

Great Community Lemonade Stand GUIDE

COMMUNITY LIVING
Toronto



75
years of
belonging



United Way
Greater Toronto

ABOUT GREAT COMMUNITY LEMONADE STAND

Hey there!

We invite you to join in on this year's **Great Community Lemonade Stand** and be part of something special!

What is it?

A fun way to host an event in your neighbourhood, fostering community involvement and excitement while raising funds for the [United Way of Greater Toronto](#).

When?

We want to take over Toronto with lemonade stands on September 24th and 25th – choose which day works best for you, or even both!

Where?

Any location! Plus, we'd encourage you to host one at your own home with friends and family.

Why?

Why NOT...? Don't miss out on the fun! Print out the props included in the package, grab some supplies from your nearest convenience store and join us!

PROMOTION INSTRUCTIONS

1

Please, take pictures, film short videos and share your memories from the event and show your engagement.

If you plan to utilize social media, please, don't forget to use hashtag #LemonadeTO and tag Community Living Toronto and United Way Greater Toronto. You can find social handles for CLTO & UWGT below.

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CLTO

Instagram: @cltoronto

Facebook: @CLToronto

LinkedIn: Community Living Toronto

Twitter: @CLToronto

UWGT

Instagram: @uwgreaterto

Facebook: @UWGreaterTO

LinkedIn: United Way Greater Toronto

Twitter: @UWGreaterTO

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If you feel comfortable, we encourage you to reach out to your neighbourhood groups to announce the host dates of the Great Community Lemonade Stand at your location. You can always use the flyer to make your announcement more engaging.

DESIGN SUGGESTIONS

As part of your stand kit, you can print stickers with QR codes.
Please, stick those to the front of juice boxes
before giving them away

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Fill out and print the flyers provided with your digital materials package to give them away to customers, neighbours and people walking by the stand

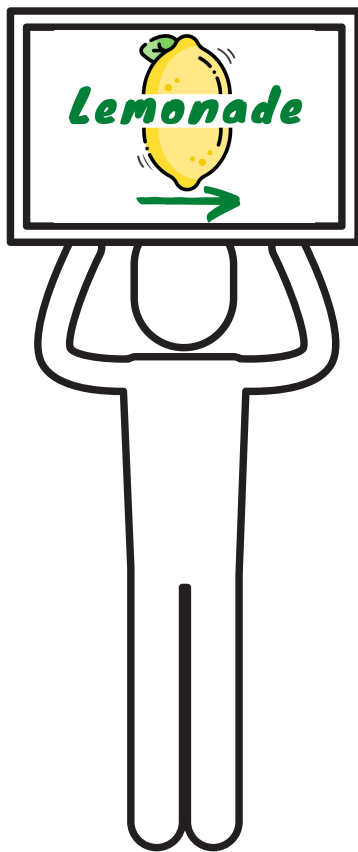


Example

DESIGN SUGGESTIONS

As part of your stand kit, you can also print a sign with a lemon and an arrow showing direction. Please assign a person to hold the sign and attract those who are walking by. In case you are limited with human resources, we recommend you setting up this sign close to the stand.

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DESIGN SUGGESTIONS

7

Place "Great Community Lemonade Stand" banner as well as the "Proceeds" banner in front of the stand



You can also print carnival flags. Depending on the size of the table you're using, there are 2 options to place carnival flags

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1. Both In Front



2. One for Each Side



DESIGN SUGGESTIONS

9

Print the Jug graphic to hide the juice package on the table



If you have any questions or concerns, please, do not
hesitate to reach out to Artem via email
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