



Giving youth the tools for success



Business Skills



Responsibility



Financial Literacy



Goal Setting



Teamwork

**SUCCESS IS SWEET!**

**BUILDING THE  
FUTURE...  
STIRRING UP SUCCESS!**



*Lemonade  
Day!*<sup>TM</sup>



**QUICK START  
GUIDE**




VISIT US AT [LEMONADEDAY.ORG](http://LEMONADEDAY.ORG)



# WHAT'S LEMONADE DAY?

Lemonade Day is a fun experiential program that teaches youth how to start, own and operate their own business - a lemonade stand. By teaching key analytical skills, financial literacy, and decision making, we foster self-esteem and new mindsets that can propel youth to success.

# WHY LEMONADE DAY?

-  **Have Fun!**
-  **Learn the Steps to Success!**
-  **Make Money!**

# KEY TERMS

- Advertising: Everything that you do to tell customers about your business
- Accounting: Keeping track of how much comes in and goes out of your business as you sell things and buy things
- Budget: a list of all planned expenses and revenue
- Business Plan: summary of all of the decisions you have made
- Entrepreneur: a person who starts a business for the purpose of making a profit
- Expenses: all cost related to your business
- Goal: a specific task or target a person aims to achieve
- Interest: a charge or fee for borrowed money
- Investor: a person who lends money in order to earn financial gain
- Profit: the money gained from sales after expenses are paid
- Revenue: all money that comes into your business

# Follow the Steps to Success

## 1 SET GOALS

**SPENDING GOAL**  I want to spend \$  to buy

**SAVING GOAL**  I want to save \$  for

**SHARING GOAL**  I want to share \$  with

## 2 MAKE A PLAN

- What will you name your stand?
- What type of stand will you have?
- What supplies will you need to build or setup your stand?
- Where will your stand be?
- What time will your stand open and close?
- What will you serve?
- How will you spread the word?
- What is your budget?
- Do you need an investor?

## 4 ACHIEVE YOUR DREAMS

- Pay back your investor
- Did you meet your goals?
- Review what you learned
- What would you do differently next time?
- Turn in your Business Results Form
- Share your experience #LemonadeDay

## 3 WORK THE PLAN

- Design and build your stand
- Purchase your lemonade supplies
- Make your lemonade
- Consider sanitation and safety
- Create a checklist
- Set up your stand
- Run your business
- Provide excellent customer service

# Enjoy your new entrepreneurial status!