



2012

NATIONAL LEMONADE DAYS STAND AMBASSADOR

HANDBOOK

Alex's Lemonade Stand Foundation
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WELCOME!

Dear Stand Ambassador,

Thank you for taking the time to review the Alex's Lemonade Stand Foundation National Lemonade Days Stand Ambassador Handbook.

Our Stand Ambassadors are a major part of the Foundation's success, helping us to raise awareness and funding for childhood cancer research, which will help to find better treatments and ultimately cures for all childhood cancers. Your service is invaluable to the Foundation and all children and their families coping with cancer.

Our daughter Alex was the first Stand Ambassador. She invited others to join her efforts and asked, "If more kids would help, wouldn't it be great? We could have lemonade stands in every state!" Because of Alex's spirited determination to spread the word and to encourage others to get involved, she was able to raise more than \$1 million toward finding a cure for the disease that would take her life. You are helping to make her dream a reality!

This handbook details the National Lemonade Days Stand Ambassador program for Alex's Lemonade Stand Foundation (ALSF). Thank you for helping us move closer to eradicating childhood cancer.

Warmest Wishes,

Liz and Jay Scott
Alex's Parents



National Lemonade Days
Stand Ambassador
2012 Handbook



OUR MISSION AND HISTORY

To raise money and awareness of childhood cancer causes, primarily research into new treatments and cures and to encourage and empower others, especially children, to raise money for childhood cancer by holding their own lemonade stands.

-Alex's Lemonade Stand Foundation Mission

History

In 2000, 4-year-old cancer patient Alexandra "Alex" Scott announced a seemingly simple idea - she was holding a lemonade stand to raise money to help "her doctors" find a cure for kids with cancer. The idea was put into action by Alex and her older brother, Patrick, when they set up the first "Alex's Lemonade Stand for Childhood Cancer" on their front lawn in July of 2000.

For the next four years, despite her deteriorating health, Alex held annual lemonade stands to raise money for childhood cancer research. Following her inspirational example, thousands of lemonade stands and other fundraising events were held across the country by children, schools, businesses and organizations, all to benefit Alex's efforts.

On August 1, 2004, Alex died at the age of 8 - having raised more than \$1 million for childhood cancer research in her lifetime. Alex's spirited determination to raise awareness and money for all childhood cancers while she bravely fought her own deadly battle has inspired thousands of people, from all walks of life, to raise money and give to her cause.

Alex's family and supporters are committed to continuing her inspiring legacy through ALSF, a registered 501(c)3 charity that has raised more than \$50 million.

This money has helped to:

- Fund more than 200 cutting-edge research projects
- Create a Travel Fund to help support families of children who must travel to receive treatment
- Develop resources to help people everywhere affected by childhood cancer

Like Alex, we believe that every person can make a difference. Together, we can find a cure.





WHY ALSF?

ALSF is a unique charity for many reasons!

