



September 12, 2025

#myAVIDwhy

AVID Day Media Kit

We are excited to announce that AVID Day will officially be celebrated on Friday, September 12, 2025! This special day is dedicated to recognizing the incredible work of educators like you who are committed to closing the opportunity gap and making a difference in students' lives. This year's celebration is extra special — **the City of Tampa, the City of Chicago, and the City of Jacksonville have officially proclaimed September 12 as AVID Day** in their cities. These proclamations honor AVID's 45 years of impact and the incredible educators who transform student lives every day.

AVID Day is more than a celebration — it's a collective declaration of our commitment to educational equity and opportunity. This year, we're launching a #MyAVIDWhy social media blitz, and we need YOU to join in!

How to Participate: #MyAVIDWhy

1. **Download** the [AVID Day "Because of AVID, I..."](#) fillable or write-in sign.
2. **Complete the prompt:** *Because of AVID, I...*
3. **Take a selfie or group photo** with your completed sign.
4. **Share your story on social media** using #MyAVIDWhy and tag AVID's accounts.
5. **Encourage your network to join in** and share their own "Because of AVID, I..."

statements.

Level Up: Celebrate AVID Day With Your Students

Want to level up your influence as an educator? Celebrate AVID Day with your students by working with them to make their own declaration of their *AVID Why*. Consider how you might integrate this as a way of building a culture of trust and accountability in your classroom.

- Have your students fill out their own **"Because of AVID, I..."** signs.
- Scaffold the thinking: *What skills, opportunities, or confidence have you gained because of AVID?*

- Display the signs in your classroom or create a school-wide gallery.
Record short video clips of students reading their statements and share them with **#MyAVIDWhy**.

Multiply Your Impact: Celebrate AVID Day With Your Colleagues

- Share the AVID Day Media Kit with your entire team or district.
- Host a “#MyAVIDWhy Wall” in the staff lounge.
- Take a group photo holding your signs and post on social media tagging AVID.

Join the AVID Day celebration and begin your school year by clearly identifying the difference that you will make this year—for your students, for each other, and for yourself. Thank you for your unwavering commitment to education and for being a part of the AVID Family. If you have any questions about celebrating AVID Day on social media, please reach out to [Jazmin Diebler](#).

AVID Day Assets

- [Printable “Because of AVID, I...” sign](#) (fillable PDF and write-in)
- Social post examples for educators, students, and alumni
- Hashtag: **#MyAVIDWhy**

AVID Day Social Media

Ideas for AVID Day Social Posts:

- **Printable Sign Selfies** – Educators, students, and alumni holding their “Because of AVID, I...” signs.
- **Video Chain Challenge** – Pass the camera from one person to another, each completing their sentence.
- **Tag an Educator** – Post your #MyAVIDWhy and tag a teacher who inspired you.
- **District-Wide Collage** – Combine all school submissions into one post.
- **Live Read-Aloud** – Schools go live reading their submissions.

Sample Social Captions:

- *Because of AVID, I believe in my potential — and help my students believe in theirs. What’s your #MyAVIDWhy?*
- *Today we celebrate AVID Day — and my #MyAVIDWhy is simple: I know every student can achieve at the highest levels.*
- *Because of AVID, I’ve seen dreams turn into degrees. Share yours with #MyAVIDWhy!*

AVID Social Media Profiles

Facebook



[AVID Center](#)

LinkedIn



[AVID Center](#)

Instagram



[@avidcollege](#)

X



[@AVID4College](#)

Sample News Release

[DISTRICT/SCHOOL NAME] Celebrates AVID Day: Honoring Educators, Empowering Students, and Sharing Our AVID Stories

[DISTRICT/SCHOOL NAME] is proud to participate in AVID Day on Friday, September 12, joining schools and districts across the nation in celebrating the transformative power of education and opportunity.

AVID Day honors the remarkable efforts of educators who are closing the opportunity gap—and celebrates the students who thrive because of AVID strategies. It's a day to recognize the real, lasting impact of AVID on student achievement and life trajectories.

