

WHAT IS LEMONADE DAY?

Lemonade Day is a FREE, fun, program that will teach you to become an entrepreneur through the experience of starting, owning and operating your very own business – a lemonade stand. You will earn your own money and make decisions about how to spend, save and share it.

WHAT IS LEMONOPOLIS?

Lemonopolis is an online, virtual world where you will learn everything you need to know about running your lemonade stand business. As you explore Lemonopolis, you will view videos and complete fun activities that will set you up for Lemonade Day success. The lessons you learn in Lemonopolis will prepare you for setting up your actual business on Lemonade Day!

HOW DO I GET STARTED?

- 1. If you have this My Journal, then you should be registered for Lemonade Day and ready to go! Ask your mentor for your Lemonopolis username and password which they will find in their registration confirmation email.
 - a. MENTORS: If you did not receive a confirmation email, please check your email junk folder first and then contact support@lemonadeday.org if you still do not see it.
- 2. Visit MyLemonadeDay.org and use your username and password to login and get started.
- 3. When you first login you will see a blue Register button. Click the Register button and it will change to a red Start button. After you click the Start button you will see the menu of all of the Lemonade Day lessons.
- 4. You will want to complete all of the lessons within Lemonopolis so that you're ready for Lemonade Day.

THIS YEAR LEMONADE DAY IS ONLINE!

Since we can't have our lemonade stands outside this year, we are doing Lemonade Day My Way!

- As you go through each lesson, you will learn things for your business that will help you sell your lemonade online this year and to have a successful lemonade stand in-person next year!
- 2. After you finish your lessons, you will submit your business plan to sell your lemonade and win cool prizes! To submit your business plan and sell your lemonade go to lemonadeday.org/medford-jackson-county
- 3. There are 3 contests that you can win once you submit your business plans:
 - Best Tasting Lemonade
 - o Best Lemonade Stand
 - Youth Entrepreneur of the Year





Be the pilot of your own adventure in the world of BUSINESS!

Visit MyLemonadeDay.org to start your journey. Use the username and password from the registration confirmation email to login and get started.

- Grab a co-pilot a parent, grandparent, teacher, or other mentor to help you along the way.
- 2. Use this journal to log your plans and important business decisions.

Follow these 4 steps to a successful lemonade stand. Use the circles to check off the steps as you complete them: Achieve Your Dream

- 1. Your journey through Lemonopolis will take you through each of the 4 Steps to Success.
- After completing the Lemonopolis lessons, you will be ready to submit your lemonade stand business plans in the Lemonade Day Marketplace to ENTER THE CONTESTS & BE AN ENTREPRENEUR!
- 3. Use the circles above to check off the steps as you complete them.
- 4. When you have completed your journey, submit your Business Results in order to enter the local and national contests. Visit LemonadeDay.org/business-results

For more information on contests and prizes, visit lemonadeday.org/medfordjackson-county/activities

Set a Goal



My Spending Goal:	
I want to spend \$ to buy	/
My Saving Goal:	
I want to save \$ for _	
My Sharing Goal:	
I want to share \$ with	
because	
	·
My Profit Goal:	
After Lemonade Day,	
I will need \$ (spend	d + save + share) in profit to
meet my goals.	
I want to start my own busin	ness because
·	
Maril a service Cool	
My Learning Goal:	
I hope to learn	

Make a Plan

Rusiness Owner's Name.

You won't be able to set up your lemonade stand this year but you will use this business plan to enter the contests and sell your lemonade online!

My Business Plan

Business Partner Name: (Who do you want to be your business partner for next year!)
Business Partner Relationship:
My Stand Name:
My Stand Location:(Where do you want your Lemonade Stand to be next year!)
Date of Operation:
(This year's dates are August 20th-September 20th! Next year's Lemonade Day date will be announced soon!)
Hours of Operation: Start am/pm.
End am/pm.
Total (What will be the business hours for your lemonade stand next year)
You're Going to Have the Best Stand Ever Next Year!



LEMONADE CONTEST: Best Tasting

business! You're going to be an entrepreneur! So cool!

Even though you can't set up your lemonade stand this year or pick your business partner, you'll be a step ahead for Lemonade Day next year! Just think, you will already know everything to have a successful Lemonade Stand

Test your recipe with family and friends to make sure you have a winner. Then enter this contest by visiting lemonadeday.org/medford-jackson-county/activities

My Brand/Theme:	
My Slogan:	
My Advertising Plan:	
Spending Goal \$	to buy
Saving Goal \$	for
Sharing Goal \$	with
Profit Goal \$	
Learning Goal	



My Budget

PER CUP INFORMATION

Expected Price per Cup (S) \$_____

Expected Cost per Cup (C) \$_____

Expected Profit per Cup (S-C) \$_____

Expected Number of Cups of Lemonade I Need To Sell

to Meet My Goal (N): _____



EXPECTED REVENUE

Lemonade Sales (S*N) \$_____

Tips + \$_____

Total Expected Revenue (R) = \$_____

EXPECTED EXPENSES

Cost of Lemonade (C*N) \$_____

Cost of Stand + \$_____

Cost of Stand Equipment + \$_____

Cost of Stand Decorations + \$_____

Cost of Advertising + \$____

Total Expected Expenses: (E) = \$_____

Expected Profit: (P) (R-E) \$_____

PROFIT/GOAL COMPARISON

Expected Profit: (P) \$_____

Profit Goal: (G) - \$_____

Difference: (P-G) \$_____

My Expected Profit is greater than or equal to my Profit Goal?

Yes No

Next year, I need to borrow \$ _____ to start my Lemonade

business. I will ask ______ to be my Investor.

