

Live The Sweet Life.

Campaign Overview

Live The Sweet Life



This summer season, invite your prospects and residents to live the sweet life and support childhood cancer research with you. Cool down with a lemonade stand-themed open house for prospects and sweet treats for your residents. You can make this month even more special with our Change Challenge and Facebook Fan Campaign to benefit [Alex's Lemonade Stand](#), a foundation for childhood cancer research.

Inside This Campaign:

- Overview of Alex's Lemonade Stand
- Lemonade & Sunny Days Guide
- Leasing Incentive Ideas
- Food and Drink Menus
- DIY Lemon Centerpiece Guide
- Resident Event Ideas
- ALSF On-site Initiative: "Change Challenge"
- ALSF Social Media Initiative: "Facebook Fan Campaign"



Alex's Lemonade Stand Foundation (ALSF)

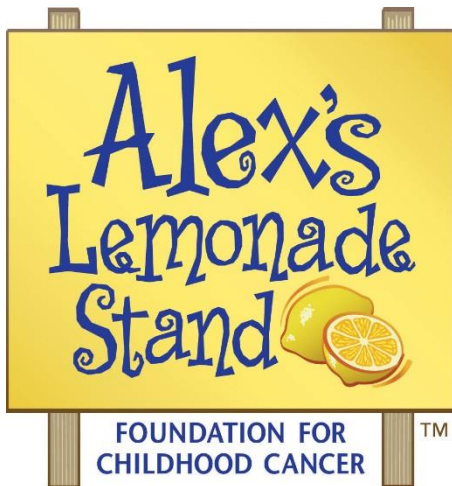


Alex's Lemonade Stand

After being diagnosed with childhood cancer at the age of 4, Alex Scott announced that she wanted to help kids like her find a cure by selling lemonade in her front yard. Her idea was that if she could give the doctors the money from her lemonade stand, they could work faster to find ways to make kids with cancer better.

With the help of kids all over the country selling lemonade, Alex had raised more than \$1 million to make sure other kids with cancer had a chance to get better by the time she passes away at age 8.

Today, kids all over the world keep Alex's stand going by holding their own lemonade stands and sending their proceeds to Alex's Lemonade Stand Foundation.

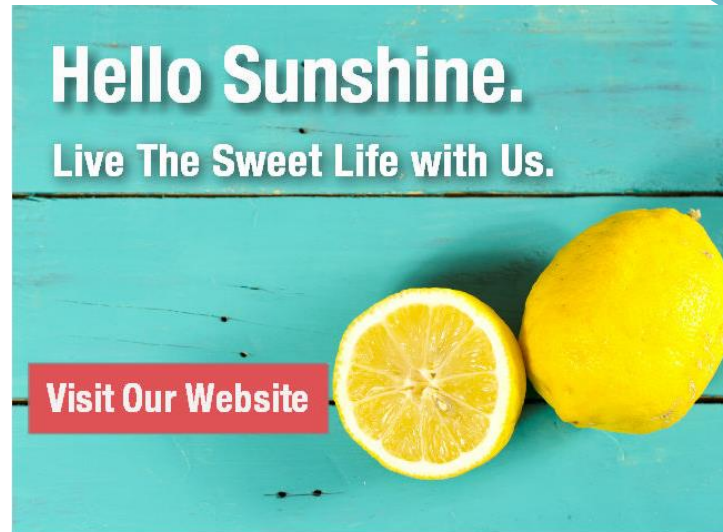


Lemonade and Sunny Days

Host an Open House to celebrate the good life, complete with sweet specials

Host a Lemonade and Sunny Days Open House to show your prospects how sweet life can be at your community. We recommend offering freshly squeezed leasing incentives while showing your support to this month's charitable partner, Alex's Lemonade Stand, with the following ideas:

- Donate any/all fees to Alex's Lemonade Stand
- Make a donation to Alex's Lemonade Stand for every new move-in during August



Join Us | Date, Day | Timeam-Timepm

Summer is all about living the sweet life. This summer season, we're teaming with Alex's Lemonade Stand to bring both our residents and future residents together for a great cause. Join us at {Property Name} to rally for childhood cancer. We'll have sweet treats and lemonade - while you learn about Bozzuto and {property name}'s efforts to support this cause. All while you find your new home.

