

I've Got Your Back

STUDENT CAMPAIGN MANUAL

I've Got Your Back

WEAR ONE. GIVE ONE. SPREAD A RIPPLE OF HOPE.

Your Aavidum Club is helping bring the message “I’ve Got Your Back” to your school community! This campaign is about more than selling bracelets. It’s about using a simple bracelet to remind someone that they are supported, valued, and not alone.

Every pair has a purpose: Wear One. Give One.

Keep one bracelet for yourself and give the other to someone you want to remind that you’ve got their back. Every bracelet sold also helps Aavidum continue bringing connection, mental health, and suicide prevention programming to schools.

Why a fundraiser?



This year, we're asking something new of our Aavidum schools. Like many nonprofits, Aavidum is navigating significant changes in grant funding and an increasingly challenging funding landscape. At the same time, the need for the work we do with students and schools continues to grow. Since Aavidum was formed in 2010, we have never required schools to give any money back to the organization. Depending on the number of activities a club participates in, it can cost our organization well over \$1,000 to sustain and operate a club on an annual basis.

For the first time, we are asking every Aavidum school to participate in a fundraiser to help sustain Aavidum and ensure we can continue providing programs, resources, training, and support to help your clubs thrive.

We know this is a change. We have never wanted fundraising to be the focus of Aavidum. Your time, energy, ideas, and commitment to creating more caring school communities are what make Aavidum special. But sustaining this movement takes resources, and we believe our schools can be an important part of helping us carry Aavidum forward.

This year, we've designated "I've Got Your Back" as one of our 2026-2027 campaigns. We hope you see this as more than a fundraiser. It's a chance for students to turn the Aavidum message into action and spread a ripple of hope in each of our schools and communities. We hope that when students participate in the campaign, they understand that they're not only having our organization's back. They're also offering resources and support to their school community. And through their fundraising efforts, they're giving other schools in other communities the opportunity to adopt this valuable programming.

We're asking you to please help us keep Aavidum moving forward. Every school that participates makes a difference. Every dollar helps us reach another student, support another advisor, train another student leader, or bring another school into the Aavidum community.

Thank you for being part of this movement and for having Aavidum's back.

Please [click here](#) for more details about the "I've Got Your Back" campaign.

We are asking every school to commit to selling a minimum 50 wristband/bracelet packs. Schools can request a larger quantity up front or request more as needed. Wristband packs are \$2.00 and bracelet packs are \$5.00. If schools want to increase those prices to raise additional funds that stay with the school clubs, this can also function as a fundraiser for individual clubs.

The club that raises the most funds will be recognized at the Annual Conference in March and will receive a special lunch provided by Aavidum to thank them for their efforts.

If a school absolutely cannot sell their wristbands/bracelets by the end of March, they can ship them back to us. Additional details about this are available at the end of this manual.

Before you start selling...

Get your club together and make a plan!

Decide:

- When will you sell?
- Where will you sell?
- Who will help sell?
- How will people pay?
- How will you keep track of sales?
- How will you tell people what the campaign is really about?
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Be sure to get any necessary permission from your school before setting up a sales table or selling during the school day.

Where can we sell?

Think beyond your usual club meeting!

Lunch or Breakfast

Set up a table in the cafeteria where students can easily see the bracelets. Have a few club members available to explain the campaign and help people choose their bracelets.

School Events

Bring your bracelets to school events, sporting events, school dances, pep rallies, concerts/performances, parent/teacher events, or other schoolwide activities.

Aavidum Events

Sell bracelets at club events, assemblies, awareness activities, fundraisers, or other events your Aavidum Club hosts.

Spirit Days

Connect the bracelets to a school spirit day or Aavidum-themed day. Challenge everyone to wear their bracelet on the same day.

Athletic Events

Ask your school if your club can set up a table at home games. Consider challenging the student section, team, or spectators to participate.

Online & Social Media

Use your school's approved social media accounts to announce the campaign, share the meaning behind the bracelets, and let students know when and where they can purchase them.

Staff

Don't forget the adults in your school! Teachers, administrators, coaches, cafeteria staff, bus drivers, custodians, and other school employees can all participate. See if teachers could get a dress down day or jeans day if they purchase a bracelet.

Set your price

Aavidum has set a base price for each bracelet pair:

- Silicone wristband pair: \$2
- Friendship bracelet pair: \$5

But your school can choose to charge more!

If your club wants to turn “I’ve Got Your Back” into a fundraiser for your own Aavidum Club or school, simply add to the base price. Your school keeps the additional money you raise, while the base price goes back to Aavidum to support programs and resources for schools.

