



DICKINSON

Dickinson Lemonade Day!

July 20th, 2019

PARENT/CARING ADULT INFORMATION AND RESOURCES

Give your children the real-life experience of entrepreneurship on Lemonade Day in Dickinson, July 20th 2019!

Lemonade Day is an experiential, educational program for elementary and middle school age youth that introduces them to entrepreneurship and provides them with the opportunity to run a real business and make their own money. Registered youth will receive free educational materials with lessons on setting a goal, creating a lemonade product, making a budget, finding an investor, choosing a location, building a stand, marketing their business, and ultimately creating a business plan for their first business...a lemonade stand.

On this one special day in your city, your children have the opportunity to set up their lemonade stand businesses in high customer traffic areas throughout the city and make their own money. Local businesses support these young entrepreneurs by providing stand locations. The national average for profit per stand last year was \$224, however it was very common for youth to make \$300-\$500 and many made well over \$1000....in that one day!

Dickinson Area Chamber of Commerce is presenting Lemonade Day to Dickinson so there is no cost for the program. You are invited to register your children/grandchildren to participate beginning May 1st, 2019. More information will be made available about local businesses who have agreed to host a stand, but if you want to get a head start, your child can use this [business letter](#) to approach business owners and secure their location now!

How will this program benefit my children?

In addition to the knowledge they learn through the Lemonade Day lessons, children who participate in the program experience a surge in self-confidence. After participating, many children will, for the first time, see a whole new world of possibilities for their future.

The 2017 Lemonade Day [Impact Report](#) was created through a partnership with the Gallup organization in Washington, D.C. The report demonstrates the meaningful impact Lemonade

Day has on the youth that participate. Impact and value can also be seen through the success stories of youth nationwide who have gone on to start their own businesses. One ambitious Lemonade Day youth, [Mikaila Ulmer](#) of Austin, TX, went on to appear on Shark Tank where she received an offer from Daymond John. Mikaila now sells her Me and the Bees Lemonade in Whole Foods stores nationwide and was just recently named one of the 30 Most Influential Teens of 2017 by [Time Magazine](#)!

How can I register my children?

Parents and teachers will be able to register their children beginning May 1st 2019 by following this link to the registration page on the Dickinson Lemonade Day website:

<https://lemonadeday.org/dickinson>

You will find helpful information about contests and other events posted on this website.

What happens after I register my children?

Once your children have been registered, you will receive a confirmation email that will specify the type of educational materials your child will receive. The two versions of educational materials are:

- 1) Printed Materials: Youth Entrepreneur Workbook, Mentor Guide, and Backpack
- 2) Lemonopolis (digital version) with companion [My Journal](#)

If your city is offering printed materials, your confirmation email will tell you when and where you can pick up your child's workbook, mentor guide, and backpack.

If your city is offering Lemonopolis, your confirmation email will tell you how to access the digital lessons immediately and give you the option of printing the My Journal or picking up a printed copy.

Only one version of the educational materials will be available through online registration. If you would like to request a different version of the materials, please check with your City Director for availability.

- Your City Director is in charge of Lemonade Day in your area. To contact them, please use the contact information below.
 - Katie Culver
 - dickinsonnd@lemonadeday.org
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What will I, as a parent be responsible for?

As a parent:

- Lemonade Day is a wonderful and fun experience for the entire family! If you are teaching your children the lessons at home, create a schedule using the guidelines provided to teach and complete the lessons before Lemonade Day. A suggested timeline is included in this packet, but generally, each session will take approximately one hour per session for five sessions, or 20-30 minutes per session for seven sessions.
 - There are several suggested “Field Trip” opportunities listed in the lessons, but the two times your children will absolutely need your help with transportation will be to purchase their supplies and to accompany them on Lemonade Day.
 - At the conclusion of business on Lemonade Day, sit down with your children to determine their results. Did they achieve their goals? How much do they want to spend, save and share? Help them submit their results online at <https://lemonadeday.org/dickinson/business-results>. **By submitting their results, they will be eligible to win great prizes!**
 - All youth that submit their business results will be entered into a local drawing to win a new bike!
 - Youth who choose (on the business results form) to enter the Youth Entrepreneur of the Year Contest for their city will win a city prize and advance to the National Youth Entrepreneur of the Year Contest where they can win a trip for four to a national theme park and attend the National City Directors Conference in Houston, Texas.
 - Please complete the mentor survey that you will receive via email after Lemonade Day so we can continue to improve the quality and impact of our program!
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Where can I access resources for teaching Lemonade Day to my children?

