The Lemonade Stand Challenge

A great way to teach kids about microfinance, entrepreneurship, and philanthropy is through a lemonade stand project or contest.

This can be done with a variety of different student groups; it can be a school-wide or grade-wide contest, or a project with Girl Scout or Boy Scout troops, Sunday school classes, public service clubs, or other children’s organizations.

Pick a day, or week, to operate a lemonade stand. Help your kids plan what the stand will look like, find lemonade recipes, and raise money to purchase ingredients. Then, open up for business!

After your lemonade stand project has been completed, add up how much money they earned. Your kids can decide as a group which charity they would like to donate some of their profits to!

* Portions of this project can be incorporated into classroom curriculum. See below for curriculum-related ideas.

How to get started

Hold a brainstorm to make a lemonade stand plan. Below is a list of things to consider when planning your lemonade stand:

- **Choose a name for your lemonade stand.**
  - The name should be self-explanatory, but should also be unique and appealing.
- **Find/create a recipe for your lemonade.**
  - Will it be sweet or sour? What color will it be?
- **Decide what makes your lemonade different or unique.**
  - What makes your lemonade special? Do you have the sourest lemonade in the world? What about the freshest? Will it use organic ingredients?
- **Decide how you will promote, or tell people about, your lemonade stand.**
  - Will you make signs? Where will you hang them? Will you tell the local newspaper?
- **Decide what your lemonade stand will look like.**
  - Where will it be located? Do you need permission for the location? Will it be large or small? What colors will the signs be?
The Lemonade Stand Challenge (Continued)

How to get started (continued):
- **Decide when your lemonade stand will be open.**
  - How many days? What hours?
- **Decide who will work at your lemonade stand.**
  - How many jobs are there? What types of jobs are needed?
- **Figure out how much money you will need to start your lemonade stand.**
- **How many ingredients will you need?**
  - What will you use to build your stand? How much will signs and posters cost?
- **How much will you charge for your lemonade?**
  - You will need to make enough money to re-pay the cost of creating your lemonade stand, plus make a profit.
- **Decide what type(s) of payment you will accept.**
  - Cash only; checks? How much change will you need? Where will you get it?

Incorporate into School Curriculum

**Art:** (Prior to Lemonade Stand activities)
- Draw a picture of how the lemonade stand will look.
- Create posters, signs, and banners.
- Design and build the stand.

**Math:** (Prior to Lemonade Stand activities)
- How will you determine how many ingredients you need?
- How much will all the ingredients cost?
- How many glasses of lemonade will you need to sell to break even? How many to make a profit?

**Writing:** (Following Lemonade Stand activities)
- Write a letter to the people receiving the money that was earned from the lemonade stand.
- Write a description of your lemonade stand: what it looked like; why it was special; what was unique?
- Write a story about your experience running the lemonade stand.
- Write and give a speech about what you learned from the lemonade stand challenge.