

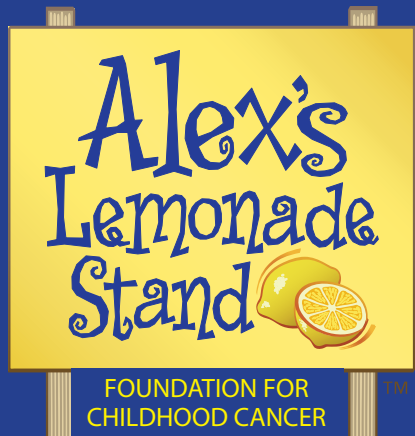
FIGHTING

CHILDHOOD CANCER,

ONE CUP AT A TIME.

How to Hold Your Own ALSF Event

Alex's Lemonade Stand Foundation
333 East Lancaster Avenue, #414
Wynnewood, PA 19096
www.AlexsLemonade.org | (866) 333-1213



Hold Your Own ALSF Fundraising Event!

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If you have any questions or would like additional materials, please contact our office at:

(866) 333-1213

www.AlexsLemonade.org

Thank you for your support and efforts in helping cure childhood cancer, one cup at a time!

We are thrilled to have your support! You will be joining individuals and groups throughout the country to raise money and awareness for childhood cancer research.

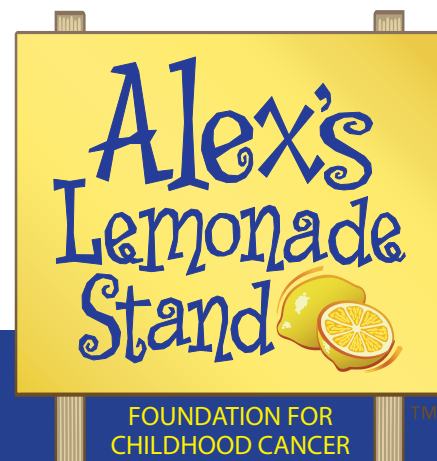
Our staff is dedicated to making improvements in the lives of all children with cancer. We share your enthusiasm for the cause and are more than happy to answer any questions that you may have.

If you have any questions, please feel free to contact Cara Salladino at Cara@AlexsLemonade.org.

Additional materials can be found on our website www.AlexsLemonade.org.

Thank you again for your support! Your commitment to organizing and hosting an Alex's Lemonade Stand Foundation (ALSF) fundraising event will play a vital role in raising funds and awareness about childhood cancer research. We appreciate you giving your time to help us fight childhood cancer, one cup at a time.

Please note: In providing you this manual, we only intend to guide you through the planning of your own event; you do not need to follow verbatim our advice to hold a successful ALSF event. Tailoring these steps to your community will make your event more successful. Please follow your instincts and use these simple steps as a reference - and always keep in mind that together you are helping to defeat childhood cancer!



A Letter from Alex's Parents

Dear ALSF Supporter,

Thank you for your interest in hosting an Alex's Lemonade Stand fundraising event in your community to support the battle against childhood cancer – one cup at a time.

We are grateful for all of the individuals and groups who support Alex's seemingly simple idea – raising much needed funding for childhood cancer research by selling lemonade. We welcome back many of our “old” friends, having held events in previous years, and to those of you joining us for the first time – we thank you and want to help make your Alex's Lemonade Stand fundraising event a success!

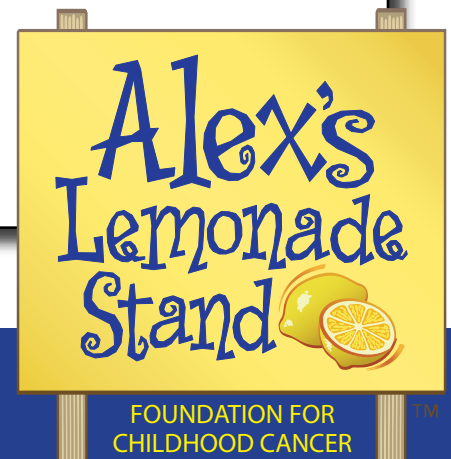
The following packet contains information about ALSF and suggestions to help organize and plan your own Alex's Lemonade Stand fundraising event. Please keep in mind that we are providing these as suggestions, not requirements, and we hope you will plan your event to best suit you.