Included in this packet is a timeline of when the lessons can be taught at home or school leading up to Lemonade Day. In addition, several resources can be accessed through the links below:

[LEMONADEDAY.ORG/DICKINSON/RESOURCES](https://lemonadeday.org/dickinson/resources)

Teacher’s guides are also available for all four versions of the Lemonade Day lessons.

[Youth Workbook Teacher’s Guide](#)

[Teen Workbook Teacher’s Guide](#)

[Lemonopolis Youth Teacher’s Guide](#)

[Lemonopolis Teen Teacher’s Guide](#)

For specific information about Lemonade Day Dickinson please contact your [City Director](#)

What is the timeline for teaching the lessons?

We suggest the following schedules to complete the lessons. Lessons take approximately one hour per session for five sessions, or 20-30 minutes per session for seven sessions.

OPTION A: (4) One-Hour Lesson Sessions before Lemonade Day and (1) 30 minute session after Lemonade Day

SESSION 1	Video of Mikaila Ulmer Explore Lemonopolis – Being an Entrepreneur Tutorial (Lemonopolis only) Set a Goal – Spending Goals, Saving Goals, Sharing Goals, Learning Goals Make a Plan – Find a Business Partner
SESSION 2	Make a Plan – Site Selection, Your Product, Your Stand, Advertising <i>*Put your stand on the map</i>
SESSION 3	Make a Plan – Planning & Budgeting, Find an Investor
SESSION 4	Work the Plan – Action Steps, Running Your Business
LEMONADE DAY CELEBRATION	
SESSION 5	Achieve Your Dreams – Business Results & Accounting, Reflections & Future Plans <i>*Submit your business results online at https://lemonadeday.org/dickinson/business-results</i>

OPTION B: (7) 20-30 Minute Lesson Sessions before Lemonade Day and (1) 30 minute session after Lemonade Day

SESSION 1	Video of Mikaila Ulmer Explore Lemonopolis – Being an Entrepreneur Tutorial Set a Goal – Spending Goals, Saving Goals, Sharing Goals, Learning Goals
SESSION 2	Make a Plan – Find a Business Partner, Site Selection
SESSION 3	Make a Plan – Your Product
SESSION 4	Make a Plan – Your Stand, Advertising <i>*Put your stand on the map</i>
SESSION 5	Make a Plan – Planning & Budgeting, Find an Investor

SESSION 6	Work the Plan – Action Steps, Running Your Business
LEMONADE DAY CELEBRATION	
SESSION 7	Achieve Your Dreams – Business Results & Accounting, Reflections & Future Plans <i>*Submit your business results online at https://lemonadeday.org/dickinson/business-results</i>

Parent/Mentor Tips for Success

Lemonade Day is celebrated in over 100 cities nationwide and has served over one million children to date. Here are tips from parents that we would like to share with you!

Starting Out:

Before you begin the Lemonade Day lessons with your child/student, share the highlights of what they can expect to learn and experience:

- The opportunity to learn how they can start a business and make their own money!
- The opportunity to set up their lemonade stand business in profitable locations throughout the city thanks to local businesses who offer stand locations
- With the right planning, the opportunity to make hundreds of dollars from their lemonade business on July 20th, 2019.
- The opportunity to experience first-hand the satisfaction of achieving goals and managing money as a business owner
- The opportunity to learn about other youth entrepreneurs
- The opportunity to learn how to put a business plan together
- The opportunity to choose a business partner
- The opportunity to give back to a cause they believe in
- The opportunity to participate in a program with other children from around the world! (Lemonade Day is also in Canada and South Africa)
- Last but not least, it's fun!

Meet Mikaila

Before beginning the lessons, show the video of Mikaila Ulmer, youth ambassador for Lemonade Day. Her story began with Lemonade Day when she was 7 years old. She has gone on to create her own product, sell it in Whole Foods stores across the country, speak at conferences, appear on Shark Tank, acquire a Shark in Daymond John, be featured on Good Morning America several times, meet celebrities, and be named one of the 30 Most Influential Teens by Time Magazine. Mikaila's story is inspirational and gives children the opportunity to see what's possible!

Lesson Tips

Here are a few tips to ensure your children get the most out of their experience with Lemonade Day!

