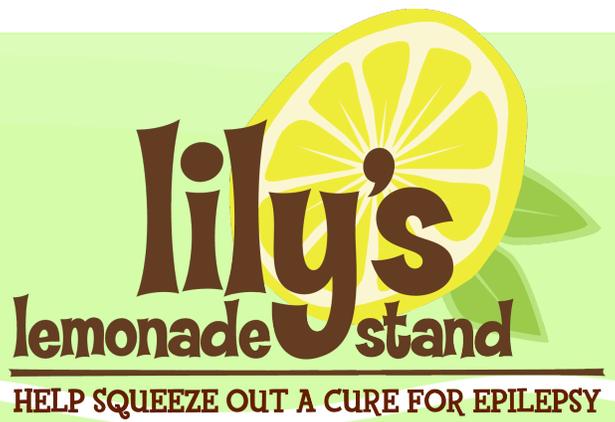


How To Host A Lily's Lemonade Stand



Thanks for hosting a Lily's Lemonade Stand. Every dollar you raise will go to help find a cure for epilepsy. Be sure to forward any of this information to other people you think may want to host a Lily's Lemonade Stand.

Who: You, your friends, your neighbors, your classmates, your co-workers

What: Lily's Lemonade Stand to raise money for and increase understanding of epilepsy

Where: Your neighborhood, school, local business...at festivals, swim meets or ball games.

When: All summer long!

Have as many stands as you want.

Why: Your classmates, your teachers, your neighbors may have epilepsy. You may already know that. But maybe you don't. Lots of people don't like to talk about their seizures. And there is no cure for epilepsy. But this could all change with your help. Very cool research is underway. All money from Lily's Lemonade Stands will go toward epilepsy research at the University of Wisconsin.

Anyone who raises \$100 or more will receive a very awesome Lily's Lemonade Stand t-shirt.

Here's what you'll find on the following pages:

- **Supply List:** What you'll need to set up your stand.
- **Schedule:** What to do by when. How long will things take?
- **Stand Set Up:** Many options, big and small for setting up the stand. Plus lots of ideas to incorporate purple in your stand as purple is the official color of epilepsy.
- **Money Management:** How to set up a cash box and make change. How much should you charge? How much can you expect to raise? Where to send your money.
- **Printing Templates and Promotion Ideas:** Printable poster templates to use around your neighborhood, at places of business, and to decorate your stand. Sample emails that you can send to friends and family. Other ideas to promote your stand.
- **Thank Yous:** Ideas and printable ways to thank your customers or others who helped with your lemonade stand or donated money.
- **About Epilepsy:** Information you can print to learn more about epilepsy, or hand out to your customers.



SUPPLY LIST

Talk to your parents or teachers to help decide how many people you could serve. Based on that, here's what you'll need:

- Cups** (paper or plastic).
- Lemonade.** Powdered is most affordable, but there is also frozen and fresh.
- A **container** to hold the lemonade that is easy to pour from. If you think you may have lots of customers, make a few containers in advance. Don't forget a spoon to stir it up:)
- A **cash box.** Have extra money in the box when you start to give people change if they need it. Shoe boxes work great.
- A **table or stand** to hold your cups and lemonade. Ideas include:
 - A card table that is easy to set up and take down.
 - A large wagon
 - Make it a family project and build your own stand:)
- Thank you stickers:** Print out the Avery-formatted stickers to give to customers that say "I had my cup."



- Sign:** You can't have a lemonade stand without a sign! The bigger the better. Include the price of each cup, and where you're donating the money. Print out the Lily's Lemonade Stand posters to decorate your stand.

