# Lemonade Day!®

# MENTOR'S - GUIDE -



# Dear Mentor,

Thank you for choosing to lead a young person in your life through the Lemonade Day program. As Christian parents and mentors, our goal is to raise our youth to follow Jesus, and experience life to the fullest as He promised!

John 10:10
"The thief comes only to steal and kill and destroy;
I have come that they may have life, and have it to the full."

#### THIS SPECIAL EDITION HAS FOUR MAIN PURPOSES:

- Teach your youth the principles of having a profitable business through the simple model of a lemonade stand.
- Provide your youth with an opportunity to develop money management skills that will set them up for financial freedom in the future.
- · How to apply biblical wisdom to any work or business they pursue.
- Show them that when they abide in God, He will guide every step of their entrepreneurial journey.

Take this opportunity to create memories that will last forever in the minds and hearts of the next generation of entrepreneurs and future leaders.

### **Adult Roles**

- Mentor (Parent/Sunday School Teacher/Church Youth Leader)
  Guide your youth through the Lemonade Day curriculum and empower them to make their own decisions for their new lemonade stand business.
- 2 Investor Support the Lemonade Day National non-profit organization (by way of time, talent, treasure) or directly support a young entrepreneur (or a group of entrepreneurs) by loaning them money or supplies to start their business.

We encourage you to allow your youth to be completely hands-on throughout the process while you provide them with guidance and support.

### **Recommended Timeline | One Hour Sessions**

Session 1	God First My Goals	Page 4	Being an Entrepreneur
Session 2	My Goals	Page 8	Spend, Save, Share
Session 3	My Plan	Page 12	Business Plan   My Team   Finding a Location   The Customer   Customer Service
Session 4	My Plan	Page 20	My Expenses   Designing a Product   Design a Stand   Find Your Twist   Advertising
Session 5	My Plan My Stand	Page 26	Final Business Plan Getting an Investor   Supply Shopping
Session 6	My Stand	Page 29	Making It Happen   Last Minute Preparations   Lemonade Day Is Here
Session 7	My Results Pass It On	Page 33	Reflect   Report to Your Investor   Splitting the Profits   Giving Back

### **Materials**



**Mentor Guide** This Guide corresponds to the 4 modules in the My Lemonade Day app, an animated, interactive digital platform, plus an introduction module (God First) and closing module (Pass It On). It is designed to help you lead your youth to get the most out of the Lemonade Day program, complete with suggestions for enrichment and stimulating questions to inspire deeper thinking.



**My Lemonade Day App** Help your youth work through the lessons in the My Lemonade Day app where they will watch videos and complete activities to record their plans for their lemonade business.



**Bible Verses** Print Appendix A: Bible Verse Cards. Your youth will need to cut them down into cards. They will use those cards throughout the program by applying the Bible verses to the lessons. Be open if they choose a Bible verse that is not suggested for the specific lesson. Listen to why they chose that verse. The main objective of this activity is for them to understand that the Bible is a living book that can be applied to all areas of their life.



**The Armor of God** Print Appendix B: The Armor of God for Session 1 (God First).



**Word Search** Print Appendix C: Word Search Puzzle as a fun activity upon completing Session 4.



**Brainstorming** Print Appendix D: Brainstorming and whenever you see the word "brainstorm," promote proactive discussions amongst your youth and use the document for quidance.



**Dream Board** You will need a piece of 8 x 11 card stock and old magazines (printed pictures are optional).



# Session 1

### **God First**

#### Dependence, Faithfulness, Obedience, Relationship with God

Start with prayer.

In this lesson, you will help your youth reflect on the importance of seeking God as their main source for guidance.

# The Armor of God

#### **ASK & DISCUSS**

Ask: Have you ever gone on a vacation? What items would you pack for a winter vacation? What if you go to the beach? Name something you would take on vacation no matter where you go.

Talk about how for every destination, you need different equipment and how on their journey to becoming successful entrepreneurs, your youth will also need to be equipped with the right skills. That is what Lemonade Day is all about, equipping you for success! However, there is something you will always need to carry with you no matter where you go or what you pursue, and that is the ARMOR OF GOD. God is the best source for guidance and protection in your entrepreneurship journey.

### **Activity** | The Armor of God

Go over the meaning of each letter. Give your youth a printed copy of the Armor of God. Ask them to draw something on each space that represents each letter of the Armor.

- Acknowledge that everything we have, and everything that exists, comes from God.
  - When the time comes and you become a successful money-making entrepreneur, remember that everything we have is given by God. He is our provider. Praise Him. Give thanks!
- Rely on God's Word. The Bible has an answer for every question you have! Understanding the Bible is like having God constantly whispering in your ear, guiding you through every situation.
- Make prayer time your priority. By praying you will grow your relationship with God. By growing your relationship with God, you will be able to discern the right decisions from the wrong ones in your daily life.
- Obey God's Word and His voice. There will be times when what God's desires for you will seem hard or not exactly what you had in mind. Obey and trust God even when you don't understand.
- Remember God gave you a spirit of POWER, LOVE and SELF DISCIPLINE (2 Timothy 1:7).

The journey of an entrepreneur is not easy. It's more like a rollercoaster, filled with ups and downs. But God has equipped you with all you need to reach your purpose.

#### LOOK FOR THE BIBLE VERSES ON APPENDIX A THAT APPLY TO THIS LESSON.



#### Psalm 25:4

Show me your ways, Lord, teach me your paths.

#### Matthew 6:33

But seek first the kingdom of God and His righteousness, and all these things shall be added to you.

#### Proverbs 16:3

Commit to the LORD whatever you do, and he will establish your plans.

#### Psalm 32:8

I will instruct you and teach you in the way you should go; I will counsel you with my loving eye on you.

- · What Bible verses apply to this lesson?
- · How can you acknowledge God for all His provision?
- · Why is seeking God a good thing in your journey of being an entrepreneur?
- Can you think of an example where obeying God is difficult even though you know it is the right thing to do?
- · How would reading the Bible help you in your business ventures?
- · What are some ways you can make time during the day to spend with God?





