

Lemonade for WISHES

A GUIDE TO HOST THE ULTIMATE LEMONADE STAND

Make-A-Wish®
RÊVES D'ENFANTS CANADA



Get your Ice-Cold Lemonade Here!

Let's have fun this summer by bringing back the good old Lemonade Stand! You are invited to help us raise funds this year with our "Lemonade for Wishes" campaign. 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.

See the below guidelines on how you can host your own lemonade stand.



SIGN UP

Contact your chapter representative and they will assist you in setting up a personalized fundraising page.

TIPS: Be sure to personalize your page— Include a picture and share your reasons for supporting Make-A-Wish®!



LEMONADE STARTER KIT

We are here to support you! Please email your local Make-A-Wish® office and they would be happy to provide you tools to get you started. We can provide posters, donation tracking sheets, fact sheets and more to help you.



GET ORGANIZED

- Ask friends and family to help you with your stand. Get them involved and hand out tasks.
- Gather Supplies for your event (here are a few ideas): Table, decorations, donation container, Cups, Napkins, Ice, cooler, mixing container for lemonade, Mixing spoon, Lemonade mix and any other goodies you'll want to sell: cookies, donuts, dog treats, etc.
- Think about location too! Host your event on a family or friends driveway, school, workplace, family reunion, neighbour garage sale, birthday or other celebration!



SPREAD THE WORD

- Use Social Media to help spread the word! Post information about date, time and location a few days before the event and again on the day of. Take pictures, tag and share with us. We'll post on our social media channels.
- Share your fundraising page with all your friends and family
- Create flyers using the template in your kit. Hand out flyers to your family and friends, too!



FUNDRAISING TIPS

- 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.
- **Should I charge a price?** Some people like to set a price, such as \$0.50 or \$1.00. Others find asking for a general donation is very successful. Be sure to let your customers know that they can make a donation via cash or cheque!
- Your family and friends can also donate online by sharing the link to your 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

Once your lemonade stand event is done, you will need to turn your money into your local Make-A-Wish® office. Arrange a time with your representative to drop off the money or mail a cheque to the office address. All donations should be sent to our office within 30 days of completing your fundraising event along with the donation tracking sheet.



THANK YOUR SUPPORTERS

Thank your lemonade supporters by sending a personal email or note in the mail. Post a **BIG** thank you on social media, celebrating how successful the event was in raising funds.

YOUR VIRTUAL LEMONADE STAND

In order to limit the spread of COVID-19 and to ensure we're doing our part to protect our community's health, this year **Lemonade for Wishes** can go virtual! Instead, you'll reach out to your friends and family through email and on social media, asking them to "buy a glass" of your virtual lemonade. You can still be creative with a virtual event. Here are some ideas on how you can increase your sales:

- Decorate your porch like a lemonade stand and take a photo. Better yet, make a video of yourself to send out, explaining why you're selling lemonade.
- Deliver a bottle of water with a individual package of lemonade attached to everyone who buys from you! You can leave it on their porch and respect social distancing guidelines.
- Ask your customers to post a picture of themselves enjoying their lemonade, and promoting your virtual stand.
- Get creative with your pricing: offer a glass of lemonade for one price, or an entire pitcher for more.
- Send all your donors a thank you e-card
- Make sure to include a link to your fundraising page with all your messages, and tag your local Make-A-Wish® chapter and #lemonadeforwishes in your posts.

