



Lemonade Day![®]

MYWAY!



IMPLEMENTATION GUIDE

**FOR PARENTS + MENTORS +
YOUTH PARTICIPANTS**



INTRODUCTION

We're making lemonade out of lemons!

While current conditions in our community may not allow for lemonade stands and customer interaction in the traditional sense, the lessons learned throughout the Lemonade Day program can be applied to doing Lemonade Day in a NEW way!

We are excited to bring you Lemonade Day My Way!

Lemonade Day My Way is a new 2020 initiative which allows you to choose how to implement Lemonade Day in a way that is safe for your children and our community.

In the following implementation guide, you will find outlines for how to implement Lemonade Day My Way in a variety of ways, both virtually and in person (safely). You can select the options that you think will work best for you. All YOU have to do is decide how you want to do Lemonade Day and go for it!

GO AHEAD! HAVE LEMONADE DAY YOUR WAY!

Lemonade Day![®] **MY**WAY!



THE "VIRTUAL" WAY

....."SIMPLE" WAY

....."HIGH TECH" WAY

....."SOCIAL" WAY



THE "TRADITIONAL" WAY

....."COMMUNITY" WAY

....."DRIVE-THRU" WAY

....."TO-GO" WAY



THE "VIRTUAL" WAY

DISCLAIMER: To sell lemonade or any product virtually, you will need help from a mentor or adult to create a website or ecommerce store. You will also need an adult to accept digital payment on your behalf through any of the suggested payment platforms.



WHAT IS IT? - A purely virtual Lemonade stand. As an entrepreneur, you will be selling your lemonade recipe on your very own website! Customers can come to your website and read about you as a business owner and entrepreneur. They can also learn about your virtual lemonade stand and your profit goals. They will purchase a virtual sip via digital payment to receive your recipe via email. Although you may not be able to serve them a glass of your lemonade in person, they can still use your recipe to make their own glass and enjoy it from the comfort of their home!

HOW DO YOU DO IT? - Follow the steps to set up your website and begin selling your virtual sips!

STEP 1: Decide which website platform you want to use

- There are many free platforms available that will allow you to make your own website. We've included 3 of our favorite options for you below.
 - [Webnode](#)
 - [Wix](#)
 - [Weebly](#)
 - **NOTE:** If you need additional options or want to find out more information about these platforms to help you make a decision, check out [this article](#).

STEP 2: Set up your website

- Most of the free website platforms require little information to get started. All you need to do is create an account and a name for your site.

- After that, you can begin designing your website.
 - Here's an example of a site that we created on Webnode to give you an idea of what your site could look like and what text and elements you could add lemmys-special-lemonade.webnode.com/
 - Also, be sure to check out the [Lemonade Day My Way - Website Text and Elements](#) document for additional information.

STEP 3: In order to sell your lemonade virtually, you will need to offer digital payment options to your customers.

- You can use any platform that you choose or that you already use, however, here are some options:
 - [Paypal](#)
 - [Venmo](#)
 - [Stripe](#)
 - [Square](#)
 - [Apple Pay](#)
- You will need an account to accept payment from these platforms
- **NOTE:** You might want to consider offering more than one payment method to appeal to different customers.

STEP 4: Publish your site and get the word out!

- Make sure that friends, family and neighbors know about your virtual 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 website URL
 - Dates when your site will be available
 - Information about your product and what customers will receive by purchasing from you

STEP 5: Fulfill your orders!

- As customers purchase their virtual sips, you will want to immediately follow up with a [thank you email](#) and link to your [special recipe](#).

STEP 6: Offer a free glass next time! (Optional)

- If you want to take your virtual sip concept to the next level and show some customer appreciation, you might consider offering a free glass of actual lemonade when it's safe to open an in-person stand. This is a great way to thank your customers for supporting your virtual stand.

STEP 7: 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!
 - 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!

NEED MORE ENTREPRENEURIAL IDEAS OR ALTERNATIVES? CLICK [HERE](#)

Lemonade Day!
MYWAY!

THE "VIRTUAL" WAY

DISCLAIMER: To sell lemonade or any product virtually, you will need help from a mentor or adult to create a website or ecommerce store. You will also need an adult to accept digital payment on your behalf through any of the suggested payment platforms.



WHAT IS IT? - A full on virtual store! As an entrepreneur, you will be selling lemonade or another product to customers through an ecommerce website. Customers will come to your ecommerce site and purchase your lemonade or other product. Upon purchase, that product will then be sent digitally through email or physically shipped to your customer through the mail. **NOTE:** The "High Tech" Way is very similar to the "Simple Way" in terms of a virtual stand. Creating and setting up an ecommerce store takes a certain amount of time, management and technical skill.

HOW DO YOU DO IT? - Follow the steps to set up your website and begin selling your virtual sips or other products!

STEP 1: Decide which ecommerce platform you want to use

- There are only a few free platforms available that will allow you to make your own website and sell through the site itself. We've included 3 of our favorite options for you below.

NOTE: Be aware that while some platforms allow you to sell for free, they include some sort of trade off like a commission or transaction fee or limits on your products.