# My Goals

#### Planning, Decision Making, Giving, Service to Others

It is important that your youth understands the meaning of entrepreneurship and what it takes to become an entrepreneur. As an entrepreneur, they will need to set goals for themselves and for their business. Setting goals is the first step to any successful endeavor. Talk about what the Bible says about not having a vision and why it is important to have one. Encourage your youth to set multiple goals for themselves, specifically to spend, save and share their money. Remind them that they are the owner of their lemonade business, and it is their decision on how to allocate their earnings. Share a goal of your own and the steps you took to achieve that goal.



### Being an Entrepreneur

Entrepreneurs assume risks and responsibilities to achieve their goals. Youth should understand that entrepreneurship is an option for their future. Are you an entrepreneur or do you have a family member who is an entrepreneur? Help your youth to think of examples of entrepreneurs in their community and conduct an internet search to learn about famous entrepreneurs. Talk about Christian entrepreneurs that have made a difference and how they put God first.

#### **EXAMPLES**

**Truett Cathy**, founder and visionary behind Chick-fil-A. They close on Sundays to keep that day holy and people can go to church!

**Mary Kay Ash**, founder of Mary Kay Cosmetics. Her Slogan: "God first, family second, career third."

**David Green**, billionaire and founder of Hobby Lobby, a chain of arts and crafts stores. He says, "If you have anything or if I have anything, it's because it's been given to us by our Creator."



Explain to your youth how entrepreneurs focus on being of service, finding a way to help people solve a need or a want. When they do that with excellence, money comes as a result.

### **Complete | Lesson 1.1**

The six steps to success that will be covered:

- God First (The Armor of God)
- Set a Goal (My Goals)
- Make a Plan (My Plan)
- Work the Plan (My Stand)
- Achieve Your Dreams (My Results)
- Pass It On (Giving Back to The Community)

Help your youth understand the relationship between income, expenses and profit (INCOME-EXPENSES=PROFIT). Assist your youth in determining a realistic money goal for their lemonade business.



#### LOOK FOR THE BIBLE VERSES ON APPENDIX A THAT APPLY TO THIS LESSON.



#### Proverbs 29:18

"Without a vision, the people perish..."

#### Mathew 6:21

For where your treasure is, there your heart will be also.

#### 1 Peter 4:10

Each of you should use whatever gift you have received to serve others, as faithful stewards of God's grace in it's various forms.

#### Colossians 3:23

Whatever you do, work at it with all your heart, as working for the Lord, not for human masters.

- · What is an entrepreneur?
- Why do entrepreneurs start a business?
- What should your focus be when looking to start a business?
- Can you think of an example of an entrepreneur in our community and how are they of service?
- Why do you want to start your own lemonade business?
- · How will you be helping people by setting your lemonade stand?
- Do you have any other good business ideas?
- What are the six steps that will help you be successful in your lemonade business?
- · What's the relationship between, income, expenses, and profit?
- What's your money goal?
- · Can you name something people can misinterpret as "treasures"?







# Session 2



### Spend, Save, Share

### Start with prayer.

This lesson will cover ways to efficiently budget the money gained from a business by spending, saving and sharing. Youth will learn what God commands us to do with our earnings and why it is important to share with others.

### **Complete | Lesson 1.2**

#### SPENDING GOALS

As a reward for their hard work, your youth should consider spending some of their profit on something they want. Help your youth decide on something they would like to buy and research the cost to determine the amount of their spending goal. You may want to take a trip to the store to look for ideas and to see how much things cost.



#### ASK & DISCUSS

- What would you like to buy with your own money?
- · How did you choose?
- How much money will you need?





#### SAVING GOALS

Talk to your youth about the importance of saving money for the future. They may want to save some of their profit for a time where business does not go as expected or for something they may want to spend on in the future. It could be summer camp, college, or their next business venture. If your youth has a savings account, encourage them to add to it. If they don't, take them to the bank to open one. Talk to your youth about a time when you saved your hard-earned money and the reason for saving it.

#### LOOK FOR THE BIBLE VERSES ON APPENDIX A THAT APPLY TO THIS LESSON.



Proverbs 6:6-8.

"Go to the ant, you sluggard; consider her ways, and be wise. Without having any chief, officer, or ruler, she prepares her bread in summer and gathers her food in harvest."

#### ASK & DISCUSS

- Do you want to save some of your earnings?
- · How much money do you hope to save?
- What does the Bible say about saving money? Why is it a good idea?
- Where should you save? What are places other than a bank where you might save your money?
- Do you have a savings account, or will you need to open one?





#### SHARING GOALS

Help your youth understand why sharing is such an important part of being an entrepreneur. Jesus says in the Bible, "Love your neighbor as yourself." But what is it to love your neighbor?

Go over *The Parable of the Good Samaritan*. Use a Bible to read Luke 10:25-37. Talk about how the good Samaritan loved his neighbor.

#### **ASK & DISCUSS**

- How was the good Samaritan different from all others?
- Why do you think the priest and the Levite were so determined?
- Can you think of a time when you helped someone? How did it make you feel?
- What is a way you, as an entrepreneur, can love your neighbor?

Businesses have a responsibility to give something back to the community that supports them as a way of showing their generosity for others. Help your youth identify a cause that is important to them. You can give them suggestions of charities that you support but also encourage them to do some research and find a cause that sparks their own interests. Ask them if they had all the money in the world, who would they help first?



#### Proverbs 3:9-10

"Honor the LORD with your wealth and with the first fruits of all your produce; then your barns will be filled with plenty, and your vats will be bursting with wine."

#### John 13:34.

A new command I give you: Love one another. As I have loved you, so you must love one another."

#### Proverbs 22:9.

The generous will themselves be blessed, for they share their food with the poor.

#### Acts 20:35

"It is more blessed to give than to receive."

- · What does God command us to do with our profit? What promise does He make?
- Would you like to share some of your earnings with your community or charity?
- What are some things you care about? What organizations are helping meet those needs?
- How much money do you want to share with a charity?
- · What charity would you like to share with?
- · What are other ways you can help in the community?
- Some people think that if they give money they will have less, but what does God say about those who share?
- Now that you have set your spend, save and share goals, what is your total money goal?
- Do you think that this goal is achievable?





Youth should understand that their goal is to make enough profit from their lemonade business to meet or exceed the combined total of their spend, save, and share goals.

If your youth is doing Lemonade Day to fundraise for a mission trip or a charity, they still can apply the rule of spend, save and share. They might choose to share the majority of their profits but still spend and save some money on something relating to the cause they are supporting.



