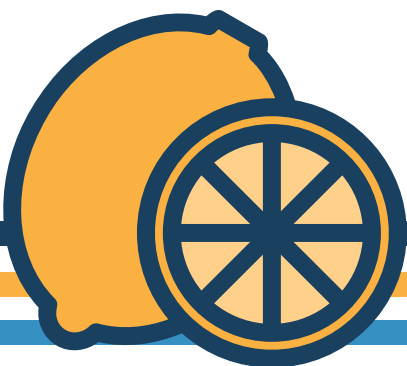


COOKOUT KING LEMONADE STAND

FUNDRAISING TOOLKIT



INTRODUCTION

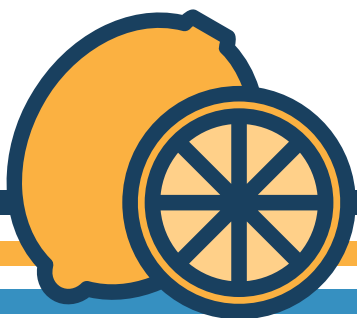
You can help people affected by CMN, NCM, and related conditions have a brighter future by raising funds for Nevus Outreach. Fundraising events have an added benefit; they help raise awareness of CMN, NCM, and related conditions, and the Nevus Outreach. The more people who know about this condition in the medical and the general public, the more likely people will help advance our mission.

The most powerful way we can raise funds and awareness is through you—our volunteers. You are our champions. You are the one making your mark. Your circles of relatives, friends, co-workers, and neighbors, your knowledge, your personal journey, and your commitment cannot be matched by anyone outside of our community. This guide walks you through the steps to set up your own 'Backyard Cookout' event and explains how the Nevus Outreach can help.

Supporting you, supporting each other.

If you have any questions, contact us at info@nevus.org

Thank you for supporting and advancing our mission to empower and connect people touched by CMN, NCM, and related conditions through awareness, advocacy and research!



'COOKOUT KING'

LEMONADE STAND EVENT IN FIVE EASY STEPS

Welcome to the Cookout Kind Challenge — where a simple lemonade stand becomes a powerful tool for kindness, awareness, and impact. You're not just setting up a table with cups and lemons. You're stepping into something meaningful: raising awareness and funds for Nevus Outreach, a nonprofit that supports individuals and families affected by congenital melanocytic nevi (CMN) — a rare condition involving large, pigmented birthmarks present at birth.

CMN can come with medical complications and emotional challenges — especially for children who may look different. That's why your lemonade stand matters.

Your lemonade stand shows your community that kindness starts small — and spreads big. It's a fun, hands-on way to involve kids, friends, and neighbors in something bigger than all of us.

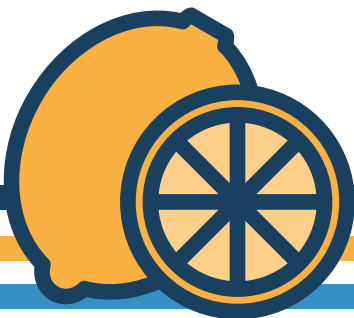
So grab your pitchers, hang up your signs, and smile wide — because every cup of lemonade you serve helps make the world a little sweeter and a lot kinder.

STEP 1 CHOOSE YOUR LOCATION & DATE

Choose a safe and visible location like your driveway, a local park, or a school/church event.

Best times: Weekends, afternoons, or during community events when foot traffic is high.

Tip: Check with someone in your community rules to make sure it's okay to set up.





STEP 2 MAKE THE LEMONADE **— CLASSIC OR CREATIVE &** **BUILD YOUR STAND — MAKE** **IT EYE-CATCHING &** **INFORMATIVE**

Serve something delicious that will keep people coming back (and donating more!).

Basic Homemade Lemonade (8 servings):

- 1 cup fresh-squeezed lemon juice (about 4–6 lemons)
- 1 cup sugar (or honey)
- 6 cups cold water
- Stir until sugar dissolves, add ice, and garnish with lemon slices or mint if you want to go fancy!

Creative Variations:

- Strawberry Lemonade: Blend strawberries and strain into mix
- Blueberry Basil Lemonade: Add muddled blueberries and a basil leaf
- Sugar-free Lemonade: Use stevia, agave, or another alternative
- Kindness Flavor Names: “Brave Berry,” “Hope Lemonade,” “Kind Kisses”

Tip: Make a big batch ahead of time and keep extras chilled in pitchers or coolers!

Your setup should attract attention and explain your mission.

What you’ll need:

- A table or stand (card table, folding table, or even a decorated box)
- Cups, napkins, pitcher, cooler or dispenser
- A donation jar or box (decorate it!)
- Bright signs and decorations (balloons, streamers, banners)

Sign Ideas:

- “Poured with Kindness. Served with Purpose.”
- “Stirring Up Sweetness for a Cause!”
- “Sip, Smile, Support!”
- Include a QR code with your personal fundraiser page so people can learn more or donate online



STEP 3 COLLECT & DONATE

You're making a real difference — so be ready to collect, count, and celebrate!

