

# Lemonade Day!®



## Case Study

# How Lemonade Day Scaled its Childhood Entrepreneurial Program with TOPYX

## About Lemonade Day

Lemonade Day is a non-profit educational program aimed at fostering entrepreneurial skills in elementary school-aged children. Participants complete an online skill-building program, and transfer learning to a real-world environment, applying learned skills to creating and operating a lemonade stand in their community.



## Results

**88%**

improvement in financial vocabulary

**87%**

increased understanding of saving and philanthropy

**88%**

improved communication skills, problem-solving and resourcefulness

**86%**

improvement in ability to set financial goals

**88%**

improved ability to correlate math with the real world

**87%**

improved sense of personal responsibility and self-esteem

Read below to learn more.

## Challenge

Lemonade Day began in Houston, Texas, as a community-based non-profit organization, using workbook exercises to promote learning among participants. As Lemonade Day began to grow, they needed a flexible, cost-effective, scalable solution for participants.

They also needed a solution that could be customized to engage a non-traditional group of learners – elementary school-aged children – whose needs differ from the average LMS user.

## Solution

Lemonade Day selected TOPYX to provide an eLearning platform for participants. First, they created Lemonopolis, an online guided learning path to build a foundation in entrepreneurial skills and knowledge.

TOPYX's flat-fee structure allowed Lemonade Day to provide a low-cost, effective learning solution for participants that could be rolled out on a local or global scale. TOPYX is also notable for providing exceptional support, which was useful in creating a learning path for a very young group of learners.

Each licensed community participating in Lemonade Day can customize the TOPYX platform to promote local businesses and community groups that provide support for the program.



## Results

In the past four years, over 103,000 participants registered for the Lemonopolis program. In 2019 alone, over 28,000 participants registered for the digital learning program, including 1,300 schools and 375 sponsors (both local and national).

Among users, the response to the TOPYX Lemonade Day program has been incredibly positive. The 2019 Mentor Survey gave Lemonopolis an overwhelmingly positive review, with a 'good or excellent' rating in each category.

87%

of mentors gave the Set a Goal module a good or excellent rating

85%

of mentors gave the Make a Plan module a good or excellent rating

87%

of mentors gave the Work the Plan module a good or excellent rating

84%

of mentors gave the Achieve your Dreams module a good or excellent rating

**"The TOPYX system has received positive feedback from the kids, who prefer online to paper workbooks, and find it easy to use and navigate,"** said Claire Schultz, Manager of Program Development and Systems.

Currently, Lemonade Day has 82 licensed communities, with a goal to expand to 150-185 licensed communities over the next 12-24 months. In 3-5 years, the goal is to manage 220+ licensed communities worldwide.

"Lemonade Day is a very community-driven process that takes time to build. We have experienced steady growth in our licensed markets and each year we are continuing to expand our reach," said Steven Gordon, Lemonade Day National President.





## Creating an educational foundation for applied entrepreneurship locally and globally

Lemonade Day is one of the only non-profit youth organizations that incorporates all 40 Developmental Assets, a framework created by the Search Institute that outlines the preventative measures, positive experiences and qualities that young people need to grow into healthy, caring, responsible adults.

The workbook that originally formed the educational path for Lemonade Day participants was created with the 40 Developmental Assets in mind, and as the program transitioned to the TOPYX platform, this framework was employed and reinforced in the Lemonopolis program.

## Finding a cost-effective LMS to scale youth-targeted engagement and learning

Lemonade Day needed to change to a digital learning platform from paper workbooks for several reasons: cost, efficiency, and effectiveness. They needed a cost-effective solution with no per-learner charge, as the organization planned to scale to hundreds of thousands of participants. They also required a distributed system, with participants throughout the world, and one that could be customized to honor the contributions of local and national sponsors.

Additionally, Lemonade Day needed a system that would increase engagement among elementary school-aged participants, incorporating gamification and interactive elements to boost learner engagement and retention among young people.





## Achieving growth with scalable eLearning

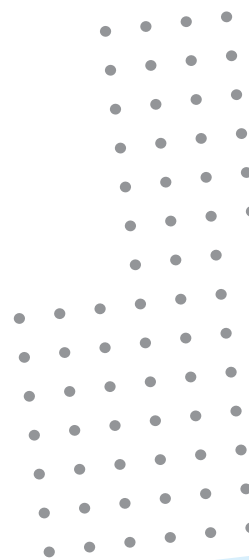
TOPYX helped Lemonade Day to incorporate a waterfall structure, with transparency on the local and national level to provide the organization insight, which can then be applied to improve the program. Now, mentors have visibility to participant progress, licensed communities can monitor and evaluate their own groups, and Lemonade Day can follow results on a national level.

**"The biggest advantage of using TOPYX is the insight we now have to the participant's progress, which we could never have had before. That and the fact that there was no per-learner fee, which allowed us to scale nationally and internationally,"** said Claire Schultz, Manager of Program Development and Systems.

## Making a lasting impact on participating children and communities

With TOPYX, Lemonade Day has been able to achieve a positive impact on participants and their communities, with the effects lasting into adulthood.

72% of participants in Lemonade Day plan to start their own business, 64% believe they will invent something that will change the world, and 31% have started their own small businesses before graduating high school – more than eight times the national average.







A survey of caring adults reported improvements in participant skills, including:

**88%**

improvement in financial vocabulary

**86%**

improvement in ability to set financial goals

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increased understanding of saving and philanthropy

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improved ability to correlate math with the real world

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improved communication skills, problem-solving and resourcefulness

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improved sense of personal responsibility and self-esteem

With the help of TOPYX, Lemonade Day was able to grow, scaling efficiently to meet the needs of a national and international audience. A flat-fee structure fits the needs of a non-profit organization, and the platform's flexibility and support helped find creative solutions to meet the unique needs of young learners.

To find out more about how TOPYX can support and transform your non-profit organization,

[Request a Personalized Demo →](#)