### **Activity** | **Dream Board**

#### MATERIAL

• A piece of 8 x 11 card stock, old magazines, and printed inspirational quotes/phrases.

A dream board is a collage of ideas, photos, and affirmations of someone's goals and dreams. It is a fun activity that will help your youth have a clear vision of their goals.

Have them cut and paste something that represents their spend, save and share goals as well as something that symbolizes God (to better understand the activity you can google examples of dream boards). Invite them to present and explain their boards.





# Session 3

# My Plan

Planning, Decision Making, Service to others, Communication, Creativity, Interpersonal Competence, Teamwork, Generosity



### **Business Plan**

#### Start with prayer.

Our God is a God that plans; talk to your youth about how precisely He organized Creation. God created the entire world in six days, every day something different, and then rested on the seventh. Share how planning is the first step in taking action towards achieving our goals.





# A goal without a plan is just a wish.





#### **ASK & DISCUSS**

- Can you think of something in nature that proves that God is a God that plans? (Example: the seasons of the year).
- Planning is essential when we want to achieve a goal. Compare God's precise planning to the
  planning required to create a business. A Business Plan summarizes the necessary steps taken to
  achieve success.
- In this lesson, the youth will be introduced to the concept of a Business Plan, understanding that all the decisions they make in the first and second modules will come together to produce their final Business Plan.

Complete | Lesson 2.1





#### Proverbs 6:6-8

"Go to the ant, you sluggard; consider her ways, and be wise. Without having any chief, officer, or ruler, she prepares her bread in summer and gathers her food in harvest."

#### Proverbs 21:5

"The plans of the diligent lead to profit as surely as haste leads to poverty."

#### Luke 14:28

Suppose one of you wants to build a tower. Won't you first sit down and estimate the cost to see if you have enough money to complete it?

- What does God say that happens when we do not plan?
- Can you imagine getting into a plane where the pilot does not know where he is going or how to get there?
- What is a Business Plan, and why is it important?
- What steps will you include in your Lemonade Stand Business Plan?





#### It's important for the youth to understand the value of a team.

While they may or may not choose to run their business with teammates, it's good for them to consider how certain teammates might benefit their business and what the Bible says about working as a team. In this lesson, they will learn about partners (teammates who share both the risks and rewards of starting a business together; someone who is willing to do equal work on their shared stand) and helpers (teammates who agree to help youth in order to see them succeed; someone who is willing to participate but will not do as much work). They will also learn how having teammates will impact their overall profit.

### **Complete | Lesson 2.2**



#### LOOK FOR THE BIBLE VERSES ON APPENDIX A THAT APPLY TO THIS LESSON.



#### Ecclesiastes 4:9-10

Two are better than one, because they have a good return for their labor: If either of them falls down, one can help the other up. But pity anyone who falls and has no one to help them up.

#### Proverbs 27:17

"Iron sharpens iron."

- Are you unsure whether to work by yourself or with teammates? What does the Bible say about working with a team?
- · What are the advantages of not working by yourself?





#### Location, location!

Discuss the location of other businesses in your community and why their owners may have selected these particular spots. Take your youth on a field trip around your community to scout possible locations, and discuss the pros and cons of each one. Your church or organization might choose to serve as site location and host the Lemonade Stand businesses on their campus. They might even market the special day for customers to come visit youth and shop (like a market-place event)!

### Complete | Lesson 2.3

Talk to your youth about how the location of their lemonade stand might make the difference between falling short, meeting, or exceeding their goal. They will want to find a safe location with lots of thirsty people that have money.

Finding a location might require getting out of their comfort zone. Some places might say NO. But having a positive attitude and investing time to find the perfect spot will pay off.

Remind them what it says in *Matthew* 7:7-12.

Ask and it will be given to you; seek and you will find; knock and the door will be opened to you. For everyone who asks receives; the one who seeks finds; and the one who knocks, the door will be opened.

But we have to knock...and sometimes it will require knocking on many doors!



- Where do lots of people go on the weekend?
- What are the characteristics of a good location?
- Will you need to ask for permission to set up at a particular location? If so, who will you need to ask?
- Is the location safe?
- If people will be driving to your location, are there places for them to park?
- Based on the pros and cons, where would the perfect location be for your lemonade stand?





The people who buy lemonade from children on Lemonade Day are the customers.

In this lesson, the youth will learn that if they want lots of customers, they should try adapting their lemonade to the tastes of as many people as possible. They will conduct a survey of potential customers to find out more about people's wants and needs. You may want to help your youth conduct this survey in the area that they've selected for their stand location. That will allow them to talk to people who frequent that area and are likely to be customers. If that's not possible, encourage your youth to interview family, friends and even classmates.

### Complete | Lesson 2.4

Comment to your youth that as an entrepreneur, your priority should be serving others.

Instead of thinking, "How can I make the most money selling this cup of lemonade? Think, "How can I serve my customers to satisfy their needs?

Make sure you know what your customers need and want in order to make the perfect lemonade.

How can you know? Ask!

Review the two Bible verses that support the idea of a survey and the wisdom that comes from asking people to do not what we want but what they need.





#### LOOK FOR THE BIBLE VERSES ON APPENDIX A THAT APPLY TO THIS LESSON.





#### Proverbs 11:14.

Where there is no guidance, a person falls, but in an abundance of counselors there is safety.

#### *Matthew 7:7-12*

Ask and it will be given to you; seek and you will find; knock and the door will be opened to you. For everyone who asks receives; the one who seeks finds; and the one who knocks, the door will be opened.

- · How do you relate these two Bible verses with our lesson?
- Why do you think it is so important to do a survey?
- Who are your potential customers?
- · What are some questions you should include in your survey?
- · What do your customers want?
- Were the results of your survey surprising or was it what you expected?





#### Remind your youth that the customer experience is important.

Help them to understand how essential it is to have good customer service at their lemonade stand. Every interaction with a customer on Lemonade Day is a chance to provide them with a pleasant experience. A positive attitude and politeness will help attract buyers. Tell your youth about a time when you experienced good customer service and how that made you feel.

