

National

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Campaign

Lemonade Stand Activity

Pre-Kindergarten – 5th Grade
Instructors Guide



Fun, engaging and effective.

Aligned with financial education
and core curriculum requirements.

Project Based Learning Activity that Teaches:

Budgeting | Marketing | Long-Term Planning | Entrepreneurship
Income and Savings | Social Enterprise | Risk Management | Investments

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The Lemonade Stand Activity is a part of the National Financial Educators Council's [financial literacy curriculum for kids](#). A list topics from the NFEC's weekend workshop are included below; however, the lemonade stand activity is the only activity is provided.

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Lesson 11: The Lemonade Stand

Unit: Money and Income

During this unit, students engage in activities that strengthen their understanding of the functions of money, the value of money, and the alternative forms of money. Students will also develop a deeper understanding of how money is acquired and what it means to earn income.

Lesson Goals:

Upon the completion of this lesson, students should be able to:

- Explain the risks and opportunities that are associated with owning a business;
- Develop a basic business plan; and
- Interact with customers during a sales transaction.

The Big Ideas:

1. A risk is a situation that is uncertain. You do not know what is going to happen. For example, you are taking a risk when you start your own business. The business might be successful, or it may not be successful.
2. A business plan is a set of goals and instructions for a business. For example, if you want to start a lemonade stand business, the goals and instructions that you will have for this business is your business plan. Every good business has a business plan.
3. Profit is the money that you get to keep after you pay all of the expenses for your business. For example, if you spent \$2.00 to make a cup of lemonade, and you sold the cup of lemonade for \$3.00, your profit is \$1.00.
4. Supplies are things that you need for a business.
5. A cost is the amount of money that you need to spend for your business. For example, if you spend \$2.00 for lemons for a lemonade stand business, the \$2.00 is a cost.

Grade Levels:

This lesson is appropriate for grades K-2.

Timing:

This “Project-Based Lesson (PBL)” will take 2 class periods to complete.

Materials:

You will need the following materials to teach this lesson:

1. Graphic Organizer: “What’s The Big Idea About Running A Business” (Teacher Guide)
2. Activity: “The Lemonade Stand Business Plan?” (Student Guide)
3. Activity: “The Lemonade Stand Sales Tracker” (Student Guide)
4. Supplies listed in the activity entitled, “The Lemonade Stand Business Plan”
5. Chart Paper and Markers to create Advertisement Posters
6. YouTube Video entitled, “How To Start A Lemonade Stand”

<http://www.youtube.com/watch?v=cywmcSbtK5w>

7. YouTube Video entitled, “How To Make Lemonade”

<http://www.youtube.com/watch?v=COx5Bf0PsQs>

Lesson Process: “Class 1: Developing The Business Plan” (45 Minutes)

1. Use the Graphic Organizer entitled, “What’s The Big Idea About Running a Business?” to present the “Big Ideas” to students.
2. Instruct students to go to the activity entitled, “The Lemonade Stand Business Plan” in the Student Guide. State/emphasize the following points:

We will use this activity to create a plan for a lemonade stand business.

Every successful business uses a business plan.

3. Distribute chart paper and markers to students. Guide students through the process of creating advertisement posters for the lemonade stand business. Help students decide where they should hang the posters.

Wrap-Up:

1. Show the following videos to the “whole class”:

How To Start A Lemonade Stand

<http://www.youtube.com/watch?v=cywmcSbtK5w>

How To Make Lemonade

<http://www.youtube.com/watch?v=COx5Bf0PsQs>

Lesson Process: “Class 2: Selling Lemonade” (3-5 Hours)

1. Assist students with setting up and running the lemonade stand business. Use the activity entitled, “The Lemonade Stand Business Plan” to accomplish this task.

Wrap-Up:

1. Pose the following questions to students:

Did the business plan work?

What were some of the problems that you encountered?

If you had to re-start this business, what would you do differently?

Did you make a profit?

Did you have fun?