

**Pink Lemonade Stand Challenge Checklist**  
**Tips to Prepare Your Stand!**  
[PinkLemonadeStandChallenge@gmail.com](mailto:PinkLemonadeStandChallenge@gmail.com)

- ❑ If you are accepting the challenge let us know so we can help contact the local news stations - our email is at the bottom of this
- ❑ Use gallon jugs of water to make lemonade in jug! Walmart also has big containers of CountryTime lemonade for about \$10
- ❑ Make your posters fun and creative-- with lots of color, especially **PINK!** See the logos in the folder for downloading and printing
- ❑ When preparing the lemonade stand, take lots of pictures in order to promote the stand
- ❑ Print the flyer in the drive to share at stand
- ❑ Post the pictures on your own social media
  - ❑ News media prefer landscape photos!
  - ❑ Share your BCRF team website for donations
  - ❑ use hashtags like #MakeaStand #Betheend #BCRF #Turnitpink #PinkLemonadeStandChallenge
  - ❑ Tag the newscasters in your area to get their attention about the stand (especially ones that have been impacted by breast cancer)
  - ❑ Tag any local celebrities that might be interested in participating in the challenge
  - ❑ Don't forget to tag @PinkLemonadeStandChallenge
- ❑ Challenge a friend on Facebook or Instagram with a video
- ❑ Flash the BCRF ribbon
- ❑ Take an iPhone or iPad and have your donation site loaded so people can make credit card donations.
- ❑ Don't forget to email the pictures (see above)