### Complete | Lesson 2.5

### How to respond to customers with a bad attitude

It is the seller's job to make sure customers have a good experience with their business. There will be times that even though we try, a customer will get upset. If that happens, try these tips:



#### LOOK FOR THE BIBLE VERSES ON APPENDIX A THAT APPLY TO THIS LESSON.



Don't take it personally. Usually what comes out of someone's mouth speaks more about the person than about you. The customer might be having a bad day, or might be going through a rough time in general. Let yourself be the one that brightens their day. Think "How can I make their day better?"

#### Luke 6:45

"...For the mouth speaks what the heart is full of."

**Show empathy.** Acknowledge their feelings. Sometimes all an upset customer wants is to know they are heard.

#### Ephesians 4:29

Do not let any unwholesome talk come out of your mouths, but only what is helpful for building others up according to their needs, that it may benefit those who listen.

**Give a gentle answer.** You might be tempted to give a rude customer a harsh reaction, knowing that it will only worsen things.

#### Proverbs 15

A gentle answer turns away wrath, but a harsh word stirs up anger.

Mirror Jesus. When you are not sure about how to respond to a customer, ask yourself "What would Jesus do?" As Christians, we can show our love for others by being kind and applying the Golden Rule of treating others as we would like to be treated.

#### Luke 6:31

Do to others as you would have them do to you.

### **Learning to Give the Right Change**

Along with good customer service comes making the correct change! It's important that your youth understands how to make proper change so they feel comfortable with that process on Lemonade Day.



Practice modeling a great service exchange between the buyer and the seller. Choose someone to play as the

entrepreneur. Then choose two more people to play customers. Assign one good customer and one with an attitude. Include paying and giving change. Switch roles if time allows it. Give feedback after the roleplay.

- What does customer service mean?
- · How can we mirror Jesus when we are serving our clients?
- What are examples of good customer service?
- How will you implement good customer service at your lemonade stand?
- Have you had good or bad customer service experience? What was the experience like?
- · What's the best way to react to an angry customer?





# Session 4



### **My Expenses**

#### To run a lemonade stand, you need to spend some money to get started.

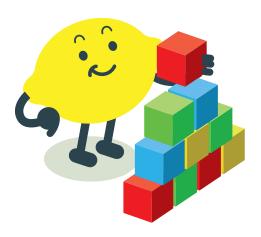
Your expenses consist of all the materials you need to buy for your lemonade recipe and stand. Explain to your youth that in this lesson, they will be discovering all the potential expenses they might incur when planning to set up their lemonade stand business. As your youth goes through the lesson, help them understand what expenses are necessary and which ones are not as important. Deciding which items to spend money on are important decisions that business owners have to make.

### Complete | Lesson 2.6



#### **ASK & DISCUSS**

- · Can you define the term expenses?
- What are some examples of expenses you might have in the lemonade stand business?
   What specific expenses do you think you will have?
- · What are the 3 categories of expenses?
- · Did you think any of the 3 categories were more or less important?





# Share with your youth how as an entrepreneur, they will need to make decisions all the time.

For example, who to team with, how much money to invest, location, products, etc. They should consider linking every decision with biblical wisdom. Talk about the story of King Solomon and how when God appeared to him in a dream to grant him a wish, Solomon asked for wisdom. He could have asked for power, but he asked for wisdom. God granted his wish and Solomon became one of the richest and wisest men ever known. If time allows it, watch Solomon's story on YouTube.



James 1:5

If any of you lacks wisdom, you should ask God, who gives generously to all without finding fault, and it will be given to you.

#### **ASK & DISCUSS**

- Why do you think King Solomon asked for wisdom instead of power?
- Why should we take our decisions to prayer?
- · How can we use wisdom in our business? Can you give some examples?





### **Designing a Product**

Deciding on your product is an essential step in preparing to go into the lemonade business.

Help your youth come up with what kind of lemonade they will make. Encourage them to consider taste, convenience, and cost effectiveness in their decision. Challenge them to be creative in coming up with a recipe that will make their product stand out. Have your youth conduct a taste test with family and friends. Remind them what the Bible says about asking others for their opinion!

Complete | Lesson 2.7





Proverbs 11:14.

Where there is no guidance, a person falls, but in an abundance of counselors there is safety.

#### **ASK & DISCUSS**

- Can you think of some different kinds of lemonade?
- What are the 3 things you should consider when deciding what type of lemonade to make?
- What kind of lemonade do you want to make?
- What ingredients will you need to make your lemonade recipe?
- Have you considered adding anything to the recipe to make it stand out?
   What makes your lemonade special?
- · What is your serving size, and what size cup will you use?
- · What is your cost of ingredients per cup of lemonade?
- Is the price you're planning to charge per cup greater than the cost of the ingredients?





### Design a Stand

### Every business needs a place to sell their product.

Discuss the different types of lemonade stands. It does not have to be expensive, but it does need to be sturdy and safe. It should be attractive, functional, portable, and cost effective. Help your youth think of options for their stand and what additional supplies they will need to run their business. You might also help them determine the materials needed and the cost. Remind your youth that some stands and/or stand supplies could be donated or borrowed. Their friends or family might have a table or a play kitchen that can be transformed into a unique stand. They can even search in thrift stores; they might find resources at a cheap price! Visit a building supply store or research online for tips on building a stand. Have your youth draw a picture or create a blueprint of the stand they want to have on Lemonade Day.

### Complete | Lesson 2.8



Brainstorm

#### ASK & DISCUSS

- What kind of stand do you want to have?
- What materials will you need for your stand?
- If you plan to build a stand, do you know someone handy who could help you build your stand?
- · What other supplies do you need for your stand?
- Could you borrow any materials and/or supplies for your stand or have them donated?
- How much do you think your stand will cost?
- How will you transport your stand to your location on Lemonade Day?





### **Find Your Twist**

Having a brand or theme can help your youth attract customers to their stand.

The unique characteristics they incorporate into their theme/brand is their twist! Talk about familiar brands and slogans for products. Ask them questions about their interests to help them decide on a brand/theme, slogan, name and decorations for their stand. Encourage them to be creative; the more unique it is, the better it will stand out. Help them think of ways they can tie their theme, slogan, and stand name together. Help them estimate any cost associated with their stand branding. Once they've decided on their brand, have them add their branding to the picture of their stand.



