



THE "M PERSON" WAY



... "DRIVE THRU" WAY

WHAT IS IT? - A drive thru lemonade stand. Set up your lemonade stand but make it a drive thru for your customers! They can drive up to your stand and you can serve them through their car window. By adding in a few extra health and safety precautions, you can provide convenient, contactless service that is safe for you and your customers.

HOW DO YOU DO IT? - Follow the steps in the Lemonade Day curriculum for all of the details on how to prepare for setting up your stand on Lemonade Day. See below for some additional ideas and things to consider to make your stand a safe and healthy drive thru alternative!

STEP 1: Find your location!

- There are plenty of places you could set up your lemonade stand. Think about a safe place where there are plenty of thirsty customers. Make sure to look for a location where your customers can drive up to your stand in their cars while you remain safely on a curb or sidewalk.
 - **NOTE:** Be sure to check your local Lemonade Day website for any specific stand location guidelines.
 - **NOTE:** Be careful! Since customers will be driving by, you want to be extra careful not to get into the street or in the way of moving cars.
- While it might not be safe to set up your stand in a public location this year, you could consider setting it up on private property. Make sure you have permission from the owner to set up your lemonade stand at that location.
 - **NOTE:** Even if you set up your stand in your driveway or in front of your house, you might be surprised at how many neighbors might drive by to purchase a glass or two of your lemonade.

STEP 2: Get the word out!

- Make sure that friends, family and neighbors know about your drive thru lemonade stand!
- Consider using social media to spread the word.
- You might also consider creating a [flyer](#) that you can send via email or mail or you can even put them around your neighborhood.
- When you advertise be sure to include
 - Your location
 - The date and time of your lemonade stand

STEP 3: Shop for supplies!

- Consider adding a few extra supplies to your shopping list this year. Here's a list of things you might consider:
 - Plastic gloves
 - Masks (for you and anyone else working your stand)
 - Hand sanitizer (for you as you serve your customers)
 - Cleaning spray or wipes to clean your stand
 - Make sure you purchase cups that fit into cup holders
 - Lids for cups (so no one spills in their car)
 - Paper wrapped straws
 - Tray (serve your lemonade to your customers on a tray for contactless delivery)
 - Extra posters and signage (so customers know they can drive through and be served and so they know which direction to drive)
 - **NOTE:** Be sure to check your local Lemonade Day website for any specific guidelines or regulations from your local health department.

STEP 4: Make your stand and lemonade!

- The good news is, since you're creating a convenient drive thru for your customers, you don't need to have a fancy stand. You can save money by using a folding table or a wagon.
 - **NOTE:** You don't have to have a fancy stand, but you might want to think about adding a few extra eye-catching things like signs to your stand so that potential customers can see you as they drive by.
- It's always important to be safe and healthy when making your stand and lemonade!
 - Now more than ever, you want to be sure that your lemonade is made in a clean, sanitary environment.
 - You might consider wearing gloves and a mask when preparing your lemonade.
 - Keep your kitchen tools and workstation sanitized.

- Once your lemonade is made, be sure to store it in a clean container in a cool place until it's being served.

STEP 5: Sell your lemonade!

- It's time for your customers to drive thru. Set up your lemonade stand in the location you've chosen and start selling.
- Make sure you have plenty of supplies to serve all the customers that come to your stand.
- Remember to have fun and also be clean and healthy for the safety of yourself and your customers.
 - When serving customers you might consider:
 - Keeping a safe distance from the cars as they drive up
 - Wearing a mask and gloves (switch out gloves between your customers)
 - Serve your lemonade to customers on a tray to keep it contactless
 - Accepting credit cards or other digital forms of payment to avoid contact with paper money and coins

STEP 6: Submit your results!

- After you have completed Lemonade Day My Way, we want to hear the results from your business!
- Complete the Business Results form online to tell us more about how you did Lemonade Day your way! [CITY TO INSERT LINK TO BUSINESS RESULTS FROM]
 - When you submit your Business Results, you're automatically entered into a drawing for a chance to win a NEW BIKE!
 - You can also enter to win the Youth Entrepreneur of the Year contest! All local winners will then be entered into the national contest.
 - Limoneira presents the 2020 National Youth Entrepreneur of the Year contest. Submit your business results to win locally and you may become the national winner!

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