- **Changing childhood cancer, one research grant at a time:** We are unique in our approach to providing grants, and have donated millions of dollars to support life saving childhood cancer research. With careful consideration and consultation with leading researchers across the country, we have developed our grant program to make the biggest impact possible. Our smart spending of donations has translated into innovative breakthroughs, more access to new treatments and a dramatic change in the landscape of pediatric cancer. All of this leads to one very important change for children and their families - hope for new and improved treatments!
- **ALSF cares about the quality of life for childhood cancer patients and their families:** In addition to funding cutting-edge research and making new treatments available to children with cancer, we are one of the only national charities that funds pediatric oncology nursing research grants, designed to improve the quality of life and care as children battle cancer.
- **ALSF helps provide resources for families battling cancer immediately:** Recognizing the financial burden that families often encounter, the Alex's Lemonade Stand Travel Fund offers assistance to families who face the need to travel for childhood cancer treatment at select medical institutions across the U.S. Transportation, lodging and meal accommodations are available to eligible families who meet our criteria. Additionally, our annual Childhood Cancer Symposium is free and open to all families whose children battle cancer, at all stages of childhood cancer treatment.
- **One simple idea, a world of change:** Alex Scott took the "simple" idea of holding a lemonade stand and combined it with the cause of childhood cancer, unknowingly becoming the catalyst for something much larger than she had imagined.
- **Kids helping kids:** The concept of "fighting childhood cancer, one cup at a time" has allowed people who would not usually participate in fundraising, especially children, to raise money and awareness for childhood cancer. Lemonade stands allow children to be a part of the change.
- **A simple but powerful lesson:** ALSF believes that every person can make a difference in the world. Alex's Lemonade Stands have been organized by a diverse group of devoted volunteers including inner city school children, senior centers, pre-school aged children, college students and even sports enthusiasts.
- **No donation is too small:** ALSF has inspired people who would not likely donate to childhood cancer to make donations - no matter the amount.
- **Bringing communities together:** Lemonade stands encourage charitable giving to communities and neighborhoods, making donating simple and rewarding for everyone.





ABOUT NATIONAL LEMONADE DAYS

The 9th Annual National Lemonade Days

When: June 8, 9 and 10, 2012

Where: Anywhere! You pick the place.

Thousands of Volunteers, Young and Old, Help Put a Squeeze on Childhood Cancer

Hosting a fundraising lemonade stand was the inspired idea of ALSF founder Alexandra “Alex” Scott. True to the spirit of the phrase “when life gives you lemons, make lemonade,” Alex, at age 4, held a lemonade stand to help find a cure for all childhood cancers, including her own. Since that time, more than 20,000 Alex’s Lemonade Stands have been held across the country!

While volunteers hold stands throughout the year (often setting them up indoors in cold weather seasons), National Lemonade Days is a time when volunteers everywhere can join forces as they hold stands simultaneously across the country.

National Lemonade Days is a meaningful, nationwide event that started in Alex’s front yard and has grown to front yards across America. Most importantly, National Lemonade Days raises more than \$1 million for childhood cancer research, one cup at a time!

Held the weekend before Father’s Day every June, this three day event (Friday through Sunday) is open to all who want to participate by holding their own fundraising stands or events. Gather your family, your co-workers or your friends, and have fun creating your own Alex’s Lemonade Stand event. See the difference WE can make, in one weekend, together!

For more information or pictures of past National Lemonade Days go to www.LemonadeDays.org.





ABOUT THE NATIONAL LEMONADE DAYS STAND AMBASSADOR PROGRAM

What is the National Lemonade Days Stand Ambassador Program?

The Stand Ambassador Program asks our motivated event hosts and volunteers dedicated to the fight against childhood cancer to help grow our National Lemonade Days fundraising efforts within their community.

What do we expect of our National Lemonade Days Stand Ambassadors?

- Complete the Stand Ambassador online application (www.AlexsLemonade.org/NLDStandAmbassador)
- Attend the 2012 Ambassador training session (early March in person, via phone or internet).
- Seek to recruit 10 or more new lemonade stand hosts within your community for National Lemonade Days, June 8-10, 2012.
- Act as a fundraising mentor and local organizer within your community.
- Generate enthusiasm for supporting a good cause!
- Speak to the public and make appearances on behalf of ALSF during National Lemonade Days from May – September, 2012.
- Participate in a National Lemonade Days debriefing (July) via phone or internet.

What will we provide?

- Training! We'll provide you with all the tools you'll need to effectively recruit new lemonade stand hosts.
- Stand Ambassador business cards
- Sample lemonade stand fundraising materials
- Support from our staff, such as our Public Relations and Social Media Managers
- Your own ALSF staff member, to assist you and your recruits in planning successful National Lemonade Days lemonade stands
- The opportunity to give back by spreading awareness about ALSF and our mission
- 25% off in our online gift store
- Fundraising/recruiting incentives

What are the benefits to becoming a Stand Ambassador?

