

Teach Your Kids About Money with a Lemonade Stand

Video Transcript

This summer, squeeze some financial literacy into your kids' agenda with a... lemonade stand.

Kids can learn: The basics of running a business. By deciding the menu, shopping for ingredients, and setting their prices. Marketing matters. By choosing a location and time that will drive the most traffic.

Partnering for a cause. By deciding whether to donate a portion of sales to a favorite charity. What a tasty way to teach the power of entrepreneurship!