Schedule your personalized tour of our gorgeous apartment homes and amenities. When you lease, we'll (insert incentive here that benefits Alex's lemonade stand/leasing incentive). Every little bit helps, and we're helping to support Alex's mission to find a cure for all childhood cancers.

While you're here, check in and like us on Facebook, for each new fan, we'll donate \$1 to Alex's Lemonade Stand during the month of August.*

*Restrictions may apply. See leasing agent for details.

Food & Drink: Menu Suggestions



Bubbly Lemonade Bar

Ingredients:

- Fresh Fruit (strawberries, peaches, blueberries, raspberries, etc.)
- Champagne or soda water
- Mint for garnish
- Lemonade (iced)

Cheers!



Fresh Mint and Ginger Lemonade

Ingredients:

- Sugar
- Water
- Mint Leaves, torn
- Fresh ginger, diced
- Freshly squeezed lemon juice
- Mint ginger simple syrup
- Lemons

Click on the link for directions
(it's totally worth it!)



Food & Drink: Menu Suggestions

Lemonade stand inspired treats



Sweet Treats:

- Raspberry Lemonade
- Cheesecake Bars
- Mini Lemon Tarts
- Lemon Cookies
- Lemon Cupcakes
- Scones and Lemon Curd
- Yellow Candy and Dessert Bar

Channel your inner child and get creative. We challenge you to create the coolest lemonade stand on the block!



DIY Lemon Flower Centerpiece

Decorate your event with easy lemon centerpieces, whichever way you like.

What You Need:

- Glass Vases or Mason Jars
- Lemons
- Spring Flowers (hydrangeas, sunflowers, daisies or yellow roses)

Centerpiece Option 1

1. Fill vase with whole or half lemons
2. Add water
3. Cut flower stems short and place in vase

Centerpiece Option 2

1. Cut lemons into slices
2. Place a smaller vase inside a larger vase
3. Place lemon slices between the two vases until they reach the top
4. Fill smaller vase with water and place flowers inside



Resident Event Ideas

Treat your residents to a taste of the sweet life

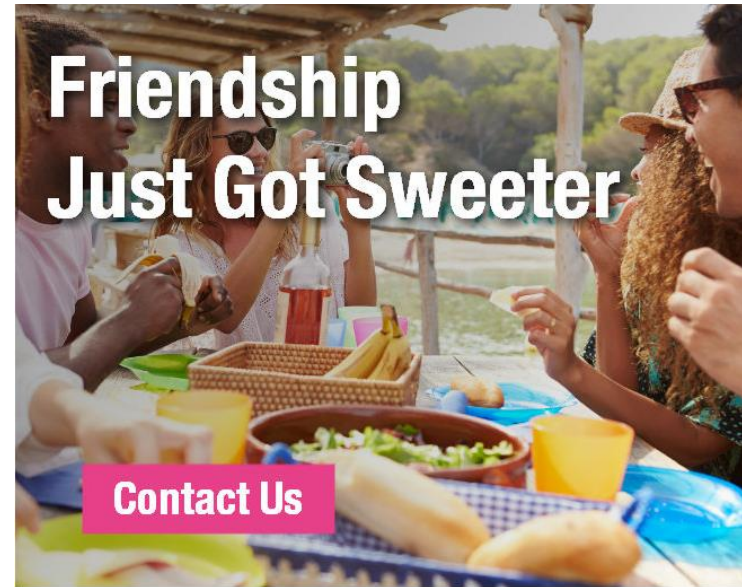
Fun in the Sun Lawn Party – Celebrate summer with outdoor festivities for your residents. Set up a lemonade bar and snacks or light up the grill for a summer BBQ and invite residents (and their friends) to play some of our favorite outdoor games listed below. Offer increased incentives for resident referrals.

Cornhole | Ladder Ball | Giant Jenga | Bocce

Rise & Shine Breakfast to Go – brighten their day with a Rise & Shine Breakfast to Go.

Best Lemonade Contest – Invite your residents to enter their very own lemonade recipe into a Best Lemonade Contest at your resident event. They can vote on winners and you can reward them with a special prize.

Customizable flyers for all of these events are available on the [Bozzuto Store](#).