In addition to making a difference as a key member of Team Alex and a leader in your community, you are also eligible to receive rewards for recruiting new fundraisers. These rewards may include merchandise; recognition on the ALSF website, and at Foundation events, or in ALSF newsletters; tickets to Foundation special events; and other fun prizes!





ABOUT THE NATIONAL LEMONADE DAYS STAND AMBASSADOR PROGRAM

How do I take action if I am interested?

Start by filling out the Stand Ambassador application. By completing the application we will get a better idea of who you are and what you plan to do. To fill out the application, visit our website: www.AlexsLemonade.org/StandAmbassador. Once you submit your application, you will hear from Erin Ohlsen, Grassroots & Volunteer Programs Coordinator, to discuss the next steps.

Once you have been formally accepted into the program you will need to complete, sign and return the following forms (in the appendices section of this handbook): Volunteer Confidentiality, National Lemonade Days Stand Ambassador Handbook Acknowledgement and the Code of Ethics/ALSF Principles documents. These documents can be mailed, faxed or scanned and emailed to Erin@AlexsLemonade.org.

Now that I am a National Lemonade Days Stand Ambassador, what should I do next? Start recruiting! Below are 5 easy steps to get started.

- 1. Learn more about ALSF and attend the Stand Ambassador Training Session.** You will want to make sure you know specifics about ALSF. This way, you will feel more comfortable and appear more knowledgeable when asking others to help support ALSF in fighting childhood cancer. Please visit our website to learn more: www.AlexsLemonade.org.

Even if you are familiar with the Foundation, you will want to check the website on a regular basis as we are always posting new information. You will receive more information about the Stand Ambassador Training Session and regular updates in emails from an ALSF staff member.

- 2. Brainstorm potential fundraising hosts that you can recruit.** Start filling out your Stand Ambassador Recruiting Log (in the appendices section of this handbook). Begin by writing down names that come to mind, no matter who they are. You never know who may want to get involved!
- 3. Think about how you want to ask potential fundraising hosts to become involved in National Lemonade Days.** Think about what may be the best approach—a phone call, an email, an in-person visit or something else like a text, a connection through social media or maybe even a handwritten letter. You should be prepared to tell the potential recruit more about who you are and how they can easily help fight childhood cancer. Use the Recruiting Log provided to keep track of your progress.





ABOUT THE NATIONAL LEMONADE DAYS STAND AMBASSADOR PROGRAM

- 4. Ask potential fundraising hosts if they want to help.** When speaking with potential fundraising hosts, start by introducing yourself; tell them why and how you first became involved with ALSF. Share your success stories and goals. Give them your ALSF Stand Ambassador business card and one of the ALSF informational fliers (both will be in your starter kit) and ask them if they would like to host a National Lemonade Days lemonade stand. The number one reason that people donate to a cause and get involved is because they are asked. It can be that simple!

If a host says yes, then you can direct them to register their event on our website (see Step 5). If they say they are not sure, give them time to think about it and follow up with them in a few days. Regardless, be sure to track their response in your Recruiting Log.

If a potential host says no, just thank them for their time and let them know they can call you if they change their mind or have questions. We do not want people to feel like they are being pressured to do something they do not want to do. We are just presenting them with an opportunity to get involved. You can also suggest that if hosting a fundraiser is not right for them, they can donate a product or service. The person may just want to donate money or may allow you to post information about ALSF in their store window, community board or tell their friends about it.

- 5. Registering and tracking your recruits and their events.** If someone would like to host a fundraiser, please send them to the ALSF website to register. For a direct link to the National Lemonade Days page, use this address: www.LemonadeDays.org. Ask them to mention your name in the “How did you hear about us?” referral box during registration.

Tell your ALSF staff contact the name of your recruit or potential recruit, so that we can accurately track your progress. If a fundraising host cannot or does not want to register, talk to your ALSF staff contact about other ways to get them set up.