Alex's dream was to find a cure for all childhood cancer. Together, we can continue to make this dream a reality. Every action you take to raise funds and awareness of childhood cancer through ALSF is one step closer to the day when other parents will not have the pain of losing their children. We thank you for your support – it is truly making a difference for children with cancer everywhere.

Gratefully yours,

Liz and Jay Scott

Alex's Parents



About Alex's Lemonade Stand Foundation



ALSF emerged from the front yard lemonade stand of cancer patient Alexandra "Alex" Scott (1996-2004). At the age of 4, Alex announced that she wanted to hold a lemonade stand to raise money to help find a cure for *all* children with cancer. Since inception, ALSF has become a national leader in fundraising and raising awareness of childhood cancer. We remain dedicated to continuing to educate and empower children and adults to make a difference in the battle against childhood cancer.

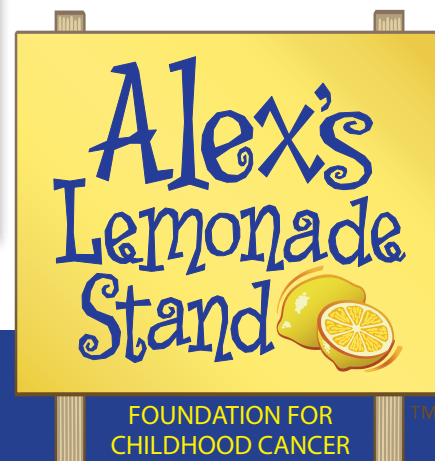
Since Alex held her first stand, ALSF, a registered 501(c)3 charity, has raised over \$40 million toward finding cures for childhood cancers. Through a growing number of fundraising efforts and the help of thousands of volunteers, ALSF has funded over 200 pediatric cancer research projects nationally.

Though Alex's mechanism for raising money may have been a natural for a child - hosting a lemonade stand in her front yard – her "simple" idea has made a world of difference. Alex bravely fought her cancer while remaining committed to raising money for childhood cancer research, taking her lemonade stands national in 2004. With the help of others, Alex succeeded in raising over \$1 million, and an immeasurable amount of awareness for childhood cancer research before she died on August 1, 2004.

Our Mission

To raise money and awareness of childhood cancer causes, primarily research into new treatments and cures.

To encourage and empower others, especially children, to raise money for childhood cancer by holding their own Alex's Lemonade Stands and fundraising events.



Planning your ALSF Event



Getting started

Decide on what type of fundraising event to have.

Host an ALSF event that best suits your interests. You can hold a lemonade stand, a different event or do a combination of both. Think about whether you envision a large community based event, or a smaller event in your front yard. Based on your answers, decide whether you need to recruit community support or enlist additional volunteers. Remember to make it manageable to your abilities and goals!

Pick a date and location.

Decide where you want to have your fundraising event. Consider a location that works well for your event, like your front yard or a community center. After you choose a location, you will need to determine whom to contact in order to receive permission to hold your stand or event there. If it's a private location, such as a supermarket or shopping area, speak with the business owner or manager. If it is a public location, such as a park or school, inquire with the town or other public agency that manages the location.

Register your event.

Go to www.AlexsLemonade.org to register your fundraising event. You'll create a personal fundraising page and receive a packet of materials (if you choose that option during registration) as well as a personal fundraising coach who can help answer questions. To see what comes in a fundraising packet, go to www.AlexsLemonade.org/node/20274.

- All registered fundraising events will receive an ALSF fundraising kit (a fundraising kit comes with a tips to increase your funds raised sheet, talking points, ALSF brochures, an event advertiser, plastic banner, and much more). You can, and we encourage you to, create signs to promote your fundraising event and display them around your community (e.g. schools, local businesses, and community centers).