For example:

Silicone wristbands

Base price: \$2

Your school sells them for: \$3

\$1 goes toward your school’s fundraiser

Friendship bracelets

Base price: \$5

Your school sells them for: \$7

\$2 goes toward your school’s fundraiser

You can decide what price makes sense for your school community. Just make sure your price is clearly displayed wherever you are selling.

Make the fundraiser part of the message!

When you promote your bracelets, let people know that their purchase can support two things at once: Aavidum’s work in schools and your own school’s Aavidum efforts.

For example:

Buy a bracelet. Support Aavidum. Support our school. Spread the message.

Remember, though: the bracelet is the conversation starter. Don’t let the fundraising piece become the only message. The heart of the campaign is still Wear One. Give One. Give someone a bracelet as a reminder that they are supported, valued, and that someone has their back.

Make Your Sales Table Stand Out

A bracelet sitting on a table doesn't tell the whole story.
Make your table something people want to stop and look at!

DISPLAY A BIG MESSAGE

WEAR ONE.

GIVE ONE.

SPREAD A RIPPLE OF HOPE.

A “WHO’S GOT YOUR BACK?” BOARD

Invite students to write the name or role of someone who has their back.

A BRACELET DISPLAY

Hang or arrange the bracelets so people can easily see the three messages:

GOT YOUR BACK | YOU BELONG | NOT ALONE

A GIVE-ONE WALL

Create a display where students can write who they gave their second bracelet to—or simply write a message about why connection matters.

A PROGRESS TRACKER

Create a giant visual showing how many bracelets your school has sold or distributed. Watch your school work toward its goal!

Don't just sell. Tell the story.

When someone approaches your table, don't just say, “Bracelets are \$2.”
Instead, tell them why you're selling them.

Try something like, “We’re doing a campaign called ‘I’ve Got Your Back.’ You get two bracelets: one to keep and one to give to someone you want to remind that you’re there for them.”

Then let the bracelet do the rest. The three messages are:

- GOT YOUR BACK
- YOU BELONG
- NOT ALONE

Every bracelet also includes the 988 Suicide & Crisis Lifeline.

Focus on “Wear one. Give one.”

The most important part of the campaign happens after the sale.

Challenge everyone who purchases a pair to think, “Who am I going to give my bracelet to?”

It could be:

- A best friend
- A new friend
- A classmate
- A teacher
- A coach
- A family member
- A trusted adult
- Someone who might need a little extra encouragement
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The goal isn't simply to sell bracelets. It's to create visible reminders throughout your school that people belong and that they aren't alone.

Get creative with your campaign

Want to make your campaign even bigger?

Class Challenge

Challenge each grade or homeroom to see who can sell the most.

Club Challenge

Challenge other clubs to participate. The club that sells the most could earn a small school-approved prize or bragging rights.

“Look Whose Got Your Back”

Take photos of participating teachers and staff wearing their bracelets and create a display or social media post.

Make a Ripple

Create a paper or digital ripple that grows every time someone buys or gives a bracelet.

The Story Behind the Bracelet

Invite students to anonymously share why they chose the person they gave their bracelet to.

Show Us Your Bracelet

With appropriate school permission, encourage students and staff to share photos wearing their bracelets.

Keep Talking About It

Mention the campaign more than once! Use announcements, newsletters, social media, posters, and club meetings to keep the message visible.

Sample Morning Announcement

"Hey, [School Name]! Our Aavidum Club is launching a new campaign called "I've Got Your Back." We're selling pairs of bracelets for \$2 for silicone wristbands or \$5 for friendship bracelets. But this campaign isn't just about buying a bracelet. It's about what you do with it. The message is simple: WEAR ONE. GIVE ONE. Keep one for yourself and give the other to someone you want to remind that you've got their back. Choose from messages like "Got Your Back," "You Belong," and "Not Alone." Look for our Aavidum Club at [WHERE/WHEN TO BUY]. Buy a pair. Keep one. Give one. Because everyone deserves to know: I've got your back."

Sample Video Announcement 1

[Student walking through the hallway.]

STUDENT 1: Have you ever had someone who just made you feel like they had your back?

[Quick shots of students/friends/staff]

STUDENT 2: Maybe it was your best friend.

STUDENT 3: A teacher.

STUDENT 4: A coach.

STUDENT 1: Or just someone who noticed you needed a little extra support.

[Student holds up a bracelet]

STUDENT 2: That's the idea behind Aavidum's new "I've Got Your Back" campaign.