Donation Tips:

- Suggest \$1–2 per cup — or just ask people to "donate what they can"
- Accept cash and digital (Venmo, PayPal) with an adult's help
- Label your jar clearly: "All Donations Support Nevus Outreach"
- Print a QR code to linked directly to your personal fundraiser platform from Nevus Outreach so people can donate directly.

After the fundraiser:

1. Count your donations with an adult
2. Go to nevus.org to make your donation
3. Share how much you raised to inspire others
4. Thank every person who supported you (online or with a small note)



Important: Nevus Outreach does not cover expenses. Sponsors should write checks directly to vendors, not Nevus Outreach. Ensure all sponsors complete a donation form to receive tax credit. Questions? Contact us at info@nevus.org.



STEP 4 SPREAD THE WORD

The more people who know about it, the more funds you'll raise.

Ways to promote:

- Tell neighbors, friends, and family ahead of time
- Share Instagram stories, Facebook posts, or TikToks
- Ask a parent to help post in neighborhood groups or community boards
- Make and hand out flyers at school, church, or local businesses
- Invite your school or scout group to participate

Spreading the Word with Local Media

Want to make it big? If you know someone in local media, don't hesitate to reach out! Media sponsors are rare but impactful. If a local station or anchor shows interest, let us know ASAP at info@nevus.org— we can help. Free publicity can make all the difference!

Start sharing—it's time to get your community involved!

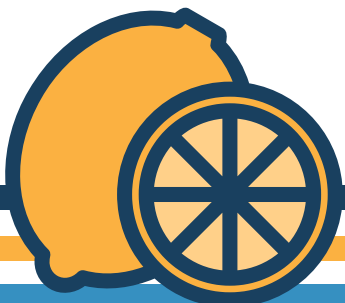


STEP 5 WE'RE HERE EVERY STEP OF THE WAY

Hosting a fundraiser event might feel overwhelming, but don't worry—we're here to support you every step of the way! To make things easier, we've included optional resources to help you stay organized:

- [Click here to request your donation page](#)
- Cash log / We can also provide a Digital Form for this

Don't feel like you need to tackle everything at once—we're here to walk you through it all and provide any help you need. Let's get started together! Reach out today at info@nevus.org.



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Nevus Outreach 'Lemonade Stand' TITLE SPONSORSHIP PROPOSAL

As the Title Sponsor for this event, your company will receive:

- Bannering and signage rights on the stand
- Space at the event to set up and display your company and/or products
- Logo placement on all printed materials including posters and flyers
- Logo placement on the t- shirts
- Special recognition at the stand
- Logo inclusion in print materials and event web page

In return, Nevus Outreach will receive:

- \$1,000 Title Sponsorship Fee (due upon signing)

Please Note: To be included in all print materials including posters, flyers, print, etc. agreement must be signed before _____

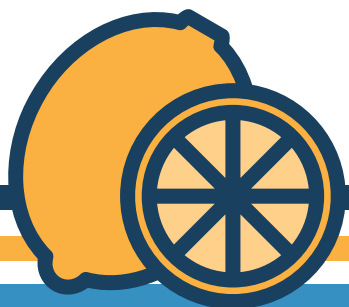
Agreed and Accepted By:

Name _____ Date _____

Nevus Outreach Contact _____ Date _____

Address _____

City _____ State _____ ZIP _____





Nevus Outreach 'Lemonade Stand' FOOD/MATERIAL SPONSORSHIP PROPOSAL

As a Snack/Food Sponsor for this event, your company will receive:

- Bannering rights at the lemonade stand
- Sampling rights at the lemonade stand
- Special thank you at the start
- Logo inclusion in print materials and event web page

Please Note: To be included in all print materials including posters, flyers, print, etc. agreement must be signed before _____

Agreed and Accepted By:

Name _____

Title _____

Address _____

City _____ State _____ ZIP _____





Nevus Outreach 'Lemonade Stand' BEVERAGE SPONSORSHIP PROPOSAL

As a Beverage Sponsor for this event, your company will receive:

- Bannering rights at the lemonade stand
- Sampling rights at the lemonade stand
- Special thank you at the kick-off
- Logo inclusion in print materials and event web page

Please Note: To be included in all print materials including posters, flyers, print, etc. agreement must be signed before _____

Agreed and Accepted By:

Name _____

Title _____

Address _____

City _____ State _____ ZIP _____





IN KIND DONATION FORM

The following item has been donated to the _____ event to benefit the Nevus Outreach.

Please use a separate form for each item donated.

Item _____ Retail Value _____

Description _____

Restrictions and Limitations (if any) _____

Name of Company/Individual Donating Item _____

Person to be acknowledged _____

Address _____

City _____ State _____ ZIP _____

Phone _____ Cell Phone _____

Fax _____ E-mail _____

Solicited by _____

Donation accepted by _____ for _____

☐ Please check if pick up is required.

Thank you from Nevus Outreach, your support is sincerely appreciated. Proceeds benefit those touched by CMN, NCM, and related conditions to further community, awareness, and advance research.

Donations are tax deductible to the full extent allowed by law. The Nevus Outreach is a not-for-profit organization with section 501(c)(3) status. The EIN is 59-3455128.