Talk about add-on sales. An add-on sale is an additional product that complements their main sale (lemonade). For example: cookies, hand-crafted jewelry, or even their secret recipe! Is there anything extra they would like to offer their customers? Encourage them to brainstorm!

### Complete | Lesson 2.9

People love supporting a good cause. Ask your youth how the cause they are supporting can be communicated in their brand. Share some examples of brands that support a social cause:

#### **TOMS shoes:**

buy a pair, give a pair

#### The Little Bee Co.

with every diaper purchased, the company donates a cloth diaper to an orphan in need.

#### **Everything Happy**

creators of "happy blankie" animal blankets with the slogan "one to love, one to give" they donate to a child at a hospital or orphanage for every product sold.



**Brainstorm** 

#### ASK & DISCUSS

- Can you define a twist?
- What twists will you incorporate into your lemonade stand business? What will make your stand unique?
- What will the brand/theme of your stand be?
- If you are supporting a social cause, how will you show it in your brand?
- What is your slogan?
- What will you name your stand?
- How will you decorate your stand to reflect your twist?
- · What supplies will you use to decorate?
- Will you have to spend any money purchasing decorations? How much?





#### Advertising is everything that you do to promote a business or product.

It incorporates building a brand and providing information like location, hours, and price. The more your youth promotes their business and product to potential customers, the more it will increase their probability of sales. Discuss their favorite advertisements and why they are effective. You can also help your youth advertise by adding their stand location and details to the Lemonade Day map.

### Complete | Lesson 2.10



Brainstorm

#### **ASK & DISCUSS**

- · What are the 3 categories of advertising?
- What is your advertising plan? How will you spread the word about your lemonade business?
- · How will advertising help increase your sales?
- Will you use signs? If so, how big will they be and what materials will you use? How big should the letters be to make sure the words can be read from a distance? How many signs will you make?
- · What are all the things you need to say on your sign or your advertisements?
- · How much do you think you will spend on advertising?
- Did you put your stand location and details on the Lemonade Day map?
  - What day will you operate your stand? (Encourage them to set it up on Lemonade Day with other youth in their city.)
  - · What time of day will you run your stand?





### **Activity | Word Search Puzzle**



A word search puzzle is a word game that consists of the letters of words placed in a grid.

The objective of this puzzle is to find and mark all of the words hidden inside the box. The words may be placed horizontally, vertically, or diagonally. A list of the hidden words (that your youth have learned at this point of the program) is provided.



# Session 5



### Final Business Plan

As a reminder, a Business Plan is a summary of all the decisions an entrepreneur will make for a business.

Throughout this module, your youth chose their team, stand location, lemonade recipe, type of stand, twist, and advertising. All of these decisions will be summarized in this lesson within their final Business Plan. During this, they will also see their Budget. A Budget is a financial representation of the Business Plan and includes the decisions made about expected income, expenses, and profit. Having a Business Plan and Budget can help the youth save time and money and make more profit on Lemonade Day. Discuss budgets that you use regularly and how they help you. Remind your youth that they are an entrepreneur, their own boss, and they are in control of the business decisions. Your youth can look over all of these decisions to make sure they make sense as a whole. If necessary, they can change their previous answers in order to update their plan. The Business Plan will be their "map" to put their plan into action!

### **Complete | Lesson 2.11**



- Why is a Business Plan important?
- As you review the decisions you've made so far, are there any adjustments you would like to make?
- · Why is a budget so important?
- · What is your money goal?
- What is your profit?
- · How many cups of lemonade do you need to sell to reach your goal?
- Do you think you can sell that many?
- If the number of cups is more than you think you can sell, what do you think should change?
- · Is your expected income greater than your expected expenses?





# My Stand

# Planning, Responsibility, Integrity, Service to others, Teamwork, Confidence, Dependence

Now it's time for action! Your young entrepreneur has made their business plan; it's time to work the plan and fully prepare their lemonade stand to open for business on Lemonade Day. This module will encourage real-world field trips to visit an investor and purchase supplies. Your young one may also be asking for your help as they create their lemonade, stand, and twist. Everything that happens in this module will help your youth gear up for the big day.



### 3.1) Getting an Investor

To be able to buy all of the things needed for their business, your youth needs an investor to help cover expenses.

Help your youth practice their investor pitch prior to meeting with their investor. Review the pitch deck that's pre-populated and the loan agreement template with your youth so they feel comfortable. Have them practice their presentation on you. If possible, have them bring a device with them so they can pull up their business plan and budget to show their potential investor.

### Complete | Lesson 3.1



- How much money will you need to borrow?
- Who do you think would be willing to invest in your lemonade business?
- · How will you ask this person?
- Why should they invest in your business?
- If the investor agrees to provide you a loan, how will that loan help you?
- · What is interest and how will it affect your profit?
- When will you pay your investor back?
- What happens if you do not pay them back?





Before your younger one can create their recipe, stand, and twist, they will need to purchase all of the necessary supplies.

Help your youth review their shopping list to make sure they have everything they need. This is an excellent opportunity to do some comparison shopping with your youth and teach them about getting the best value for the supplies they need. Be sure to help them make good choices and let them pay with their own money or the money they borrowed from their investor. Remind them to keep their recipes so they can keep track of their expenses and adjust their budget accordingly.

### Complete | Lesson 3.2



#### **ASK & DISCUSS**

#### BEFORE SHOPPING

- Do you have your shopping list ready?
- Are all of the supplies you need for your recipe, stand, and twist included?
- Have you looked to see if you can find any coupons for the items you need?
- Where are you going to purchase your supplies?
- Do you have your shopping list, coupons, budget, a calculator, and your money to take with you
  to the store?
- What will you do if you don't buy enough? What if you buy too much?
- Have you asked to borrow any supplies/materials so you don't have to purchase them?

#### AFTER SHOPPING

- How much did you end up spending on your recipe, stand, and twist supplies?
- Do you think you found the best deals? Why or why not?
- How did your actual expenses compare to your expected expenses? Did your supplies cost more or less than you expected?





# Session 6



### Make it Happen

#### Now that the supplies have been purchased, it's time to get started.

In this lesson, your youth will build their stand and create their lemonade, and twist. Have your youth review the plans they made. Your youth may need help and/or supervision while they go through the process of making their lemonade, building their stand, and applying their twist. Remind your youth to follow health and safety guidelines to make sure all of the preparation goes smoothly and safely. Check your city's Lemonade Day website to see if there are any specific Health Department guidelines that need to be followed.

