



FOND DU LAC AREA

Stand Location & Brand Your Stand

Best Practices

Location, location, location! An important part of a successful business is being at the right place at the right time. The location of your lemonade stand might make the difference between falling short, meeting, or exceeding your goals.

Follow these simple steps to identify your location and Brand Your Stand:

Step 1: Brainstorm

Think about the following characteristics of a good location. Take a field trip around your community (or close your eyes and imagine your community) to scout possible locations and discuss the pros and cons of each one with your mentor.

- safe place
- lots of people
- people are thirsty
- people have cash on hand
- you have permission to sell there

Step 2: Ask Permission

Once you have identified where you want to set up your stand, you must first ask for permission. **We encourage you the student to be the one who asks for permission instead of your mentor.** This is a very important part of the process and is required in order to officially Brand Your Stand.

Who do you ask?

- If it's an existing business, i.e. Grocery Store, you must call or visit the business directly and ask a manager for permission
- If it's a house, i.e. Grandma's house, you must call or visit with the homeowner directly

- If it's in a public park, i.e. Lakeside Park, you must call or visit the local parks department and ask a manager for permission

How do you ask?

This is a great step in the learning process and we encourage *you the entrepreneur* to be the one who asks for permission instead of your mentor. Use the provided script as an easy guide to talk to business representatives and ask your mentor for help if you get stuck. Or consider using the provided letter template to ask for permission. Your choice!

- ▶ Be sure to ask the business representative if there will be any other lemonade stands at their location to help protect against multiple stands at the business. **Stand locations are on a first come, first served basis.**

Need help coming up with stand location ideas?

There are many wonderful businesses in the Fond du Lac area that would love to host your team and will allow you to have a lemonade stand at their location. If you need help coming up with location ideas, email Bernadette at bericksen@envisiongreaterfdl.com.

Step 3: Brand Your Stand

Let us know where your stand will be located on Lemonade Day so we can visit and bring you business! Once you have determined your stand location, follow the steps below and put your stand on the map!

Brand Your Stand is open from March 1 - April 24

1. Go to: <https://lemonadeday.org/fond-du-lac-area>
2. Scroll down, click on Stands



3. You will drop down to the map

STAND LOCATIONS

Review the [local guide](#) to understand the Stand Location & Brand Your Stand process.

This digital map has replaced the paper map from previous years.

BRAND MY STAND



4. **Double check the map *before* adding your stand to make sure no one else is at that location - Stand locations are on a first come, first served basis**
5. Click on Brand My Stand, you will be taken to a form
6. Complete the form with all of the required information
7. Click on Submit

Important Information

- It can take up to 24 hours for stands to appear on the map
- Double check the map *before* adding your stand to make sure no one else is at that location - Stand locations are on a first come, first served basis
- Keep record of who you received permission from at your location along with their contact information
- The map can be viewed from the direct link:
<https://lemonadeday.org/fond-du-lac-area#stand-locations>
- Brand Your Stand is open from March 1 - April 24
- Questions: Contact Envision Greater Fond du Lac at 920-921-9500

Lemonade Day Fond du Lac Area is an initiative of Fond du Lac Works, a program of Envision Greater Fond du Lac.





Phone Script for Calling Local Businesses Stand Location

Hello!

May I speak to a manager?

My name is _____.

I am a _____ grader at _____ and I am learning how to become an entrepreneur. I am participating in the Fond du Lac Area Lemonade Day which will allow me to open my first business, a lemonade stand, on May 2nd!

May I ask your name?

<<wait for an answer and write the name down>>

I am calling to request permission to have my stand in front of your business from 10 am to 2 pm on Lemonade Day, May 2nd.

Do you think that would be ok?

<<wait for an answer>>

<<If they say no>>,

Thank you for your time.

<<If they say yes>>,

Thank you! That is great!

Are there any guidelines that we should be aware of?

Who will be my main contact if I should have questions?

Again, thank you very much and my teacher/mentor/parent is right here if you would have any further questions.



Stand Location Request Letter Template

Date

Business Name:

Dear Business Owner,

My name is (name) , and I am participating in Lemonade Day, a national educational program that teaches children how to start their very own first business...a lemonade stand. I have been learning how to set a goal, develop a budget, create a special lemonade recipe, respect health department guidelines, build a lemonade stand, choose a location for my business, advertise my product, and provide customer service. I understand the importance location has on the success of my business and I would like to ask permission to set up my lemonade stand outside of your business on Lemonade Day here in the Fond du Lac Area on Saturday, May 2, 2020. I plan to be open from 10:00 a.m. - 2:00 p.m. and my goal is to make (\$) profit for the day.

Thank you for your consideration.

Sincerely,

(Child/ Youth)

(Parent/Guardian)

(Email/Phone)

