

# Lemonade Day! MYWAY!

Lemonade Day Monroe County is offering alternatives to hosting an in-person Lemonade Stand in 2021 through **Lemonade Day My Way!**

You can still host a physical stand on June 26<sup>th</sup>, ensuring that you follow current CDC guidelines for distancing and safe handling procedures. However, we are encouraging selecting an alternative method this Lemonade Day season to ensure the safety of your customers and our community.

Detailed information on how to do each method is included in the Lemonade Day training materials with a youth registration.



## ... "SIMPLE" WAY

*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 will purchase a virtual sip via digital payment to receive your recipe via email.*

## ... "HIGH TECH" WAY

*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.*

## ... "SOCIAL" WAY

*As you know, social media platforms are a great place to advertise your business and sell your product. Customers will purchase a virtual sip via digital payment to receive your recipe via email. Potential customers will see your posts and read about you as a business owner and entrepreneur.*

## ... "DRIVE THRU" WAY

*A drive thru lemonade stand. Set up your lemonade stand but make it a drive thru for your customers! By adding in a few extra health and safety precautions, you can provide convenient, contactless service that is safe for you and your customers.*

## ... "TO GO" WAY

*Create a pre-packaged lemonade kit with individually wrapped items such as water bottles, lemonade packets, 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.*

Since this is **Lemonade Day My Way**, we know that you can come up with more exciting ideas to try as an alternative. These are just a few ideas of how you can explore your creativity and try something new!

We hope you'll join us in 2021.

Check [LemonadeDay.Org/MoCo](https://LemonadeDay.Org/MoCo) for more information and to register!

