



About the Campaign

This year, Aavidum is launching "I've Got Your Back," a bracelet/wristband campaign designed to spread messages of connection while helping support Aavidum's work in schools. For the first time, we're inviting our school community to help fundraise for Aavidum by selling pairs of silicone bracelets for \$2 or friendship bracelets for \$5. Inspired by the 48,824 lives lost to suicide in the United States in 2024, our goal is to distribute 48,824 bracelets with messages like "Got Your Back," "You Belong," and "Not Alone." The campaign is simple: Wear One. Give One. Keep one for yourself and give the other to someone you want to remind that they are supported, valued, and never alone. Every bracelet sold helps Aavidum continue bringing connection, mental health, and suicide prevention programming to schools.

Supplies

In Your Material Kit:

- Bracelets and/or wristbands

Available to download in Advisor Portal:

- "I've Got Your Back" printable posters to market the fundraiser
- A guide with ideas on how/where to sell bracelets and wristbands
- Video/morning announcement script

School/Club Supplies

- Access to printer or copier
- Paper

To Donate:

Once all bracelets are sold, proceeds can be sent:

- First choice to avoid processing fees: By check to Aavidum, PO Box 64, Lititz, PA 17543.
- Second choice: electronically at aevidum-bloom.kindful.com
 - Please include your school name with the donation.

I've got Your Back

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

STEP 1: PREPARE YOUR CAMPAIGN

Before launching the campaign, advisors should:

- Review the campaign and fundraising goal with student leaders.
- Decide when and where your club will sell bracelets. Obtain any necessary permissions from administration.
- Determine how your club will collect payment and distribute bracelets.
- Determine your price point. Aavidum is charging schools \$2/silicone wristband pack and \$5/friendship bracelet pack. If schools want to charge more than these prices, they can keep the additional profits beyond the money donated back to Aavidum as a fundraiser for their own club.
- Decide how you will promote the campaign to your school community.
- Review the campaign materials and suggestions available in the Advisor Portal on aevidum.org/advisor-portal.

This is the first time Aavidum is asking schools to help fundraise for our organization. Every bracelet sold helps support Aavidum's ability to provide programs, resources, and workshops to schools and we greatly appreciate your support.

STEP 2: INTRODUCE "I'VE GOT YOUR BACK"

Student leaders can introduce the campaign through an Aavidum meeting, school announcements, social media, lunch, a school event, or another appropriate gathering. Sample announcements and posters are available in the Advisor Portal. Key Messages:

- I've Got Your Back is about using a simple bracelet to remind someone that they are supported, valued, and not alone.
- The campaign's message is "Wear One. Give One." Keep one bracelet and give the other to someone you want to remind that you've got their back.
- Share why connection matters to your Aavidum Club and why you chose to participate.

STEP 3: SELL THE BRACELETS

Silicone bracelet pairs - \$2. Friendship bracelet pairs - \$5.

Each bracelet features one of three messages:

- GOT YOUR BACK | YOU BELONG | NOT ALONE

Every bracelet also includes the 988 Suicide & Crisis Lifeline.

STEP 4: WEAR ONE. GIVE ONE.

Encourage students to make the campaign personal and promote the message of "Wear one. Give one." Students can keep one bracelet and give the other to a friend, a classmate, a teacher or trusted adult, a family member, or someone who might need a reminder that they are supported. The goal isn't simply to sell bracelets. It's to start conversations and create visible reminders throughout your school that you belong and you're not alone.

STEP 5: HELP THE MESSAGE SPREAD

Don't let the campaign end when the bracelets are sold!

Your Aavidum Club can:

- Create a display showing how many bracelets your school has distributed.
- Share the campaign through school announcements, newsletters, and social media.
- Challenge other classes, clubs, or schools to participate.
- Take photos of students and staff wearing their bracelets.
- Encourage students to share the story behind who they chose to give their bracelet to.
- Celebrate your school's contribution to Aavidum at the end of the campaign.

Every bracelet is more than a fundraiser. It is a reminder that someone has your back.

Note: If a school absolutely cannot sell their bracelets by the end of March 2027, you can ship them back to Aavidum.