



Aavidum!

Congratulations! You have been selected to serve as an ambassador for the Aavidum initiative at your school. A group of teens started Aavidum after one their friends died by suicide. Tragic? Absolutely. But Aavidum is filled with hope. And here's why.

Aavidum is saving lives and we're having fun while doing it. Aavidum is a word created by a teen. It means "I've got your back!" Aavidum gives young people the opportunity to make our voices heard, whether it be from behind a podium, a paintbrush, or a piano. Aavidum motivates us to use our talents to spread the word. Aavidum creates a positive environment in the halls, and allows everyone to know that, indeed, someone has their back.

You have the opportunity to teach the word to your friends, teachers, and administrators. Tell them what Aavidum means. Light the flame.

Spreading the word is important. For the student body to truly appreciate what Aavidum is and what it stands for, they first have to be introduced to it in the proper way. Once they understand how genuine Aavidum is, they will accept it and the empowering, motivating, and creating will begin.

But Aavidum needs you to spark the interest.

How, you ask? Well, you tell me. You were chosen for this role because the adults in your school believe that you embody and demonstrate what Aavidum means - because of your personality, attitude, and character. Therefore, I'd venture to say that you know your class better than anyone. You know how to best get the word out at your school. Maybe it's an Instagram post, a Snapchat story, a poster, a PSA, an assembly, that bulletin board outside the locker rooms. Maybe your principal will tattoo the word across his forehead (the principal at our school declined our request though). Anyway, there are multiple campaigns associated with Aavidum that you can implement to help you spread Aavidum. Make it spread like a hashtag, a dance craze, a fashion trend. Make it last like Buzz and Woody's friendship, like Plankton's desire for the secret formula, like "P. Sherman, 42 Wallaby Way, Sydney..."

Aavidum is a youth empowerment revolution and you are being presented with the opportunity to take the front lines at your school.

It's time to face our generation's biggest problems head on, enhance the school experiences of current and future students, and save our friends' lives. It's time for Aavidum.

Thank you.

Aavidum!

Matt  
High School Student  
Aavidum Ambassador