

# Lemonade Day!®

PREPARING

YOUTH FOR LIFE

## WHAT'S LEMONADE DAY?

Lemonade Day is a fun, experiential program that teaches youth how to start, own and operate their very own business - a lemonade stand. Each year, in participating cities, youth have the opportunity to experience entrepreneurship by setting up their business during their city's community-wide Lemonade Day.

## WHAT WILL YOUTH LEARN BY PARTICIPATING?



business skills



responsibility



financial literacy



goal setting



teamwork

**SET A GOAL**



Spending Goal, Saving Goal, Sharing Goal

**MAKE A PLAN**



Make Spending Decisions, Plan their Product and Stand, Brand and Advertise, Find an Investor, Create a Business Plan and Budget

**WORK THE PLAN**



Purchase their Supplies, Make Lemonade and Build their Stand, Setup and Run their Business, Provide Good Customer Service

**ACHIEVE SUCCESS**



Account for Business Results, Spend Some, Save Some, Share Some, Contemplate their Future Plans.

**READY TO GET STARTED?**

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