\$250 From {Property Name}

We're all about living the sweet life and at {Property Name}, friendship just got sweeter. Have your friends join us at our fun in the sun lawn party on (day, date, and time). They can tour, hang out, and have a good time. Once they move in, we'll give you \$250.*

*Restrictions may apply. See leasing agent for details.

Change Challenge for A Cause

Collect coins to benefit Alex's Lemonade Stand

DONATIONS



You'll soon receive a starter kit that will give you all of the information you need to jump start fundraising. Be sure to [click here](#), search for "The Bozzuto Group's Change Challenge"(Page ID: E1151533), and register as a team member. Or visit our [Bozzuto fundraising page](#) and follow the instructions to add your property as a "Team Member". This will be an easy way to get your residents and prospects to donate to the property's goal.

In addition, place an empty container at your front desk and download and print out the ALSF sticker (left) and flyer from the [Bozzuto Store](#) to promote the challenge to your residents. Simply search for "Alex's Lemonade" in the search box in the top right corner.

Collecting small change is an easy way to make a big difference, and all funds will help fund research projects to fund a cure for all children with cancer. Last year, our efforts helped to raise nearly \$7,000 for this incredible cause – and we want to far surpass that number in 2015.

ALSF Facebook Fan Challenge

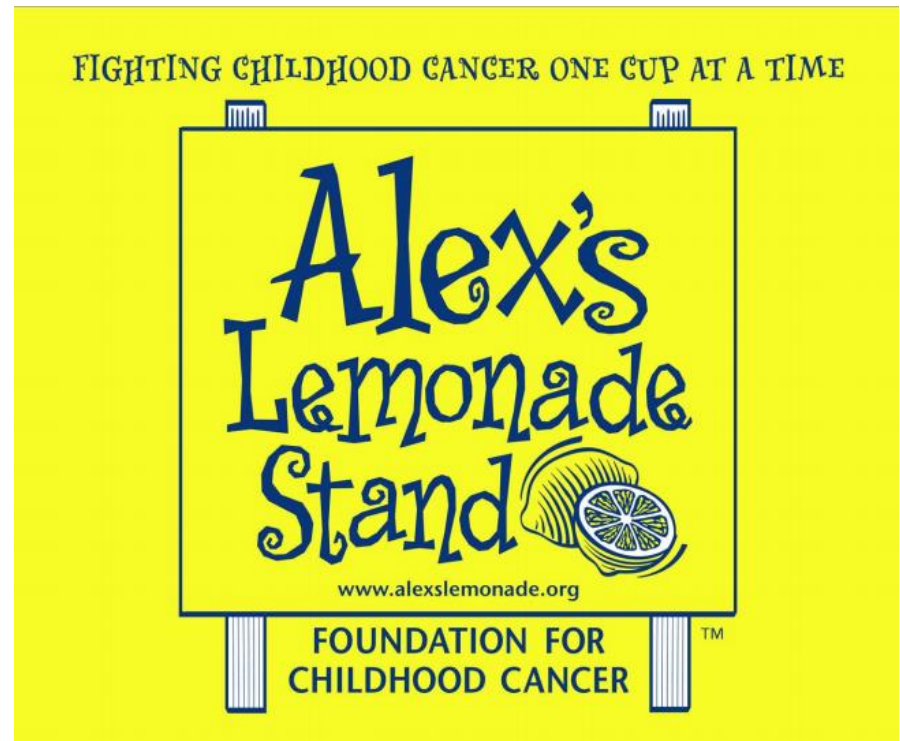
#LikesforLemonade

Help raise additional funds for Alex's Lemonade Stand while increasing your Facebook fans and social media engagement!

During the entire month of August, pledge to donate \$1 to ALSF for every new Facebook fan you receive! Share this message on email blasts, social media, and in person using #LikesforLemonade – let's get this hashtag trending the whole month long!

Extra Credit: Property Challenge

As always, we are striving for 100% participation for this campaign. Each property can determine the max amount they are willing and able to donate for the Facebook Fan Challenge ; if you can afford \$50 or \$5,000, this is a no brainer.



Shop Bozzuto

All of the tools in one place!

Not sure where to find the customizable flyers, tent cards, and all other things related to the seasonal campaigns?

They're all located on the home page of the Bozzuto store ([click here](#)). Hover over “Seasonal Marketing Campaigns” and select which one you want to use!