NOTE: The good news is that many of the more popular paid platforms allow you to set up a free trial which means you could sell your product for free for a limited time.

- [Square Online Store](#) - it's quick and easy to set up but there is a transaction fee
- [Shopify](#) - offers a free trial

- [Sharetribe](#) - offers a free trial
- NOTE: If you need additional options or want to find out more information about these platforms to help you make a decision, check out [this article](#).

STEP 2: Set up your store

- Create an account and a name for your store.
- After that, you can begin designing the website and products for your ecommerce store.
 - Here's [an example](#) of an ecommerce site that we created on Shopify to give you an idea of what your site could look like and what text and elements you could add. Also, be sure to check out the [Lemonade Day My Way - Website Text and Elements](#) document for additional information.
 - To enter the site, select the box in the right corner that says "Enter using password". PASSWORD = lemonade

ENTER USING PASSWORD →

Lemmy's Lemonade

COMING SOON

Be the first to know when we launch.

Promotions, new products and sales. Directly to your inbox.

Email address

STEP 3: In order to sell your lemonade virtually, you will need to enable and manage your store's approved payment providers. **NOTE:** In order to accept payments you will need to connect your store to a bank account.

- Depending on the ecommerce platform that you select, there will be various options for payment providers. Some examples include:
 - Major credit cards, Paypal, Apple Pay, Google Pay, etc.
- **NOTE:** You might want to consider offering more than one payment method to appeal to different customers.

STEP 4: Publish your store and get the word out!

- Make sure that friends, family and neighbors know about your virtual 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 store URL
 - Dates when your store will be available
 - Information about your product and what customers will receive by purchasing from you

STEP 5: Sell some virtual lemonade!

- The beauty of using an ecommerce platform is that while it may take time to set up, a lot of the work is done for you.
- Be sure to set up a custom [email confirmation](#) that customers will receive upon check out. If you're providing customers with a digital product like a [lemonade recipe](#), include a link to the recipe in the confirmation email.

STEP 6: Offer a free glass next time! (Optional)

- If you want to take your virtual sip concept to the next level and show some customer appreciation, you might consider offering a free glass of actual lemonade when it's safe to open an in-person stand. This is a great way to thank your customers for supporting your virtual stand.

STEP 7: Submit your results!

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Need more help or information? Check out this step by step guide on [building online stores](#).

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MYWAY!
THE "VIRTUAL" WAY

DISCLAIMER: *To promote and or sell lemonade or any product on social media, you will need help from a mentor or adult to access social media platforms and manage communications. You will also need an adult to accept digital payment on your behalf through any of the suggested payment platforms.*



WHAT IS IT? - As you know, social media platforms are a great place to advertise your business but they also might be a great place to sell your product. Customers will purchase a virtual sip via digital payment to receive your recipe via email. As an entrepreneur, you can use social media to post about your product (virtual sip of lemonade or other product). Potential customers will see your posts and read about you as a business owner and entrepreneur. They can also learn about your virtual lemonade stand and your profit goals. Include details in your posts about how much you're selling your product for and let people know how they can purchase it digitally. Although you may not be able to serve them a glass of your lemonade in person, they can still use your recipe to make their own glass and enjoy it from the comfort of their home!

HOW DO YOU DO IT? - Follow the steps to set up your website and begin selling your virtual sips or other products!

STEP 1: Decide on the social media platform(s) that you want to use to market and sell your product.

- There are a few social media platforms that would probably work best for marketing and selling. We've included our top picks for you below.
 - Facebook
 - Instagram

STEP 2: Plan out your marketing campaign.

- Decide on how many posts you want to put up, on which platforms and for how long of a timeframe.
- You might consider creating some graphics to go with your product or you can take a picture of your lemonade or your stand.
 - Here are some [social media posts](#) that we've created for you.

STEP 3: In order to sell your lemonade virtually, you will need to offer digital payment options to your customers.

- You can use any platform that you choose or that you already use, however, here are some options:
 - [Paypal](#)
 - [Venmo](#)
 - [Stripe](#)
 - [Square](#)
 - [Apple Pay](#)
- You will need an account to accept payment from these platforms
- **NOTE:** You might want to consider offering more than one payment method to appeal to different customers.

STEP 4: Get the word out!

- Put your plan into action and begin your social media campaign.
- Make sure your posts include
 - Information about your product and what customers will receive by purchasing from you
 - A little something about you as a business owner
 - Preferred payment method(s) and instructions

STEP 5: Fulfill your orders!

- If someone sees your post and wants to buy a glass, they can comment on your post or send you a private message.
- They can send their digital payment to you and in return you can provide them with your recipe via email or private message within your chosen social media platform.
- As customers purchase their virtual sips, you will want to immediately follow up with a [thank you message or email](#) and link to your [special recipe](#).

STEP 6: Offer a free glass next time! (Optional)

- If you want to take your virtual sip concept to the next level and show some customer appreciation, you might consider offering a free glass of actual lemonade when it's safe to open an in-person stand. This is a great way to thank your customers for supporting your virtual stand.

STEP 7: Submit your results!