Begin your planning

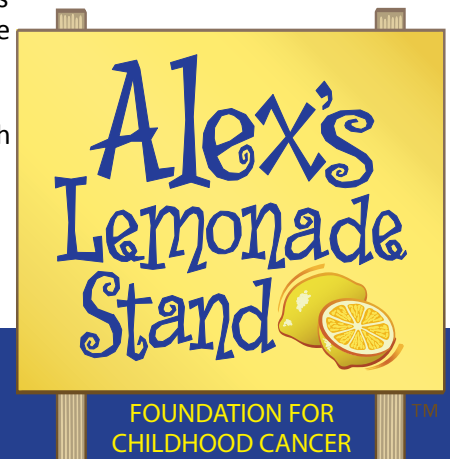
Set your Goals!

Set a fundraising goal based on how much money you would like your fundraising event to raise. Plan how you will raise that money - through lemonade stand donations, event sponsors, raffles, business sponsorships, your fundraising page, etc.

Develop a plan for your fundraising event.

Create a plan for your event. Consider how much support you will need to prepare for your fundraising event. Determine how much product you will need for your fundraising event, and if you will get these supplies donated. You will need volunteers to help you with donations, setting up, running the event, and cleaning up. This is a great area to include friends, family, schools and businesses. Establish how many volunteers you will need and how you will recruit them.

- Identify volunteer responsibilities. Base these roles and responsibilities on your volunteers' availability and skill levels. For example, if you have volunteers who are very creative, ask them to create promotional signage or event invitations. We recommend utilizing your volunteers to help during every phase of your fundraising event!
- If you are having other activities or serving refreshments (such as lemonade) at your fundraising event, you will need certain supplies. Formulate a plan for how supplies will be donated or bought and who will be responsible for the supplies on the day of the event. Also, make sure to thank your donors and/or sponsors!





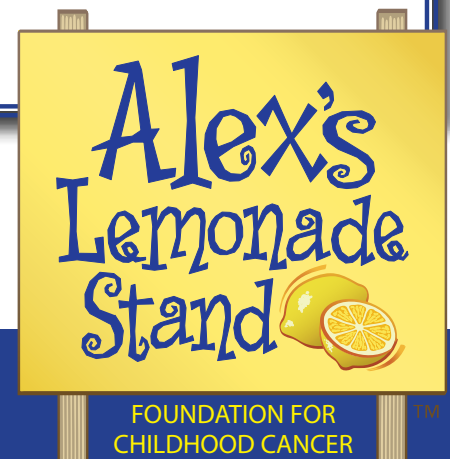
Get the word out

Promote your fundraising event.

- Let local media such as radio, newspapers, magazines, and television stations know what you are doing. For support with contacting local media, please email Gillian Kocher, our ALSF Public Relations Coordinator, at Gillian@AlexsLemonade.org.
- Utilize social media to promote your event. For support with advertising your event via Facebook, LinkedIn, Myspace, and Twitter, please email Melissa Jones, our Social Media Coordinator, at Melissa@AlexsLemonade.org.

These are just a few different ways you can help raise funds and/or awareness for ALSF and childhood cancer research. We encourage ALL event hosts to get creative with their fundraising! Feel free to think outside of the box and create your own fundraising event. You can also find helpful ideas and tools on our website at www.AlexsLemonade.org.

- Host a lemonade stand
- Host a walk-a-thon or bike-a-thon
- Collect quarters during sporting events
- Bake lemon treats to sell
- Host a rock-a-thon (a 24-hour rocking chair event)
- Organize a golf outing in honor of ALSF
- Have a coloring contest using ALSF coloring pages
- Read and share the book *Alex and the Amazing Lemonade Stand*
- Ask for wedding or birthday donations in lieu of gifts
- Host an Alex's Coffee House Talent Show
- Lemon Face Penny Wars
- Donate garage sale proceeds
- Give a gift in honor or memory of a loved one
- Make and/or sell paper lemons
- Host a "wear yellow to work day"
- Organize a class project featuring ALSF
- Show ALSF pride in a parade or contest
- Wear ALSF merchandise



Fundraising Fun

Raise money online

Once your fundraising event is registered on the ALSF website, you will automatically be given an online fundraising page. This page can be used to invite people to attend your event and to take online donations for your event. This is especially helpful if you have out of town family or friends who may want to contribute. It's also a great way to spread the word about your event through social media. Just cut and paste the link to your Facebook or Twitter pages. To access your page, login to our website using the email and password you registered with, and then click "My Fundraising Pages."

