



Make It A Success Check List

- ❑ **Background info on Alex's Lemonade Stand Foundation** – Learn the history of Alex's Lemonade Stand Foundation. Read through our website and learn about the cause you are supporting. It's important to have a strong understanding of how your support of our mission is changing the lives of children with cancer to share with those donating to your fundraiser. Alexslemonade.org
- ❑ **Media / Attendee List** – Brainstorm a list of people you would like to invite to your stand. Is it your family? Friends? Teammates? Classmates? Neighbors? Community representatives? A local news reporter? A local sports celebrity? It always helps to invite people personally, even if it is through social media or email.
- ❑ **Press releases** – Create your very own press release and send it to your local newspapers and television stations. You can click [here](#) to look at some examples of press releases. We have also provided a sample media advisory for you to customize and make your own!
 - *Here are some questions to get you started on customizing the template we provided:*
Are there any interesting facts about pediatric cancer? Do you have a fundraising goal? Why are you participating? Do you have a special connection with the organization or your own story to tell?
- ❑ **Spread awareness** – Use the items provided in your kit to spread awareness of your fundraiser and of childhood cancer. Use your event flyer to post around your community and display the other items in your kit at your stand. Feel free to make copies to handout as well (black and white is perfectly okay!). This is a great way to raise awareness for pediatric cancer and inspire others to get involved.
- ❑ **Use Social Media** – Use Instagram/IG stories, Livestreams, Facebook's "fundraising" function, Facebook event, Snapchat Stories, or TikTok to market your stand. Be sure to include your stand information in your caption and don't be afraid to make it your own. You can also tag ALSF, your friends or even local news reporter too!
- ❑ **Recruit** – Encourage your friends to have their own stand or combine forces and have one stand together.
- ❑ **Order Alex Swag** – You can giveaway Alex Swag at your stand. [Visit the ALSF Shop!](#)
- ❑ **Make it your own** – Add your own personal touches to your stand or event. Do you love to bake? Add some of your own homemade goodies. Love to decorate? Spruce up your stand with fun, lemony decorations. Music fan? Make a special playlist to play all day and even share with others.
- ❑ **Share Your Results** – How many people attended? Do you have any photos? How much money did you raise? Let your friends, family and local media know how you did, what you loved about it and share photos. Remember to share and tag photos with ALSF too!