- After you have completed Lemonade Day My Way, we want to hear the results from your business!
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 - When you submit your Business Results, you're automatically entered into a drawing for a chance to win a NEW BIKE!
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NEED MORE ENTREPRENEURIAL IDEAS OR ALTERNATIVES? CLICK [HERE](#)



THE "M PERSON" WAY



... "COMMUNITY" WAY

WHAT IS IT? - A traditional, in person lemonade stand just like you're used to but with a few more health and safety precautions. Set up your lemonade stand in your local community and sell your lemonade straight to your customers!

HOW DO YOU DO IT? - Follow the steps in the Lemonade Day curriculum for all of the details on how to set up your stand on Lemonade Day. See below for some additional ideas and things to consider to make sure your stand is safe and healthy.

STEP 1: Find a safe 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.
 - **NOTE:** Be sure to check your local Lemonade Day website for any specific stand location guidelines.
- 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 you have who would buy a glass or two of your lemonade.

STEP 2: Get the word out!

- Make sure that friends, family and neighbors know about your 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 and your customers)
 - Cleaning spray or wipes to clean your stand between customers
 - Lids for cups
 - Paper wrapped straws
 - Tray (serve your lemonade to your customers on a tray for contactless delivery)
 - **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!

- It's always important to be safe and healthy when making your stand and lemonade!
 - When creating your stand, you might want to think about what would make your customers the most comfortable.
 - It could be a good idea to have a little more distance between you and potential customers.
 - Think about the area where you will serve lemonade and be sure that you make it out of something that can be cleaned often.
 - 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 come. 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 if possible
- Wearing a mask and gloves (switch out gloves between your customers)
- Clean your stand between interactions with customers
- Consider accepting credit cards or other 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!
 - When you submit your Business Results, you're automatically entered into a drawing for a chance to win a NEW BIKE!
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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!
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THE "M PERSON" WAY



WHAT IS IT? - Create a pre-packaged lemonade kit with individually wrapped items such as water bottles, lemonade packets, other special ingredients and your recipe. Sell the kit to your customers in person at a stand, via drive through or you could even take pre-orders and personally deliver the kit door to door. Your customers can then take your ingredients and make your lemonade recipe at home.

HOW DO YOU DO IT? - Follow the steps to set up your to go lemonade business! If you plan on setting up a stand to serve your to go lemonade, make sure to follow the steps in the Lemonade Day curriculum.

STEP 1: Decide on your distribution method

- You can sell your lemonade kits in person at a stand that you set up You could also sell your kits in a drive thru
- You can go door to door selling your kits to neighbors, friends and family
- You might also consider taking pre-orders and delivering lemonade to your customers' doorstep.
 - **NOTE:** You can make it contactless by accepting digital payment and leaving the lemonade kit on the doorstep.

STEP 2: Get the word out!

- Make sure that friends, family and neighbors know about your lemonade business!
- 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 (if applicable)

- The date and time you will be selling your lemonade
- Details about your lemonade kit
- Pre-sale instructions for how to buy your lemonade kit ahead of time (if applicable)

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 (for preparing your lemonade kits and handing them to your customers)
 - Masks (to wear when preparing your lemonade kits and if you're selling them in person or delivering door to door)
 - Hand sanitizer (for you as you serve your customers)
 - Cleaning spray or wipes to clean your stand (if applicable)
 - Bottled water (since you're packaging your lemonade ingredients, you might want to provide customers with a bottle of water to use when making the lemonade)
 - Bags to package all of your ingredients in
 - Paper wrapped straws
 - Tray (serve your lemonade kits to your customers on a tray for contactless delivery)
 - **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 (if applicable) and lemonade kits!

- The good news is, since you're creating convenient pre-packaged lemonade kits, you don't need to have a fancy stand. If you're going to have customers purchase from you in person, you can save money by using a folding table or a wagon as your stand.
 - **NOTE:** You don't have to have a fancy stand, but be sure to advertise your product so customers know what you're selling.
- The other good news is, you don't actually have to make lemonade, you just have to put all of the necessary ingredients into an easy to grab, to go container for your customers to purchase and take with them.
- You still want to make sure that your lemonade kits are created in a safe and healthy way!
 - Now more than ever, you want to be sure that your lemonade kits are made in a clean, sanitary environment.
 - You might consider wearing gloves and a mask when preparing your lemonade kits.
 - Keep your kitchen tools and workstation sanitized.

- Once your lemonade kits are made, be sure to store them in a clean, cool place until they are sold to your customers.

STEP 5: Sell your lemonade!

- It's time to sell your lemonade kits!
- Make sure you have plenty of lemonade kits to serve all your potential customers.
- Remember to have fun and also be clean and healthy for the safety of yourself and your customers.
 - Depending on your distribution, keep these things in mind when serving customers in person, via drive thru or door to door:
 - Keep a safe distance from customers and cars
 - Wear a mask and gloves (switch out gloves between your customers)
 - Serve your lemonade kits to customers on a tray to keep it contactless or place in on their doorstep if they have pre-ordered
 - Accept credit cards or other digital forms of payment to avoid contact with paper money or coins

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