APPENDIX I RECRUITING IDEAS

These are just a few ideas of people to approach to participate in National Lemonade Days.

	Categories
Businesses	<ul style="list-style-type: none"> • Grocery Stores • Restaurants • Banks • Coffee Shops • Clothing Chains • Drug Stores • Big Box Retailers • Chambers of Commerce • Local Associations/Organizations
Schools	<ul style="list-style-type: none"> • Early Child Learning Centers • Pre, Elementary, Middle and High Schools • Universities • Adult Learning Centers • Tutoring Centers • Parents • Teachers • Administrators • College Students • Key Clubs • Student Councils
Individuals	<ul style="list-style-type: none"> • Friends • Neighbors • Community Leaders • Co-workers • Families
Community Groups	<ul style="list-style-type: none"> • Moms Clubs • Motorcycle Clubs • Running Groups • Professional Groups • Scout-like Programs • Athletic Organizations
Hospitals, Doctors' Offices and Other Medical Centers	<ul style="list-style-type: none"> • Doctors • Nurses • Medical Assistants • Office or Other Hospital Staff • Families of Patients

For more information or ideas go to www.AlexsLemonade.org.



APPENDIX II RECRUITING LOG

Name of Contact	Phone number/email address	Called or visited? (yes/no)	Interested? (yes/no/maybe)	Need for follow up and follow up comments	Type of fundraiser (stand or other)	Registered on ALSF website? (yes/no/follow up)	Date of event	Other notes
1								
2								
3								
4								
5								
6								
7								
8								
9								





APPENDIX III SAMPLE FUNDRAISING HOST ASK LETTER

(Date)

Dear Supporter of Childhood Cancer Research,

I am a National Lemonade Days Stand Ambassador for Alex's Lemonade Stand Foundation for Childhood Cancer (ALSF); and I am offering you the opportunity to take part in the fight against the number one disease killer of children under the age of 15 in the United States, childhood cancer. Please consider joining myself and ALSF in this fight by hosting a lemonade stand during National Lemonade Days (June 8-10, 2012).

Hosting a fundraising lemonade stand was the inspired idea of ALSF founder Alexandra "Alex" Scott. True to the spirit of the phrase "when life gives you lemons, make lemonade," Alex, at age 4, held a lemonade stand to help find a cure for all childhood cancers, including her own. Since that time, more than 20,000 Alex's Lemonade Stands have been held across the country!

While volunteers hold stands throughout the year (often setting them up indoors in cold weather seasons), National Lemonade Days is a time when volunteers everywhere can join forces.

With lemonade stands from coast to coast, National Lemonade Days is a meaningful fundraiser that allows people of all ages and all walks of life to make a difference in the battle against childhood cancer. This annual three day event, held the weekend before Father's Day (Friday through Sunday) raises more than \$1 million for childhood cancer research.

Be a part of this annual June tradition, and see the difference WE can make, in one weekend, together!

To join this nationwide effort please contact me at (phone number or email address) so I can get you started!

Sincerely,
(Name)

National Lemonade Days Stand Ambassador
Alex's Lemonade Stand Foundation





APPENDIX IV STAND AMBASSADOR CODE OF ETHICS AND PRINCIPLES

As a Stand Ambassador, you are viewed as a representative of ALSF. We ask that all Stand Ambassadors observe the ALSF Code of Ethics and Principles while representing the Foundation.

Code of Ethics:

- Perform all professional activities and duties in accordance with all applicable laws and highest ethical principles.
- Promote the implementation and compliance of ALSF standards and procedures.
- Maintain appropriate confidentiality of proprietary or otherwise sensitive information encountered in the course of all Stand Ambassador activities.
- Conduct professional responsibilities with diligence and honesty.
- Refrain from any activities that might constitute a conflict of interest or otherwise damage the reputation of ALSF, the Stand Ambassador program or any of ALSF's affiliates.
- Do not intentionally injure or damage the professional reputation of ALSF, the Stand Ambassador program or any of ALSF's affiliates.

