



MEDFORD & JACKSON COUNTY



LEMONOPOLIS LESSON GUIDE FOR MENTORS

The lessons in Lemonopolis are not laid out perfectly to match what is needed to participate in this year's Lemonade Day My Way. When the decision was made to switch Lemonade Day to be virtual this year, the curriculum remained the same.

Below is lesson-by-lesson guidance to help you keep your Youth Entrepreneur on track as they navigate their business lessons. Although it shouldn't get too confusing, please keep the following in mind while your kid(s) get through each lesson.

LESSON 1- 4: GOAL SETTING

The lessons in these sections do not need much adjustment to work for this year's virtual Lemonade Day My Way. This information will be submitted as part of their business plans on the Lemonade Day Marketplace!

LESSON 5 & 6: FINDING A BUSINESS PARTNER & SITE SELECTION

Business Partners: Kids are welcome to find business partners this year, but are not expected to.

If your youth entrepreneur DOES decide to have a business partner, BOTH kids need to submit business plans to the Lemonade Day Marketplace.

Site Selection: Kids will NOT be setting up actual lemonade stands outside this year, but it's important for them to think through the best location! You will not be placing the stands "on a map" but you will be submitting the location with the business plans to the Lemonade Day Marketplace.

LESSON 7: YOUR PRODUCT

While the kids will not be selling actual lemonade this year, we still highly encourage getting the ingredients to make the lemonade recipes at home. Get



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creative! Their recipes will be submitted to the Lemonade Day Marketplace to get votes for the Best Tasting Contest. Also highly encouraged to submit photos of your youth entrepreneurs WITH their lemonade to the Lemonade Day Marketplace!

LESSON 8: YOUR STAND

Kids will be submitting the drawings of their stands & their logos to the Lemonade Day Marketplace to get votes for the Best Stand Contest. See the Best Stand Contest guidelines for more details.

LESSON 9: ADVERTISING

Kids will learn to get creative with advertising, but consider helping them out through social media to get votes for the contests & virtual customers for their "cups of lemonade"

LESSON 10: PLANNING & BUDGETING

As all business owners need to consider, this lesson is very important! This lesson will help your kid learn what price to sell their virtual lemonade for.

LESSON 11: FINDING AN INVESTOR

Kids are welcome to find investors this year, but it may not be necessary since they aren't actually selling their lemonade. As a business owner, finding the money to start and operate your business is extremely important! This lesson will get them thinking on ways to do so.

LESSON 12: ACTION STEPS & LESSON 13: RUNNING YOUR BUSINESS



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The actions needed to participate in Lemonade Day My Way have been laid out in "My Journal - Lemonade Day My Way", which is included in the registration packet, and is what your Youth Entrepreneur will use to get through their business lessons. These action steps can be found on pages 9-10, and throughout the remainder of the journal.

"My Journal - Lemonade Day My Way" can also be found on the resources page on our website. Please use the one under "Medford & Jackson County" as it has been updated for this year's needs, whereas the "My Journal" under the "Adults" category has not.

A digital copy of this document & many other helpful resources can be found at lemonadeday.org/medford-jackson-county/resources