



## ***Lemonade Day 2012 - Volunteer Help Needed!***

### **How You Can Get Involved**

The City of Bloomington and the Ivy Tech Community College's Gayle & Bill Cook Center for Entrepreneurship are seeking interested partners to lead the planning and implementation effort to launch Lemonade Day in Bloomington in May 2012. We'll need a strong leadership team and enthusiastic volunteers, not to mention strong support and partnership from youth organizations, businesses, our schools and community organizations! Some areas where you might be able to help:

- **Buy Lemonade on Lemonade Day!** – Entrepreneurs need mentors, investors, employees and customers. Sign up your kid when registration opens and mentor her through business start-up stages. Be an angel investor in the neighbor kid's stand. Offer up a family recipe. Most importantly, buy lots of lemonade on Lemonade Day!
- **Leadership Team** – The crew dedicated to getting it all done, including budgeting, fundraising, promoting/marketing, building grassroots support, and recruiting and organizing partners, volunteers and entrepreneurs.
- **Sponsorship Opportunities** – Provide financial or in-kind support, such as donated or discounted building materials, underwriting for the official Lemonade Day backpacks for participating kids, provide sponsorships for kick-off/registration events, etc.
- **Event Planning/Coordination** – Help plan and implement events such as the kick-off celebration, registration drives, media events, Lemonade Day contests and more.
- **Entrepreneur Training** – Volunteer to visit classrooms or youth organizations to provide business coaching tips!
- **Partner/Volunteer Coordination** – Help us hit on all cylinders with partners by making sure they receive the support they need, and with volunteers by making sure there are enough and they go where they're needed most.
- **Other Volunteer Activities** – Simply provide your contact information on the sign-up sheet and you'll stay informed of these and other volunteer and partner opportunities.

### **What is Lemonade Day?**

Lemonade Day is a nationwide event that teaches kids the skills they need to be successful in the future. Youth learn to set goals, develop a business plan, establish a budget, seek investors, provide customer service, and give back to the community.

Lemonade Day began in Houston in 2007. In just 4 years it has grown to include 28 cities with a goal of 1 million stands by 2013 in 100 cities.

With the start-up help of the City of Bloomington and Ivy Tech Community College's Gayle & Bill Cook Center for Entrepreneurship, Bloomington is joining this nationwide effort May 2012. We need your help to show our kids we care and to train the next generation of home-grown entrepreneurs.

**[www.lemonadeday.org](http://www.lemonadeday.org)**

***All of today's proceeds benefit the Boys & Girls Clubs of Bloomington and Girls Inc. of Monroe County. Thanks to the entrepreneurs of both groups for today's refreshing lemonade!***