- Purple stuff:** Purple is the official color of

epilepsy. Think about:

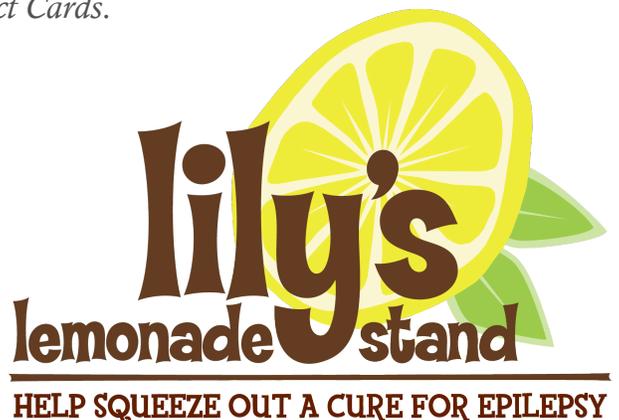
- Making your sign purple.
- Purple tablecloths, cups or napkins.
- Adding purple food coloring to lemonade (purple food coloring can be found at local cake supply stores, or combine blue and red food coloring)
- Wear purple.
- Purple balloons to make your stand eye catching.

Epilepsy Facts

Have the *Epilepsy Questions* at your stand if people want to know more. And hand out the *Fact Cards*.

Epilepsy Fact:

Did you know that author Charles Dickens, scientist Thomas Edison, gold medal winner Florence Griffith Joyner and singer Prince all had epilepsy?



SCHEDULE

One Week Before Your Lily's Lemonade Stand

- Kids, get parents permission to host the stand.
- Spread the word about your lemonade stand through email, talk it up at your school, home, neighborhood or workplace.
- Ask family and friends if they will match the amount you raise.
- Decide how long you're going to be "open" (have a back-up plan in case of bad weather). Also decide the best hours to be open (i.e., after school, Friday during rush hour, Saturday throughout the day, or both).
- Start getting your supplies (see Supply List).
- Select your location – high traffic, (kids, make sure it's safe, and close to adults)
- Make your "stand" (don't forget the purple:)
- Recruit helpers.
- Prepare your cash box.
- Print out the epilepsy hand outs, posters and stickers.



The Day of Your Lily's Lemonade Stand

- Set up a half hour before you "open."
- Kids, have an adult near by to answer questions and help.
- Prepare lemonade in advance.
- Smile, be enthusiastic and be sure to thank everyone:)
- Count your money when you're finished.

The Day After Your Lily's Lemonade Stand

- Complete the "How Much I Raised Form."
- Collect any matching funds that were promised.
- Write a check in exchange for the cash (Kids, ask your mom or dad to do this).
- Mail the check with the form to:
Lily's Fund
c/o Treasurer Sabrina Frey
2431 Norwood Place
Madison, WI 53726

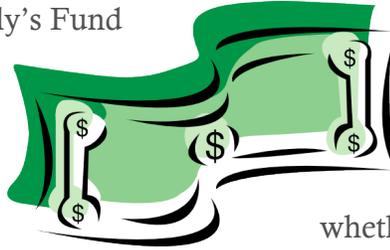
Epilepsy Fact:

Did you know that epilepsy affects more people than multiple sclerosis, cerebral palsy, muscular dystrophy, and Parkinson's disease combined?



MANAGING YOUR MONEY

100% of the money you send to Lily's Fund from your Lily's Lemonade Stand will go toward epilepsy research at the University of Wisconsin. To make your Lily's Lemonade Stand a success, plan ahead.



- Set a goal on how much you want to raise.
- If you want, ask for people to give you pledges. For example, for every \$5 you raise people will match that amount.
- How much to charge? You have two choices:
 - Charge a set price for each cup (25 – 50 cents).
 - Suggest people donate what they want to the cause. (Keep in mind, you'll have some who donate much more than the real "value" of their cup of lemonade, and others who donate hardly anything. You should be okay with both types of giving).

Epilepsy Fact:
 Many of our soldiers in Iraq and Afghanistan suffer from severe head trauma. Up to 50% of those will develop epilepsy.

