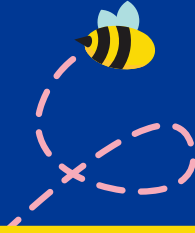


**Alex's  
Lemonade  
Stand**  
Foundation for  
Childhood Cancer™

 **Northwestern  
Mutual®**



# **Your Guide to Hosting an Official ALSF Event**

**Fighting Childhood Cancer,**  
*One Cup at a Time.*







# Welcome

Northwestern Mutual is committed to accelerating the search for a cure for childhood cancer while supporting families undergoing treatment and survivors suffering from late effects. To date, we have funded more than 400,000 hours of research through our exclusive partnership with Alex's Lemonade Stand Foundation (ALSF). We are proud to say there are children who are cancer free today because of this funding.

Thank you for all that you do to support kids with cancer.

## Your event kit contains materials to get started!

- ALSF & Northwestern Mutual Banner
- Donation Container Sticker
- Goal Poster
- Find A Cure Poster
- About Childhood Cancer Poster
- Pad of Paper Lemons
- Activity Page
- Five ALSF Brochures
- Prepaid Return Envelope
- "Thank You" Tabletop Sign
- Event Advertiser

If you have any questions about the materials enclosed in this packet, please contact ALSF at [TakeAStand@AlexsLemonade.org](mailto:TakeAStand@AlexsLemonade.org) or call (866) 333-1213 and let them know that you are from Northwestern Mutual. Thank you for helping us find a cure for all types of childhood cancer, and best of luck with your fundraiser!

## Three Things to Do Now!

-  Download and print additional materials online at [AlexsLemonade.org/Downloads](https://www.AlexsLemonade.org/Downloads)
-  Buy official ALSF decorations and accessories for your event. As an event host, you receive a 25% discount at Alex's Shop ([Shop.AlexsLemonade.org](https://www.Shop.AlexsLemonade.org)). Your event coach can provide you with a coupon code to our gift shop.
-  Invite your friends, family and business contacts to support your stand by sharing your page on social media.







## Tips for Hosting Your Stand (or Other Fundraiser)

### 1. Choose Your Location, Date and Time Wisely

Find a location with heavy foot traffic at a time when most people are out and about – more people means more donations!

### 2. Get Your Link and Event ID

ALSF will provide you with your Event ID and a link to your office's online fundraising page. Everyone in your office needs to use this same fundraising page to collect donations. You'll need this information for steps 3 and 5.

### 3. Spread the Word

Let everyone know what you're doing to help kids fight cancer! Share your fundraising page online to collect donations and promote your event. Use the communication tools (i.e., email templates, social media posts, and thank you notes) that have been pre-approved by Northwestern Mutual.

Also be sure to tag ALSF (@AlexsLemonade) when posting on your social media channels.

### 4. Hold Your Stand or Activity

Consider integrating your activity into existing office or company events (casual Fridays, Take Your Kids to Work Day, golf outings, other sporting events, etc.) or think beyond lemonade (incorporating music, entertainment, silent auctions, etc.). Make sure to get any permission and permits that might be required in advance of your activity. And above all, have fun!

Double your donation, double your impact! Personal donations made by advisors for a minimum of \$100 can qualify for a matching gift. Contact the Northwestern Mutual Foundation for additional information.



## 5. Collect and Submit Donations

- **Credit Cards** – Donations can be made via credit card by visiting your online event page. Visit **AlexsLemonade.org** and search your Event ID number provided by ALSF. You can also share the link to your event page with attendees.

Mobile donations can be made by entering the following link with your Event ID into the address bar: <http://alsf.me/donate/EventID>. (Ex.: <http://alsf.me/donate/1112255>). You can also print out a QR code for donors to scan and take them to your fundraising page's donation form so they can securely donate. At the end of the transaction, the page refreshes, no information is stored on the device and the donation is credited to your event!

- **Cash** – You can collect cash at your activity and then make a credit card donation in the same amount on your office fundraising page. Tax receipts cannot be given to individuals who give you cash.

**IMPORTANT NOTE: Please do not send cash directly to ALSF. All donations must be collected on your online fundraising page.**

## 6. Say Thank You!

You did it! Feel proud and thank your supporters.

### Lucky Lemon Tips

#### Set a Goal

Before your event, decide how much money you'd like to raise. No amount is too big or too small!

#### Offer Paper Lemons for \$1 Each

Included in your event kit are paper lemons, which you can sell in addition to lemonade. Donors can buy a paper lemon to write their name on and pin up at your stand or event to show their support.

#### Honor a Hero

Hold your stand in memory or in honor of someone you know or are inspired by who has been affected by childhood cancer. For hero stories, visit

**[AlexsLemonade.org/Heroes](http://AlexsLemonade.org/Heroes)**.

#### Recruit & Reach Out

Encourage co-workers, friends and family to come out to your stand, volunteer at the event or help spread the word.



# Frequently Asked **Questions**

## **What is the mission of Alex's Lemonade Stand Foundation?**

Our mission is to change the lives of children with cancer through funding impactful research, raising awareness, supporting families, and empowering everyone to help cure childhood cancer.



## **Who was Alex?**

Alexandra "Alex" Scott (1996-2004) is the Founder of Alex's Lemonade Stand Foundation. She was diagnosed with neuroblastoma — the most common extra cranial solid tumor of childhood cancer — before her first birthday. At the age of 4, she decided that she wanted to host a stand and raise money to help other children with cancer. Before she passed away at age 8, she raised \$1 million for childhood cancer research.

## **Is ALSF a registered non-profit?**

Yes. Alex's Lemonade Stand Foundation is a registered 501(c)3. The Foundation's ID number is 56-2496146.

## **How does ALSF raise funds and where does the money go?**

Donations come from several sources including volunteers who host fundraisers, special events, partnerships with businesses and corporations and individual donations made directly to the Foundation. The money raised funds the most innovative research projects all over the country. ALSF also provides support to families as they fight childhood cancer.

## **What should I charge for a cup of lemonade?**

We recommend that you don't set a price, but ask visitors to give a donation instead. Accepting donations of any amount encourages generosity, while also allowing anyone to enjoy a cup of lemonade and learn about ALSF and childhood cancer. Whether it's 25¢ or \$25, it all adds up to cures!

## **What should I tell visitors who want to host an event?**

Encourage your stand visitors to get involved by holding a stand or event of their own anytime, anywhere! Tell them why you got involved and how easy and rewarding hosting an ALSF event can be. Use the enclosed materials at your fundraiser so others can learn more about the Foundation, and direct interested supporters to our website: [AlexsLemonade.org](http://AlexsLemonade.org).

## **Can anyone hold a lemonade stand or event?**

Yes! We believe that everyone can make a difference and get involved. In the past, lemonade stands and events have been organized by families, businesses, organizations, schools and other devoted volunteers.





# Donation Return Form

Please complete this form and mail it in with your check or money order to  
Alex's Lemonade Stand Foundation  
333 E Lancaster Ave. #414, Wynnewood, PA 19096

Please remember to put your Event ID number on the check.

PLEASE DON'T SEND CASH. THANK YOU

**Event Host Name** \_\_\_\_\_

**Event ID#** \_\_\_\_\_

**Date of Event** \_\_\_\_\_

**Total Donation** \_\_\_\_\_

**Additional Comments** \_\_\_\_\_

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[AlexsLemonade.org](http://AlexsLemonade.org)



@AlexsLemonade