Work the Plan



I DID IT!

- I know who I want my Business Partner to be next year and I know who I want my Investor to be so I can get a signed Loan Agreement in 2021.
- I drew my Lemonade Stand on the white "My Stand" page and my logo on the "My Brand" page
- My Parent helped me put my stand drawing and logo on the Lemonade Day Marketplace so I can enter the Best Stand Contest.
- I went to the store to purchase my supplies to test my lemonade recipe.
- ☐ I took pictures with my lemonade
- ☐ I filled out the white "My Lemonade Recipe" paper with the name of my lemonade, the ingredients and instructions.





LEMONADE CONTEST: Best Stand

With a great plan and a unique brand, you have a chance to win the Best Stand Contest. Visit lemonadeday.org/medford-jackson-county/activities to learn more!

DID IT! I entered the Best Stand Contest.

Work the Plan



My Parent helped me put My Lemonade Recipe on the Lemonade Day Marketplace so I can enter the Best Tasting Contest I Set My Goals, finished my Business Plan and My Budget (pages 5-8) My Parent helped me put My Goals, My Business Plan and My Budget on the Lemonade Day Marketplace so I can sell my lemonade to my virtual customers (Even though they don't get to buy my real lemonade this year, I know it's the best one!) I told my friends and family ☐ to go vote for my lemonade stand, my lemonade recipe and to buy "a cup of my lemonade"

Achieve Your Dreams



Accounting Results Worksheet

OPERATIONS REVENUE Lemonade Sales: Tips: Total Revenue (S) **EXPENSES** Cost of Lemonade: Cost of Stand: Cost of Stand Equipment: Cost of Stand Decorations: Cost of Advertising: Interest on Loan: (I) Total Expenses: (T) PROFIT: (S-T) ☐ Yes Did you meet your goal?: LOAN Amount borrowed:

Business Results Worksheet

Amount repaid

11

Total Hours of Operation:	
Number of cups sold: (L)	
Selling price per cup: (R)	\$
Cost per cup: (T/L=C)	\$
Profit per cup: (R-C)	\$

LEMONADE CONTEST: Youth Entrepreneur of the Year

Visit Lemonadeday.org/Business—Results to submit your Business Results and be eligible for prizes. Find out more a bout the Youth Entrepreneur of the Year contest at LemonadeDay.org/medford—jackson—county/activities.

DID IT! I entered the Youth Entrepreneur of the Year Contest.

Spend Some,







At the end of my adventure, here's what I did with my profit.		
□ I spent \$ to buy a		
□ I saved \$ for		
I had a savings account before Lemonade Day: Yes No If no, I opened a savings account: Yes No		
□ I shared \$with		
☐ I paid back my investor.		
Add a picture of what you bought with your profit.		

My Reflections & Future Plans

What did	I learn?
What will	be my next business?
•	your interests and choose one that you could
imagine tu	rning into a business)



Draw Your Stand Use this as practice to draw your stand!

- Remember: Submit the drawing of your stand with your business plans for a chance to win the Best Stand Contest!
- This page is for practice!
- Draw your final stand on the white "My Stand" page and ask your
- parent to submit it on the Lemonade Day Marketplace

 See the "Best Stand Contest" sheet for more information!

Draw Your Brand Use this as practice to draw your logo!

- Remember: Submit the drawing of your logo with your business plans!
- This page is for practice!
- Draw your final logo on the white "My Brand" page and ask your parent to submit it on the Lemonade Day Marketplace

My Story

Please share your story about your Lemonade Day experience



	THE PARTY BOOK	



LEMONADE CONTEST: Share Your Story
As part of your entry in the Youth Entrepreneur of the Year

Contest, have your parent help you share your story at LemonadeDay.org/business-results



My Notes



Win BIG with your Lemonade Business!

Enter the Local and National Lemonade Day contests! Visit LemonadeDay.org/contests for contest rules and to enter.

BEST TASTING CONTESTDoes your taste win the test?

Your special lemonade recipe could give you a competitive edge! Enter your local Best Tasting Contest to see how your lemonade stacks up, try out your recipe before the big day, and compete for the title of Best Tasting Lemonade.

BEST STAND CONTEST Does your stand STAND OUT?

Enter your lemonade stand in your local Best Stand Contest. Your creative stand design could help you win the title of **Best Stand** in your community!

YOU COULD WIN...

Ready for some REAL BIG prizes?

You can be eligible to win by turning in your Business Results!
Submit your Business Results Form and share your story with us for a chance to win great prizes and inspire other youth with your success as an entrepreneur! We want to hear about your experience.

THE BIKE DRAWING

Just by sending in your Business Results, you are automatically entered in your city's drawing to win a NEW BIKE!*



*One bike per official licensed Lemonade Day city. Bikes are not available through the Raising Cane's promotion.

YOUTH ENTREPRENEUR OF THE YEAR

Enter to win Youth Entrepreneur of the Year by turning in your Business Results!

Every city will choose a local winner and every local winner will advance to the National Youth Entrepreneur of the Year Contest.

THE GRAND PRIZE!

The National Youth
Entrepreneur of the Year
will be rewarded with a
cash prize and a trip
to the National City
Directors Conference
in Houston, TX



NO PURCHASE NECESSARY

Open to legal Bermuda, U.S. and Canadian citizens; 5 years of age or older at time of entry (parental permission may be required)
VOID WHERE PROHIBITED. Official Rules: https://lemonadeday.org/contest-rules. Sponsor: P4L dba Lemonade Day.



Find us on:

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Lemonade Day National Headquarters PO Box 925873 Houston, TX 77292 T 713.626.KIDS (5437) F 713.909.3228

LemonadeDay.org

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