Principles:

- **It is about the kids.** Our vision is to cure childhood cancer. We honor and remember all children with cancer each day by working toward this greater goal on their behalf.
- **Follow our Founder's footsteps.** Our Founder, Alex Scott, taught us the important life lesson of "turning lemons into lemonade." Her example of making something good from something bad, having hope for the future and enjoying each day is the spirit of Alex's Lemonade Stand Foundation.
- **Team Alex has no boundaries.** Team Alex embraces supporters of all ages and walks of life who work alongside the Foundation to find a cure for childhood cancer. Anyone and everyone can become a member of Team Alex - we treat each person we come into contact with as a potential and valued member of the team.
- **"One cup at a time" is not just our slogan; it is how we conduct our business.** We believe that big things get solved through small actions; therefore, no donation is too small. We do not underestimate the ability of any single act or person to make a difference. We know firsthand that the sum of many small actions and the power of "one multiplied" can be the catalyst for change in the world.
- **Say it, mean it, do it.** We are honest in setting expectations, taking ownership of our tasks, and holding ourselves accountable. We are goal-oriented and will work hard to reach our objectives, acknowledging our successes and learning from our failures.
- **Be Positive.** We will maintain a positive attitude and respectful environment. There is no time for negativity. We embrace challenges as opportunities, take on new tasks with enthusiasm and approach our work with optimism.

Please understand that by signing you agree to enforce and uphold the Stand Ambassador Code of Ethics and Principles and acknowledge that ALSF observes the right to overrule and revoke a Stand Ambassador's position or actions due to misconduct (e.g. illegal activity; defamation of ALSF's name, brand and reputation; misappropriation of funds, etc.).

Signature: _____ Date: _____



FOUNDATION FOR CHILDHOOD CANCER

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APPENDIX V CONFIDENTIALITY POLICY

The nature of our work at Alex's Lemonade Stand Foundation requires that we come into contact with numerous people and partake in communications that contain personal and confidential information. Information that you gain from volunteering at Alex's Lemonade Stand Foundation including, but not limited to, medical information, donor names, donor amounts, addresses, telephone numbers and email addresses of supporters, staff, volunteers and board members must be kept strictly confidential.

Of course, you can share/discuss such information as is necessary as part of your role, and among other volunteers and staff at Alex's Lemonade Stand Foundation; however, any public dissemination of confidential information may only be made with expressed, written consent of the donor (or third party) and by the Executive Director and/or Public Relations Manager.

By signing below, you are attesting that you have read this Confidentiality Policy and agree to abide by its terms.

Name (Print): _____

Address: _____

City: _____ State: _____ Zip Code: _____

Signature: _____ Date: _____





APPENDIX VI HANDBOOK ACKNOWLEDGEMENT FORM

This Stand Ambassador Handbook is an important document intended to help you become acquainted with the Alex's Lemonade Stand Foundation (ALSF) Stand Ambassador program.

Because the Foundation's volunteer operations may change, the contents of this Handbook may be changed at any time. Please read the following statements and sign below to indicate your receipt and acknowledgement of this Stand Ambassador Handbook.

I have received and read a copy of Alex's Lemonade Stand Foundation's Stand Ambassador Handbook. I understand that the guidelines described in it are subject to change at the sole discretion of the Foundation at any time.

I further understand that my involvement is terminable at will, either by myself or the Foundation, with or without cause or notice, regardless of the length of my involvement. This is a volunteer position which does not receive compensation from ALSF. I understand that my signature below indicates that I have read and understand the above statements and that I have received a copy of the Foundation's Stand Ambassador Handbook.

Name (Print): _____

Signature: _____ Date: _____

The signed original copy of this acknowledgement should be given to management – it will be kept in your personnel file.

