ice
- Cooler
- Mixing container for lemonade

- Mixing spoon
- Lemonade mix
- Any other goodies you'll want to sell: cookies, donuts, dog treats, etc.
- Camera: Please take pictures and share with us! We'll post on our Facebook page, website and newsletter

Safety Rules

It may seem like a no-brainer, but safety is so important! Here are a few safety rules to keep in mind:

- An adult should always be nearby to help keep an eye on things and make sure all is running smoothly.
- Be sure to keep your stand clean and use hand sanitizer when handling food and drinks. Make sure you have paper towels nearby to clean up any spills.

Make it a Success!

Here are some tips to make your lemonade stand a success:

Location, Location, Location

- Find the best spot to set up your stand. In front of your house is great, but why not get the whole neighborhood involved? Or if you're on a slow-traffic street, host your stand at a family or friend's super visible house.
- Other great ideas are to hold your stand at your workplace, family reunion, during a neighbourhood garage sale, your cottage or at campground.
- If you're setting up your stand somewhere other than your own front yard, make sure you have permission!

Product

You'll sell lemonade of course, but you may want to include some other items such as cookies, donuts, or dog treats.

Spread the Word

- Use Social Media: Facebook, Instagram, Twitter, and email lists as great tools to help spread the word. Post information about date, time and location a few days before the event and again on the day of.

- Set up your very own on-line lemonade stand fundraising page at <https://makeawishca.donordrive.com/event/SWOlemonadeforwishes> and share your link with all your family and friends.
- Create flyers using the template in your kit. Hand out flyers to your family and friends, too!
- Use sidewalk chalk to direct people toward your stand on the day of.



🍋 Accepting Donations

Price: What should I charge?

- How much you charge for your lemonade is up to you. Some people like to set a price, such as \$0.50 or \$1.00 Others find asking for a general donation is very successful. Either way, make sure you have a way to allow people to make an extra donation if they wish!

🍋 Ways to Donate

- Be sure to let your customers know that they can make a donation via cash or cheque (make payable to Make-A-Wish Southwestern Ontario)
- Your family and friends can also donate on-line by sharing the link to your on-line lemonade stand fundraising page. This is perfect for those who may not be able to attend the event but still would like to support you

🍋 What to do after Your Lemonade Stand

Once your lemonade stand event is done, you will need to turn your money in to Make-A-Wish. You can drop it off in person at the office, please let us know in advance when you are planning to visit, in case we are out of the office for a wish or event, or send by mail to:

Make-A-Wish Southwestern Ontario
 551 Oxford St. W. Suite 207
 London, ON N6H 0H9

If you are sending by mail, Lemonade stand donations should be sent in the form of a cheque or money order, made payable to Make-A-Wish Southwestern Ontario, with "Lemonade for Wishes" in the memo line. PLEASE DO NOT SEND CASH!! All donations should be sent to our office within 30 days of completing your fundraising event. Use the donation tracking sheet in your kit if someone donates \$20.00 or more. Use the return envelope in your kit to mail your donations and tracking sheet.

Thank Your Supporters

- Personally thank everyone....because you can never thank enough!
 - Thank your lemonade supporters by sending a personal email and or personal note in the mail.
 - Post a Big thank-you on Social Media celebrating how successful you were and thanking your lemonade buyers for helping to raise funds to grant a wish for a child with a critical illness.
 - Use #lemonadeforwishes2019 as the hashtag on all social media posts (make sure to tag Make-A-Wish Southwestern Ontario)