This is a really easy way to raise more funds toward your goal.

Matching Gift Information

This is a way to increase your donations! Ask friends and family if their places of work have a Matching Gift Program. *** Ask them to check with their Human Resources office if they don't know.

Text to Donate

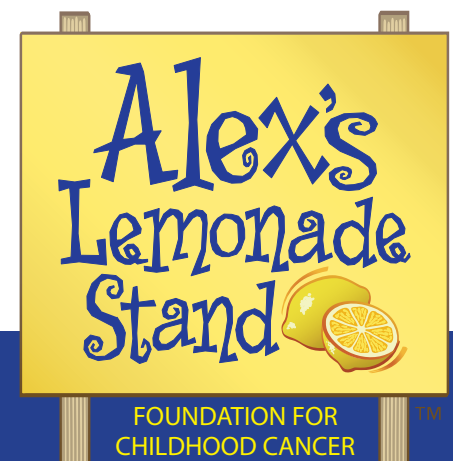
Have supporters text the word "**Lemonade**" with your Event ID to **85944** for a \$10 donation to your fundraising event! *** Be sure to provide every donor with your Event ID number.

Consider having your event in honor or memory of someone special

Honor Alex, or a local cancer patient, at your fundraising event. You can also honor someone who works hard to keep many people in your community healthy, such as a doctor, nurse, or educator. Having a tribute event is a great touch, but not necessary for a successful event.

Cool Ways to Fundraise

- Hold a raffle and ask for donations of prizes from local businesses.
- Sell merchandise! This is a great way to raise money before your event and display your ALSF pride!
- You could also recruit businesses to sponsor you and offer to display their logo or information at your event.
- Another way to raise funds, especially if your fundraising event is in a public place, is to hold a lemonade stand at your event.
- Have a lemon face penny war! A lemon face is that goofy, funny face that everyone makes immediately after sucking on a lemon slice. Choose a few different well known people in your community to suck a lemon, then quick...snap a picture! Next, place jars for change with each person's picture somewhere prominent at your event. Attendees then donate change into jars with the funniest lemon face. The jar with the most pennies wins.
- Bottle recycling - In states where you can exchange bottles for cash, have classes collect bottles and bring them to the recycling center to exchange for money to be donated to your fundraising event.



Sample Fundraising Letter or Email

Use this template to physically mail a letter to people you want to ask for donations, or copy and paste the template to email to your friends!

Dear _____,

Every year over 200,000 children worldwide are diagnosed with a form of childhood cancer. I cannot ignore this shocking statistic impacting the youth of our country, and I certainly hope that you won't either. I need your help.

On *(insert date)*, I will spend the afternoon selling lemonade by hosting an Alex's Lemonade Stand to fight childhood cancer. My goal is to raise \$_____ in donations for the cause. I am spending the next few days and weeks preparing for this stand, and I would like you to join me in this critical battle against childhood cancer!

The money raised will go to Alex's Lemonade Stand Foundation, a registered 501(c)3 nonprofit charity, to fund childhood cancer research projects. The mission of Alex's Lemonade Stand Foundation is to raise money and awareness of childhood cancer causes, primarily research into new treatments and cures, and to encourage and empower others, especially children, to get involved and make a difference for children with cancer.

Please help support my efforts and this critically important cause by visiting my stand or making a donation online to my fundraising page, *(insert web address)*.

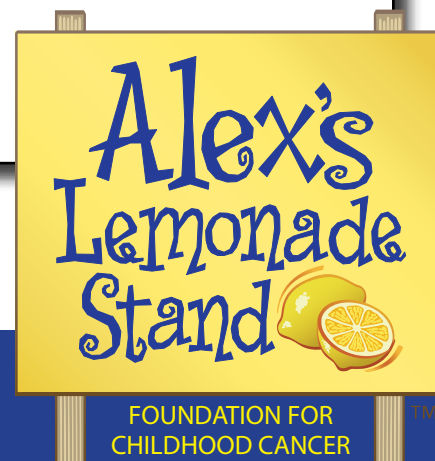
You can also help me by passing this message along to others who may be interested in visiting my stand, or holding one of their own!

