



## Frequently Asked Questions

### ABOUT THE PROGRAM

#### What is Lemonade Day?

Lemonade Day is a community-wide, educational initiative designed to teach children how to start, own and operate their own business—a lemonade stand.

#### When & Where is Lemonade Day?

This year the Fond du Lac Area Lemonade Day will be held on **May 4, 2019**. Stands will be set up all across Fond du Lac County and beyond.

#### What do children learn?

The objective of Lemonade Day is to teach children the entrepreneurial skills necessary to be successful in the future and become contributing members of their communities. They learn how to create a budget, set profit-making goals, serve customers, repay investors and give back to the community. For kids, one of the best parts is that after covering their expenses and paying back their investor, they can keep what they earn. We encourage them to spend some of their profit as a reward for their hard work, save some of their profit for a rainy day or to re-invest in their business, and share some of their profit with the community that supported them.

#### How much does it cost to participate in Lemonade Day?

Lemonade Day is a free program for all youth in grades 4<sup>th</sup>-6<sup>th</sup>. The curriculum, activities, services, products and resources of Lemonade Day are made possible by the generous donations of individuals, corporations, community organizations and foundations.

#### How old do you have to be to participate in Lemonade Day?

Fond du Lac Area Lemonade Day is open to youth in 4<sup>th</sup> – 6<sup>th</sup> grade.

#### What happens to the money raised on Lemonade Day?

The money made at each stand on Lemonade Day belongs to the youth participants who operate that stand. 100% of what they make is their business profit. The Lemonade Day curriculum encourages them to spend some, save some, and share some: spend some on themselves for all their hard work; save some and open a bank account; and share some with a charity, non-profit or cause in their community.

Lemonade Day Fond du Lac Area is an initiative of Fond du Lac Works, a program of Envision Greater Fond du Lac. For more information contact Bernadette at (920) 921-9500 or [bseefeld@envisiongreaterfdl.com](mailto:bseefeld@envisiongreaterfdl.com).



## REGISTRATION

### How do children register?

Whether you plan to register one child or a class of children, you will follow the easy step-by-step guide for registration found on the Fond du Lac Area Lemonade Day website. The sooner you register, the more time your child will have to be mentored through the workbook, find a location and plan their stand. To find the registration guide please visit: <https://lemonadeday.org/fond-du-lac-area>

**Registration open: February 8 – March 30, 2019**

**Once on the page:** scroll down, click Learn More, click See Resources and find the document under the Fond du Lac Area section.

### What do we do after we register?

After registration you will receive a confirmation email with instructions on where to go to pick up your materials. The materials include a printed student workbook, mentor guide and a student backpack. You will also receive additional information directly from the Fond du Lac Area Lemonade Day team via email.

### Who mentors the children?

Mentors can be parents, guardians, teachers or group leaders. Many schools and organizations facilitate their own Lemonade Day group on-site that children can participate in or they can be mentored right at home by a parent or guardian.

### Where is the training for Lemonade Day?

The Lemonade Day curriculum walks you through everything you need to know to start your lemonade business. Families (or mentors) work through the curriculum together with their participants to make a plan, build a stand, and execute their plan on Lemonade Day. If you are interested in meeting with the Fond du Lac Area Lemonade Day team to cover a brief mentor training, please email Bernadette at [bseefeld@envisiongreaterfdl.com](mailto:bseefeld@envisiongreaterfdl.com)

## STAND LOCATION

### Where can my student set up their lemonade stand?

A child has a number of options when determining a location for their lemonade stand. Most participants set up in front of a local business in hopes of getting more traffic, others set up in front of their homes. If you do have a business site in mind, be sure to have your child ask for permission early for the best chance of success.

### What is “Brand Your Stand?”

Let us know where your stand will be located on Lemonade Day so we can visit and bring you business! Once you have determined your stand location (and received the proper permission), follow the steps within our guide to put your stand on the map! To find our easy step-by-step guide visit:

<https://lemonadeday.org/fond-du-lac-area>

**Brand Your Stand is open from March 1 – April 26**

**Once on the page:** scroll down, click Learn More, click See Resources and find the document under the Fond du Lac Area section.

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