### Complete | Lesson 3.3





#### **ASK & DISCUSS**

#### BEFORE GETTING STARTED

- Do you need help building your stand, making your lemonade and/or applying your twist?
- Have you asked an adult to help you?

#### AFTER COMPLETION

- Did you follow the health and safety checklist?
   Did you check things off as you went?
- Did you take pictures that you can upload to the app?
- What did and didn't go well?







### 3.4) Last Minute Preparations

Preparing the day before and having all materials, equipment, and supplies ready will make things easier on Lemonade Day.

In this lesson, your youth will be looking at the last few things they need to consider and prepare before the big day. You and your youth should give some thought as to how you will transport everything and what will be needed once there. In addition to transportation, they will want to think about setting up and preparing for customers. Your youth might feel nervous about how their business will go. Take some time to talk about being "mentally prepared" and the importance of praying to have peace of heart.

### **Complete | Lesson 3.4**



#### **ASK & DISCUSS**

#### BEFORE GETTING STARTED

- Have you coordinated transportation?
- How will you get your stand and supplies to and from your location?
- How long will it take to load, transport and set up your stand?
- What time should you arrive to set up at your location?
- Do you have change for customers who don't have correct change?
- Do you remember how to make change? Let's practice!
- What's your plan for disposing of trash?
- Where will you keep your money?
- · Where will you put your signs?
- Do you have a tip jar?
- Do you have an alternate location planned if needed?
- Do you have a plan to keep track of the number of cups you sell so you can calculate your business results?
- · Stay safe and healthy. Do you have hand sanitizer/disinfecting wipes?





### **Mentally Prepared**

Talk with your youth about what being mentally prepared means. Explain the importance of having confidence and a positive attitude to overcome obstacles and reach their goals.

#### LOOK FOR THE BIBLE VERSES ON APPENDIX A THAT APPLY TO THIS LESSON.



### **Biblical Truth | Share These Tips with Them**

#### **Pray**

Create the habit of spending time with the Lord. Praying is the best antidote to overcome doubt and worries. "Do not be anxious about anything, but in every situation, by prayer and petition, with thanksgiving, present your requests to God. And the peace of God, which transcends all understanding, will guard your hearts and your minds in Christ Jesus." (Philiphians 4:6-7)

#### Customers may just not come

On an average, entrepreneurs have to ask 10 times in order to get 3 sales. That means 7 might say "NO" and that's ok! Sometimes you will need to kindly approach possible customers instead of waiting for them to come. Remember "Ask and it will be given to you, knock and the doors will be open." (Matthew 7:7) But we need to ask!

#### **Believe**

Have confidence in what you are pursuing. You are not doing this alone. Whether you are setting your stand by yourself or with a team, God IS with you. "He will never leave you nor forsake you." (Deuteronomy 31:6).

#### Winner's mindset

In a business you don't lose. You either win or you learn. "You can do all things through Christ that gives you strength." (Philippians 4:13)





#### AFTER COMPLETION

- Did you use a checklist?
- Did you have everything you needed?
- Did you have to make any changes to your plans?
- Were you nervous?
- Was it easy to talk to customers?



### 3.5) Lemonade Day is Here

### Today is the day your young entrepreneur has been preparing for.

Make time to pray with them, praise God, and let your youth pray for whatever God is putting in their heart.

Have your participant practice what they will tell customers about if they ask why they started their business/what makes their lemonade special. Remind them to look customers in the eye and smile. They should make customers feel comfortable and glad they bought lemonade. Help your youth be prepared to answer questions from the customers. Take pictures of the stand and help your youth upload them to the app.

### Complete | Lesson 3.5



#### **ASK & DISCUSS**

#### BEFORE GETTING STARTED

- In case your customers ask, let's practice answering a few questions:
  - What's your recipe?
  - What's the price per cup?
  - What's your cost per cup?
- Why are you doing your stand and what are your goals?
- Why does your lemonade cost more than the stand down the street?
- How will you greet your prospective customers?
- Why should people buy YOUR lemonade?
- Are you going to ask them if they want refills?
   What will you charge for refills?
- Be sure to say "Thank you."
- Is your tip jar visible?
- · How will you keep your money safe?

#### AFTER COMPLETION

- Do you think good customer service helped you sell more lemonade and receive more tips?
- Were you able to give your customers the proper change correctly?
- Do you think having a plan for your lemonade business helped you be successful?



# Session 7

# My Results

#### Achievement, Motivation, Gratitude, Confidence

Now that your entrepreneur has brought their plan to life, it is time to analyze the results and achieve their dreams! Congratulate them on a job well done. Your youth can now call themselves a successful entrepreneur, but their journey isn't over quite yet. It is time for them to evaluate their success, reflect on their Lemonade Day experience, split up their profits, and plan for the future.



### Reflect

Now that Lemonade Day is complete, your youth can learn lessons from their business experiences.

Help your youth reflect on the time they put into it, the results that came out of their hard work, and how they have changed and grown. Help them also reflect on each of the lessons of Lemonade Day and how these will help them in the future. Encourage them to dream big about their future as an ENTREPRENEUR and to NEVER GIVE UP!

### Complete | Lesson 4.1



#### LOOK FOR THE BIBLE VERSES ON APPENDIX A THAT APPLY TO THIS LESSON.



#### Galatians 6:9

Let us not become weary in doing good, for at the proper time we will reap a harvest if we do not give up.

- What did you learn from participating in Lemonade Day?
- What did you do well? What would you do differently next time?
- Would you change your location, your recipe, your goals, or your budget?
- Now that you've had an entrepreneurial experience, are you interested in starting other businesses? What kind of business would you start?
- · How do you think you can use what you've learned in other areas of your life?
- How can you apply Galatians 6:9 to your business?
- Now that you have gone over the program, do you think the Bible can help you on your journey to becoming a successful entrepreneur? How?