Thank you for your support!

Sincerely,

Your Local Event Host for
Alex's Lemonade Stand Foundation

P.S. - You can learn more about ALSF and how to get involved by visiting www.AlexsLemonade.org.



Sample Thank you Letter or Email

Use this template to physically mail a letter to people you want to thank for donations, or copy and paste the template to email to your friends!

Dear _____,

On behalf of Alex's Lemonade Stand Foundation for Childhood Cancer and all children with cancer, thank you for your generous contribution to our Alex's Lemonade Stand event.

Alex's Lemonade Stand Foundation (ALSF) grew out of the front yard lemonade stand of childhood cancer patient Alexandra "Alex" Scott. In 2000, at the age of 4, Alex opened her first lemonade stand with high hopes of raising money for pediatric cancer causes, specifically research into a cure. Alex passed away in 2004, but her legacy continues.

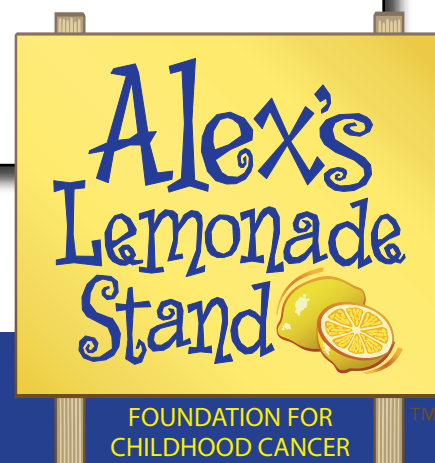
Adults and children have been inspired by Alex's giving spirit. People from all walks of life have joined in to continue the fight against childhood cancer – one cup at a time – by setting up their very own Alex's Lemonade Stand events in their community.

I am very grateful for your contribution to my Alex's Lemonade Stand event. With your support, I was able to raise \$____ for childhood cancer research! The lesson learned from holding a simple lemonade stand to support Alex's Lemonade Stand Foundation is simple but powerful – every person can make a difference in the world. Alex Scott did, and so have you.

Thank you for your support of our local endeavor to raise much needed funding for childhood cancer research through Alex's Lemonade Stand Foundation. For more information, please visit www.AlexsLemonade.org or call toll free (866) 333-1213. Your support is vital for a cure!

Sincerely,

Your Local Event Host for
Alex's Lemonade Stand Foundation



Fundraising Event FAQs

How much should I charge for a glass of lemonade?

ALSF encourages you to not set a price for your lemonade, but suggest to your stand visitors that they give a donation. Accepting donations of any amount will encourage generosity, as well as allow those who do not have money 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 will be 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 sixty (which represents the number of minutes in one hour's time). 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 will need if you serve one cup per minute for the duration of your event. If you anticipate slower traffic, you can adjust the numbers accordingly!

What should I do if it rains on the day of my stand or event?

Use your best judgment as to whether you should plan or advertise a rain date. (One of the most interesting and successful Alex's Lemonade Stands was held in the pouring rain.) If your event is outside, prepare for the weather with appropriate plans including alternative shelter, tents, etc.

How do I recruit help for my fundraising event?

Depending on the size of your fundraising event, you may need more than one person to organize and run the event. Be sure to think about what your needs are prior to the event. Do you have enough volunteers to work in shifts to keep it running smoothly, or is it something that can be run on a continuous basis by the same group of volunteers?

If you or a family member are involved with an organization or school group, and think they would be interested in helping out, approach them about teaming up with ALSF. If you need grassroots help, ask friends, classmates, members of your sports teams or other people in your community to lend a hand.