- Give your children the opportunity to make as many decisions about their business as possible. Ask questions to help them think through the decisions they make. **The experience of running their lemonade stand and making their own business decisions will provide them with the greatest impact.**
- The lesson on “site location” is key to maximizing their profit potential on Lemonade Day. Put together a list of the business owners your child wants to visit (or call) to ask them for permission to set up their stand outside of their business on Lemonade Day. The sooner your child can confirm their location, the better! Access a business letter your child can use when asking for permission [here](#) or the parent version [here](#).
- If you would like to teach your children the concept of renting a space for their business, you can use this [form](#) to complete with the business owner who will be hosting their stand. It’s common for businesses to charge a small fee (\$1 - \$5) to rent the space.
- It’s not necessary or expected to build an expensive lemonade stand. Help your child think through the benefits/drawbacks of building a stand vs. creating a stand with items they already have or can borrow, like a table or wagon. Will building a fancy stand bring in enough additional business to offset the cost? If not, how much less will their profit be if they have the expense of a building a stand? If they create a stand with items they have or can borrow, how much more profit can they make? Most children choose to create a stand to maximize their profit potential!
- If/when your child chooses a partner for their lemonade stand business, you can ask them to first list what qualities a business owner needs to have (good with math, creative for marketing, outgoing to talk with customers, etc.) and then have them write down what they are good at and not so good at. This can be a fun exercise for them to think about who would be a good partner for their business based on their skill set and the skill set they would want in a partner. Have them keep in mind that if they choose a partner, the profit will be split between the two of them and they will both have equal say in the decisions they make for their business.
- Help your child think of ways they can advertise their lemonade business. A fun activity would be to create a marketing plan. Some children have been successful “pre-selling” lemonade coupons before Lemonade Day. Others have used Facebook to chronicle their progress through the lessons and successfully build a following of proud customers to visit their stand on Lemonade Day.
- Make sure your child knows about the local contests and prizes that will be awarded in your city. Here is a list of the contests and prizes:
 - Best Tasting Lemonade Contest (local contest)
 - The winner will receive a local prize and certificate that they can post on their stand on Lemonade Day. Check <https://lemonadeday.org/dickinson> for additional details.
 - Best Lemonade Stand Contest (local contest)
 - Check with your City Director or visit <https://lemonadeday.org/dickinson>

- to learn the specifics of this contest in your city.
- Youth Entrepreneur of the Year Contest (local and national)
 - The Youth Entrepreneur of the Year Award will be chosen from the business results submissions, so make sure your child submits their results! If your child chooses to enter the Youth Entrepreneur of the Year Contest for your city, the winner will receive a local prize and advance to the National Youth Entrepreneur of the Year Contest. **The national winner will be flown to Houston, TX** for the National City Director Conference to receive their award and prize of a trip for 4 to a national theme park!
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What are parents saying about Lemonade Day?

“Tell us about your experience with Lemonade Day”

“Lemonade Day is wonderful. I recommend all parents allow their children to participate. It teaches lessons they can use for the rest of their lives.” - Hammond, LA

“The program was excellent in educating the kids about the business side of a lemonade stand. The lists and preparations led to planning with a purpose. With that goal oriented guide, the kids took ownership and grew in confidence.” - Tallahassee, FL

“It was so nice to see my son use his communication and math skills to run his lemonade stand. I also loved his idea of donating his profits to a nonprofit this year.” - Anchorage, AK

“It was a great experience for our kids and I love that our city adopted it. They learned so much and set a goal and reached and went beyond it. They learned that hard work pays off.” - Bismarck, ND

“My husband and I enjoyed supporting our sons in participating and encouraging them in Lemonade Day. It was such a positive, educational, fun, and real life experience for us all.” - Tuscaloosa, AL

“My children loved the experience. They were proud of themselves for setting a goal and seeing it through to the end. I was extremely proud to watch them take initiative and work their plan.” - Tuscaloosa, AL

“It is a great learning experience. This is the second year our girls have participated and they learned more this year than last. They have already started talking about next year and what changes they need/want to make.” - Okotoks, Alberta, Canada

“This was our second year. The first year required a lot of mentoring on my part. This year my 9-year-old daughter did everything herself, it was awesome!” - Arcata, CA

“My son and I have participated in Lemonade Day for 3 years since he was 3 years old. Each year I put a little more responsibility on him and teach him a little more. Especially about money handling and communicating with customers. He looks forward to it every year!” - Bryan, TX

"It was wonderful! My students had an excellent time and learned a lot. You can really see growth and progress from the beginning of our time together until the end. I can't wait to do this again next year with a new group of students and see the changes with them." - Corpus Christi, TX

"It was one of the most rewarding experiences our youth had an opportunity to participate in. We will definitely begin earlier next year in regards to completing all of the educational components, encouraging more youth to participate and refining marketing skills." - Houston, TX

"As an entrepreneur myself, it was great to give my children an opportunity to better understand what goes on behind the scenes as a business owner. While they see it on a daily basis, it gets taken for granted as normal. Putting them in the position of handling the organization of their own business drives many of the basic points home. They were very excited to triple their initial investment. All in all, an excellent tool to explain money to children." - Meraux, LA