### Report to you Investor

# Successful entrepreneurs take the time to figure out whether they have met their goals.

Accounting is how we keep score in business. It's important for your youth to review the results of their business and repay their investor. Repaying their investor shows their commitment to following through on their agreement. If possible, encourage them to repay their investor in person. Remind them about interest! They need to not only repay the loan, but also include the amount they agreed to pay in interest. Make sure they write a thank you note to their investor and teammates for having faith in them and their business. Remind your youth that if they had partners or helpers as part of their team, it's also important to make sure they get their share of the profit.

### Complete | Lesson 4.2



#### LOOK FOR THE BIBLE VERSES ON APPENDIX A THAT APPLY TO THIS LESSON.



Psalm 37:21.

The wicked borrows and does not repay, but the righteous shows mercy and gives.

Romans 13:7.

Give to everyone what you owe them: If you owe taxes, pay taxes; if revenue, then revenue; if respect, then respect; if honor, then honor.

- Did you meet your goal?
- What should you do the same or differently next time so that you can achieve even greater success?
- What does the Bible say about paying our debts?
- · How did you feel when you repaid your investor?
- What was your final income? Did you make any money in tips?
- How did the number of cups you planned to sell compare to the number actually sold? How did this affect your income?
- What were your total expenses? Did you include the amount of interest you paid in your expenses?

- What is your profit?
- How does your profit compare to your goal?
- Based on your profit, can you meet your spend, save, and share goals?
- · How much do you owe your investor?
- · Did you take interest into account?
- · When are you going to repay your investor?
- Did you write a thank you letter to your investor?
- Did you tell your investor whether you met your goals and what your plans are for the future?



Now that your youth has repaid their investor, the profit that remains is for them to spend, save and share!

Encourage them to fulfill the goals that they had previously set for themselves. Have them look at their goals and determine if that is still how they would like to allocate their profit. Remind them to take pictures of their spend, save, and share goals and upload them to the app.

### Complete | Lesson 4.3



#### **ASK & DISCUSS**

#### SPEND SOME

What was your Spending Goal? Do you still plan to spend your profit on this item?

#### SAVE SOME

What was your Saving Goal? Do you still want to save this amount for what you planned?

Do you have a savings account? Do you want to open a savings account?

#### SHARE SOME

What was your Sharing Goal? Do you still want to share this amount with the organization you selected?

How do you plan to make your donation?





# Pass it On!

#### Generosity, Gratitude, Empathy, Decision Making

#### Giving Back to Our Community

Lemonade Day is a unique way to strengthen a child's Godly character and learn about entrepreneurship. But this would not be possible without people willing to step up to help others!

### TALK ABOUT THE DIFFERENT WAYS YOUR YOUTH CAN CONTRIBUTE OUR MISSION:

#### MENTORING

For the next Lemonade Day, think about mentoring a younger kid to help them start their own lemonade business. Share your experience with them, what worked and what you could have done better.

#### TALK ABOUT LEMONADE DAY

Share your journey of becoming an entrepreneur with friends and family. Invite them to participate in the next Lemonade Day!

#### BECOME A VOLUNTEER

We can always use a helping hand. Contact us if you would like to volunteer. If you need social service hours this can be a great way to earn them!



#### 1 Peter 4:10-11

Each of you should use whatever gift you have received to serve others, as faithful stewards of God's grace in its various forms.

### Thank you

Mentors for stepping up and investing your time on the next generation of entrepreneurs. Lemonade Day is made possible because of caring people like you!

- Now that you've gone through the Lemonade Day experience, did you discover any new talents you have?
- What would you like to share with others about your experience and how would you share it?
- Think about someone that would benefit from Lemonade Day and share your story with them!

### Lemonade Day!"

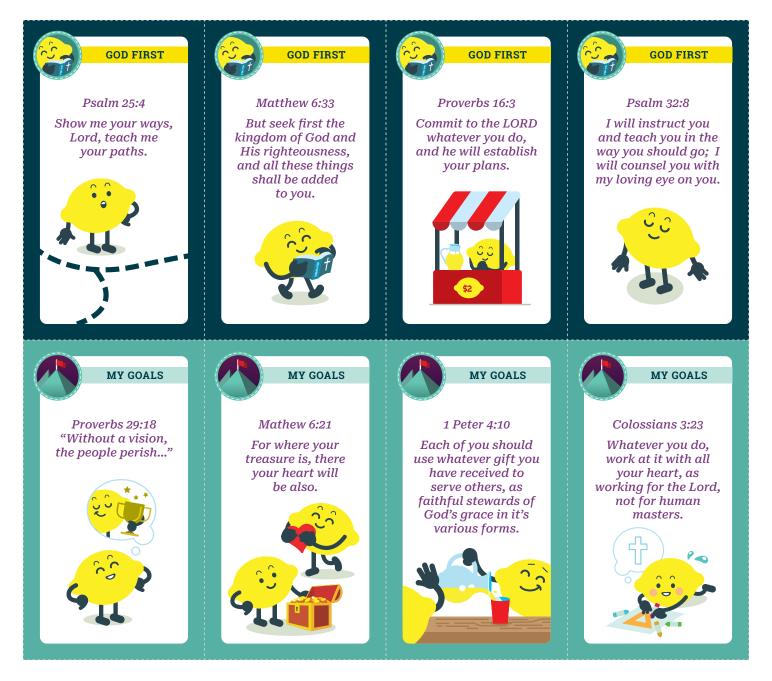
### MENTOR'S GUIDE

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### **Bible Verse Cards**

Print this pdf file with the Bible verses. Your youth will need to cut them down into cards. They will use those cards throughout the program by applying the Bible verses to the lessons. Be open if they choose a Bible verse that is not suggested for the specific lesson. Listen to why they chose that verse. The main objective of this activity is for them to understand that the Bible is a living book that can be applied to all areas of their life.





#### MY GOALS

#### Proverbs 6:6-8

"Go to the ant, o sluggard; consider her ways, and be wise. Without having any chief, officer, or ruler, she prepares her bread in summer and gathers her food in harvest."





#### MY GOALS

#### Proverbs 3:9-10

"Honor the LORD with your wealth and with the first fruits of all your produce; then your barns will be filled with plenty, and your vats will be bursting with wine."





#### MY GOALS

#### John 13:34.

A new command I give you: Love one another. As I have loved you, so you must love one another."





#### MY GOALS

#### Proverbs 22:9.

The generous will themselves be blessed, for they share their food with the poor.





