

Lemonade for WISHES

IDEAS & FUNDRAISING TIPS

Ready to put your lemon-squeezing skills to work? Sign up to participate in **Lemonade For Wishes**, and you can help wishes come true for kids living in your community. To register, visit www.lemonadeforwishes.com and click on the “Register” button in the top left. We’ll send you a starter kit that contains:



- A Lemonade For Wishes Fact Sheet
- A goal poster you can colour in as you raise money
- Tags you can attach to water bottles
- Individual packages of lemonade
- Thank you cards you can email to your donors

Your Virtual Lemonade Stand



In order to limit the spread of COVID-19 and to ensure we’re doing our part to protect our community’s health, this year Lemonade for Wishes is going virtual! You won’t actually set up a lemonade stand. Instead, you’ll reach out to your friends and family through email and on social media, asking them to “buy a glass” of your virtual lemonade.

But a virtual sale doesn’t mean you can’t be creative. Here are some ideas on how you can increase your sales:

- Decorate your porch like a lemonade stand and take a photo. Better yet, make a video of yourself to send out, explaining why you’re selling lemonade.
- Deliver a bottle of water with a individual package of lemonade attached to everyone who buys from you! You can leave it on their porch and respect social distancing guidelines. Use the bottle tag in your kit!
- Ask your customers to post a picture of themselves enjoying their lemonade, and promoting your virtual stand.
- Get creative with your pricing: offer a glass of lemonade for one price, or an entire pitcher for more.
- Send all your donors a thank you e-card (provided in your kit).
- Make sure to include a link to your fundraising page with all your messages, and tag **@MakeAWishSK** and **#lemonadeforwishes** in your posts.

Questions? Contact Allyson Toye at allyson.toye@makeawish.ca or 306-850-9474.