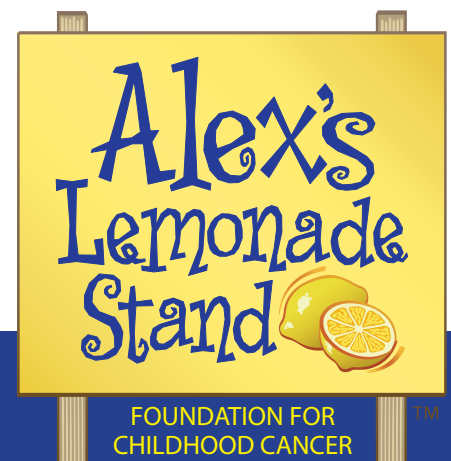
Delegating Tasks! Streamline the tasks before and on the day of your event, and decide which volunteers are best suited to each responsibility. For instance, one person may be in charge of putting up fliers or contacting the local media ahead of time, while another person may be in charge of setting up and cleaning up on the day of the event.

Do you have a letter on foundation letterhead that I can send to businesses for their support?

Yes we do! Email us or contact your fundraising coach with the specifics, and we'll be happy to email or fax you a letter on our letterhead.

How do I obtain a certificate of insurance for my event?

Email us or contact your fundraising coach to obtain a certificate of insurance. Please let us know at least two weeks prior to your event to ensure that you receive your certificate with enough lead time.



Event Checklists

Kids Helping Kids

Following the lead of Alex Scott, ALSF loves to see children working together. Here is a list of a few things kids can do to help at your stand (*don't forget, the most important thing is making sure the kids are safe*):

- Make signs
- Invite family, friends and classmates to attend
- Decorate the surrounding area
- Serve lemonade
- Sell baked goods
- Handout brochures
- Keep the stand area clean and tidy
- Thank people for attending
- Run a raffle
- Tell people about Alex's story and why you are holding a lemonade stand

Stand Checklist

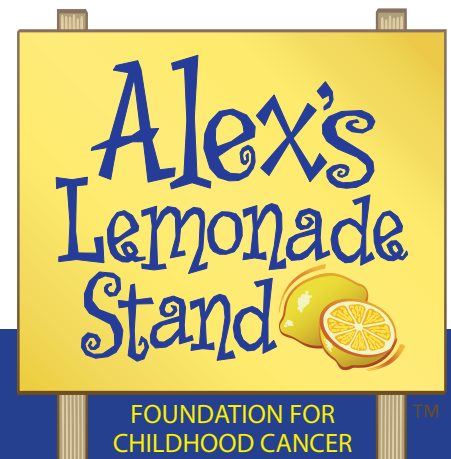
Make sure you have these items before your fundraising event!

- Banners and signs to advertise your event – make your own or download printable documents from www.AlexsLemonade.org
- Fundraising page
- Fliers and handouts to display at your stand about Alex's Lemonade Stand Foundation and childhood cancer
- Lemonade, of course!
- Cups and napkins
- Ice and containers to mix or hold lemonade
- Tables
- Tablecloths and decorations
- Container for donations

Printable Materials

If you don't want to create your own fliers and materials, visit our website to utilize our materials. Among the materials available:

- Literature about ALSF
- Stand advertiser
- Coloring pages to print out and color
- "We Support Alex's Lemonade Stand Foundation" printout
- Alex's Lemonade Stand logo and style guide
- Paper lemon cut outs
- "Thank you" notes
- Childhood cancer fact sheet



Donation Information

Important Donation Information:

Checks should be made payable to “Alex’s Lemonade Stand Foundation.” Donations are tax-deductible. Donations made by check will be confirmed by an acknowledgement and receipt letter from ALSF. Credit card donations are only accepted online at www.AlexsLemonade.org or by calling our office at (866) 333-1213, and your supporters can let us know they are donating to your fundraising event.

All cash donations received during your fundraising event should be collected and transferred into a personal check, money order, or bank check. That check should then be sent directly to Alex’s Lemonade Stand Foundation **within two weeks** of your event.

Send all proceeds immediately following your fundraising event to:

Alex’s Lemonade Stand Foundation
Attn: ALSF Fundraising Event
333 East Lancaster Avenue, #414
Wynnewood, PA 19096