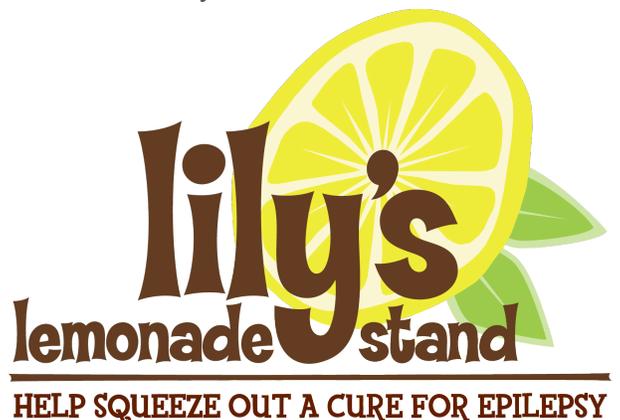
- Plan for start-up costs to purchase your supplies (lemonade, cups, etc.) to be anywhere from \$5-\$20. It depends how many people you think you'll sell to, the price of each cup of lemonade, and whether there are extra supplies on hand you have to contribute.

- Send your money to Lily's Fund. After your Lemonade Stand, complete the "How Much I Raised" form, which can be printed at www.lilysfund.org/lemonade. Write a check in exchange for the cash (Kids, ask your mom or dad to do this). Mail the check to:

Lily's Fund
 c/o Treasurer Sabrina Frey
 2431 Norwood Place
 Madison, WI 53726.

It's safer and easier to send a check rather than cash through the mail.

- If you raised more than \$100, be sure to check the box on the "How Much I Raised" form and include your name, address and shirt size so we can send you a very cool t-shirt as a thank you.



PROMOTION IDEAS

- Download and print the templates at www.lilysfund.org/lemonade to help decorate and promote your stand. Hang your posters throughout your neighborhood, office or school. These include
 - 8 1/2 x 11 posters
 - Stickers to give to customers
 - *Epilepsy Questions* and *Fact Cards* to either hand out or display to teach people about epilepsy
- Or create your own original posters!
- If you're on Facebook, post status updates of your upcoming Lily's Lemonade Stand. Use the *invite people to an event* feature.
- Email friends, family and coworkers letting them know where your lemonade stand will be and when you will be open. Here is a sample email:

Dear friends and family:

This summer I will "Help Squeeze Out A Cure For Epilepsy" with my Lily's Lemonade Stand. Along with hundreds of others, we will raise awareness about epilepsy, and raise money that will ALL go to promising epilepsy research at the University of Wisconsin-Madison.

Here's why it's important to me: Did you know 1 in 100 people in our country have epilepsy? It's a condition that can strike anyone, any time – young or old, healthy or injured. Did you also know that more people suffer from epilepsy than multiple sclerosis, Parkinson's disease and Alzheimer's *combined*, yet epilepsy receives less research funding?

If you can help, just email me back saying you are willing to contribute by either:

- Stopping by my lemonade stand on *Your Date*
- Pledging a specific amount you'd like to contribute (\$10, \$20 or more ☺)
- Or, pledging to match the amount I raise at the stand (my goal is *\$Your Goal*).

After I host my Lily's Lemonade Stand, I'll email you back to let you know how I did and then you can send your contribution to Lily's Fund at the UW Foundation. I hope to hear back from you soon. To learn more about Lily's Lemonade Stands, or to learn about other cool things happening with Lily's Fund for Epilepsy Research, go to www.lilysfund.org.

Thanks very much for your help!

Sincerely,

Your Name

THANK YOU IDEAS

Don't forget to say thank you! Every glass of lemonade is money towards research at the UW-Madison.

- Give each customer a Lily's Lemonade sticker.
- Send an email to everyone who supported you.
- Facebook your thank you.
- Print out the Thank You Poster and add it to your lemonade stand.

Epilepsy Fact:

1 in 26 people will develop epilepsy during their lifetime.

