THE LEMONADE DAY PROGRAM IS SPLIT INTO 4 MODULES

1. MY GOALS - MODULE 1
2. MY PLAN - MODULE 2
3. MY STAND - MODULE 3
4. MY RESULTS - MODULE 4

EDUCATIONAL BENEFITS
THE LEMONADE DAY PROGRAM ALIGN WITH EDUCATIONAL STANDARDS IN...

SOCIAL STUDIES
SKILLS FOR LIFE

PERSONAL/EMOTIONAL
FINANCIAL LITERACY
READING
TECHNOLOGY
SPEAKING
ART
MATH
WRITING
CAREER PLANNING

40 DEVELOPMENTAL ASSETS
SEARCH INSTITUTE IDENTIFIED 40 POSITIVE SUPPORTS AND STRENGTHS THAT YOUNG PEOPLE NEED TO SUCCEED AND THRIVE. THE LEMONADE DAY PROGRAM COVER ALL 8 ASSET AREAS.

EXTERNAL ASSETS
INTERNAL ASSETS

GOAL SETTING
RESPONSIBILITY
BUSINESS SKILLS
FINANCIAL LITERACY
TEAMWORK

SUPPORT
EMPOWERMENT
BOUNDARIES/EXPECTATIONS
CONSTRUCTIVE USE OF TIME
COMMITMENT TO LEARNING
POSITIVE VALUES

SOCIAL COMPETENCIES
POSITIVE IDENTITY
### EXPOSURE & EXPLORATION

#### YEAR 1
**AREAS OF FOCUS**
- Identity development
- Ideation and concept creation
- Goal-setting and business plan development
- Financing
- STEM interest
- Growth mindset
- Intro to entrepreneurship
- Creative and collaborative problem solving
- Service learning
- Identify community need and establishing connection
- Mentoring

**GOAL:** Promote interest in entrepreneurship, to complete a stand, and have a selling experience in their community

### IMMERSION & ENTREPRENEURIAL FLAME

#### YEAR 2
**AREAS OF FOCUS**
- Opportunity recognition
- Career awareness
- Career connected learning
- Advisor consultation
- Skillset development
- Pitch events and contests

**GOAL:** Mastery of Lemonade Day curriculum and incorporate another business venture

### ADVANCEMENT & MASTERY

#### YEAR 3
**AREAS OF FOCUS**
- Lemonade Day University
- Connection to entrepreneurial ecosystem
- Career pathways
- Post-secondary plans
- Workforce connections
- Career exploration

**GOAL:** Explore “what’s next” after Lemonade Day and establish an entrepreneurial journey

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**Lemonade Day!®**

**BUILDING ON EXPERIENCE!**

As youth participate in Lemonade Day year over year, the experience becomes deeper and more enriching. From Exposure & Exploration to Advancement & Mastery, youth build upon their experience, honing and expanding their entrepreneurial skills.