#### MY GOALS

#### Acts 20:35

"It is more blessed to give than to receive."





#### MY PLAN

#### Proverbs 21:5

"The plans of the diligent lead to profit as surely as haste leads to poverty."





#### MY PLAN

#### Luke 14:28

Suppose one of you wants to build a tower. Won't you first sit down and estimate the cost to see if you have enough money to complete it?





#### MY PLAN

#### Ecclesiastes 4:9-10

Two are better than one, because they have a good return for their labor: If either of them falls down, one can help the other up. But pity anyone who falls and has no one to help them up.





#### **MY PLAN**

#### Matthew 7:7-12

Ask and it will be given to you; seek and you will find; knock and the door will be opened to you. For everyone who asks receives; the one who seeks finds; and the one who knocks, the door will be opened.





#### MY PLAN

Proverbs 27:17
"Iron sharpens iron."





#### MY PLAN

#### Proverbs 11:14.

Where there is no guidance, a people falls, but in an abundance of counselors there is safety.





#### MY PLAN

#### Luke 6:45

...For the mouth speaks what the heart is full of."





#### MY PLAN

#### Ephesians 4:29

Do not let any
unwholesome talk come
out of your mouths, but
only what is helpful for
building others up
according to their
needs, that it may
benefit those
who listen.



### **P**

#### MY PLAN

#### Proverbs 15

A gentle answer turns away wrath, but a harsh word stirs up anger.





#### MY PLAN

#### James 1:5

If any of you lacks wisdom, you should ask God, who gives generously to all without finding fault, and it will be given to you.





#### MY STAND

#### Deuteronomy 31:6

"He will never leave you nor forsake you."





#### **MY STAND**

#### (Philippians 4:13)

"You can do all things through Christ that gives you strength."





#### MY RESULTS

#### Galatians 6:9

Let us not become weary in doing good, for at the proper time we will reap a harvest if we do not give up.





#### MY RESULTS

#### Philiphians 4:6-7

"Do not be anxious about anything, but in every situation, by prayer and petition, with thanksgiving, present your requests to God. And the peace of God, which transcends all understanding, will guard your hearts and your minds in Christ Jesus."





#### **GOD FIRST**

#### 2 Timothy 1:7

God did not give us a spirit that makes us afraid. He gave us a spirit of power and love and self-discipline.





#### MY PLAN

#### Luke 6:31

Do to others as you would have them do to you.





#### MY RESULTS

#### Psalm 37:21.

The wicked borrows and does not repay, but the righteous shows mercy and gives.





#### MY RESULTS

#### Romans 13:7.

Give to everyone what you owe them: If you owe taxes, pay taxes; if revenue, then revenue; if respect, then respect; if honor, then honor.





#### PASS IT ON

#### 1 Peter 4:10-11

Each of you should use whatever gift you have received to serve others, as faithful stewards of God's grace in its various forms.



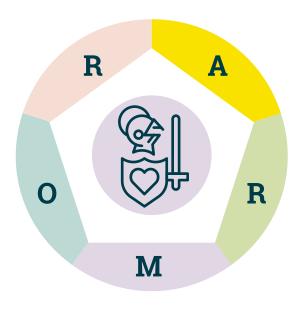
### Lemonade Day!"

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### The Armor of God





**Acknowledge** that everything we have, and everything that exists, comes from God.

When the time comes and you become a successful money-making entrepreneur, remember that everything we have is given by God. He is our provider. Praise Him. Give thanks!



**Rely on God's Word.** The Bible has an answer for every question you have! Understanding the Bible is like having God constantly whispering in your ear, guiding you through every situation.



Make prayer time your priority. By praying you will grow your relationship with God. By growing your relationship with God, you will be able to discern the right decisions from the wrong ones in your daily life.





Obey God's Word and His voice. There will be times when what God's desires for you will seem hard or not exactly what you had in mind. Obey and trust God even when you don't understand.



**Remember** God gave you a spirit of POWER, LOVE and SELF CONTROL (2 Timothy 1:7).

The journey of an entrepreneur is not easy. It's more like a rollercoaster, filled with ups and downs. But God has equipped you with all you need to reach your purpose.

#### **Prayer**

Dear Jesus, may I always remember to walk with you whatever business I pursue. To know that you are the light that will show me the way and my armor in my moments of darkness. Amen.

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### **Word Search**

SMILE STAND TWIST SAVE
PRAY ADVERTISE TEAM SHARE
PLAN BUDGET SPEND LOCATION

0 F Ε Ζ Q Ε Т J C Υ Ν 0 Α K U M 0 Ρ Ν F Ε S Ε D Т Ε 0 W М R В C W Ε Ζ В S Α V Ε G ı Υ G C В S L 0 Т F L R В R C C F S J L P ٧ ٧ F J I K M Α V Υ S Н G М S 0 Ν L Q M P M В F D Ζ Ε C Q C Υ S Н U G Α Α G F S Т Ρ В Α P L M Ζ X M I G W U Q L Q L В В В 0 R Q L L C Ε K R D Ζ U K V C Ε K W 0 Ζ Ζ 0 Q 0 F D G S M D D Ν Α T S K Υ J Q В C J K N В C W X S 0 D T 0 G 0 U Α U Α K ٧ D Т В Υ D P U Ε S В Ζ V Α V L Т Н D S K W R Q Υ D Ρ T Α Н S Ρ X W Υ W K Q J M X Ε K 0 C Т G M C K ٧ 0 M Ν Α W I Υ J S V Υ W V C Т F J Ν C Υ Ε E Ρ G Ν X D Н W R ı В G W R M C G Q T Ε W Н S C Α F X J S F Ν K W Ε 0 W Т C V S Υ S R T F W Ε Т S Κ M Q Ε K 0 W R G F Ρ Ρ C 0 S K Y U G I J V L G R L U М Α C Ρ C S P J R Z P R S 0 В Н R Υ Н Н В 0 G U S G В D Н K Н M G Υ K R

### Lemonade Day!°

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## **Brainstorming**

1	There are no	bad ideas
_	I HELL ALC HO	bad Ideas

2	Criticizing	is not	allowed
	Cillicizing	is not	allowed

SUBJECT \_\_\_\_\_

IDEAS	PROS	CONS
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		_

CONCLUSIONS



### Word Search Solution