[Show the bracelets]

STUDENT 3: We're selling pairs of bracelets for \$2 for silicone wristbands or \$5 for friendship bracelets.

STUDENT 4: But here's the important part.[holds up two bracelets] Wear one. Give one.

[Student 4 gives bracelet to another student]

STUDENT 1: Keep one for yourself...

STUDENT 2: ...and give the other to someone you want to remind that they're supported, valued, and not alone.

[Close-ups of bracelets]

STUDENT 3: Got Your Back.

STUDENT 4: You Belong.

STUDENT 1: Not Alone.

[Group shot]

STUDENT 2: Find someone who has your back.

STUDENT 3: Be someone who has someone else's back.

STUDENT 4: And help us spread the message throughout our school.

ALL STUDENTS: WEAR ONE. GIVE ONE.

Final screen:

I'VE GOT YOUR BACK WEAR ONE. GIVE ONE.

[WHERE TO BUY, WHEN TO BUY, SCHOOL/AEVIDUM LOGO]

Sample Video Announcement 2

[Close-up of one student putting on a bracelet.]

STUDENT 1: What if one small message could start something bigger?

[Student looks at the bracelet]

STUDENT 1: Something that reminds someone...

STUDENT 2: You belong.

STUDENT 3: You're not alone.

STUDENT 4: Someone's got your back.

[Student gives their second bracelet to another student]

STUDENT 2: That's the idea behind Aavidum's "I've Got Your Back" campaign.

[Show the second student giving their bracelet to someone else]

STUDENT 3: One person gives a bracelet to someone else...

[Another student gives a bracelet to another person]

STUDENT 4: ...and that person passes the message along.

[Quick montage of students and staff receiving bracelets]

STUDENT 1: One bracelet becomes two.

STUDENT 2: Two become four.

STUDENT 3: And the message keeps spreading.

[Screen shows "48,824"]

STUDENT 4: Our goal is to distribute 48,824 bracelets across the country.

[Pause. Students look at camera.]

STUDENT 1: Why 48,824?

STUDENT 2: Because that's the number of lives lost to suicide in the United States in a year.

STUDENT 3: We can't change what happened.

STUDENT 4: But we can change what happens next.

[Students passing bracelets to one another]

STUDENT 1: We can create more connection.

STUDENT 2: More reminders that people matter.

STUDENT 3: More moments where someone knows...

ALL: I've got your back.

[Group shot / bracelets visible]

STUDENT 4: Buy a pair of bracelets for \$2 or a pair of friendship bracelets for \$5.

STUDENT 1: Wear one.

STUDENT 2: Give one.

STUDENT 3: And help us make a ripple.

Final screen

I'VE GOT YOUR BACK. 48,824 BRACELETS. ONE MESSAGE: YOU MATTER. WEAR ONE. GIVE ONE.

SPREAD A RIPPLE OF HOPE. [WHERE/WHEN TO BUY DETAILS]

Send your fundraising proceeds to Aavidum

Once your club has finished selling bracelets, it's time to send the money you raised back to Aavidum!

Our First Choice: Send a Check

To help Aavidum avoid credit card processing fees, we prefer that schools send their proceeds by check so that we can use all of the funds to help support our programs.

Make checks payable to:

Aavidum
PO Box 64
Lititz, PA 17543

Please include your school name with your payment so we know which school the donation came from.

Need to Pay Online?

We understand that sometimes paying by credit card or online is easier for your school. If your school prefers to pay electronically, you can pay at aavidum-bloom.kindful.com/.

When making your online donation, please be sure to include your school name so we can properly identify your contribution.

What if we still have bracelets?

We really appreciate if your club gives it your best shot to sell your bracelets. Look for additional opportunities, try a new sales location, involve another club or group, or find a creative way to keep the campaign going.

Our goal is to get as many bracelets as possible out into your school community and into the hands of people who can spread the message.

If your school has made a genuine effort to sell the bracelets but absolutely cannot sell the remaining inventory by the end of March 2027, you may ship the remaining bracelets back to Aavidum. Please don't plan to return bracelets simply because your first sales effort didn't work. Get creative, try something new, and keep the ripple going. If you do need to return remaining bracelets, please contact Aavidum at clubs@aavidum.org for return instructions before shipping them.

You did it!

Every bracelet sold helps support Aavidum's ability to bring programs, resources, and workshops to schools. Thank you for helping us spread the message of connection and for helping us create a ripple that reaches far beyond your school!