For [X years], [DISTRICT/SCHOOL NAME] has partnered with AVID (Advancement Via Individual Determination) to help students unlock their full potential. Through AVID, students not only rise above academic challenges but also develop lifelong skills like critical thinking, collaboration, and goal-setting that prepare them for success in college, careers, and beyond.

Thanks to this partnership, we've seen powerful results:

- [INSERT bullet point: e.g., Increased graduation rates across all student groups]
- [INSERT bullet point: e.g., Growth in college applications and acceptances]
- [INSERT bullet point: e.g., Improved academic performance and student confidence]

Join the Celebration: Share Your AVID Story

This AVID Day, we're asking our community—students, educators, alumni, and families—to share their own AVID journeys by completing the phrase: "Because of AVID, I..."

Whether it's a personal triumph, a skill gained, or a goal achieved, these stories spotlight the power of AVID in action. Share your story on social media using #MyAVIDWhy and tag **[@YourDistrictHandle / School social media handles]**.

Together, let's honor the people and experiences that make AVID more than a program—it's a life changing experience.

About AVID

For 45 years, [AVID](#) (Advancement Via Individual Determination) has been transforming lives by closing the opportunity gap and empowering all students to achieve college and career success. As a trusted national nonprofit, AVID partners with over 7,400 schools to equip educators and inspire millions of students with the skills and confidence to thrive in a global society. With a proven track record of impact, AVID continues to lead the way in creating equitable access to opportunity.

About **[DISTRICT/SCHOOL NAME]**

[Insert your about paragraph here.]

Sample Newsletter Content

****[DISTRICT/SCHOOL NAME]** Celebrates AVID Day: Honoring Educators, Empowering Students, and Sharing Our Stories**

Mark your calendars! On Friday, September 12, **[DISTRICT/SCHOOL NAME]** will proudly join schools across the country in celebrating AVID Day—a day dedicated to honoring the power of education, the commitment of our educators, and the resilience of our students.

What is AVID Day?

AVID Day is more than a celebration—it's a chance to spotlight the educators who help close the opportunity gap and the students who thrive because of their support. AVID (Advancement Via Individual Determination) equips students with the tools and strategies they need to succeed—not just in school, but in life.

AVID students consistently graduate at higher rates, attend college in greater numbers, and develop essential skills like critical thinking, collaboration, and leadership.

AVID at **[DISTRICT/SCHOOL NAME]**

We've been proud partners with AVID for [X years], and the results speak for themselves.

Thanks to the dedication of our educators and the drive of our students, we've seen measurable impact:

- [INSERT bullet point: e.g., 10% increase in graduation rates over the past five years]
- [INSERT bullet point: e.g., A record number of seniors accepted to four-year universities]
- [INSERT bullet point: e.g., More students enrolling in honors and AP courses]

These accomplishments reflect our district's commitment to equity, opportunity, and excellence for every student.

Join the Celebration: Share Your “AVID Why”

This year, AVID Day is all about storytelling—and we're inviting everyone in our community to share theirs!

We're asking students, educators, alumni, and families to complete the sentence:

“Because of AVID, I...”

Whether it's a skill gained, a goal achieved, or a life changed, your story matters—and it can inspire others. Share it on social media using the hashtag #MyAVIDWhy and tag

[@YourDistrictHandle or social media profiles] so we can amplify your voice!

Let's celebrate the difference AVID makes—one story at a time.

Sample Announcement/Shorter Newsletter Content

[DISTRICT/SCHOOL NAME] is celebrating **AVID Day on Friday, September 12**, joining schools nationwide in recognizing the power of education, the dedication of our teachers, and the resilience of our students. Through our [X-year] partnership with AVID (Advancement Via Individual Determination), we've seen incredible results—from increased graduation rates to more students enrolling in honors and AP courses. AVID equips students with the skills they need to succeed in school and beyond, including critical thinking, collaboration, and leadership.

This year, we're celebrating by sharing our AVID stories online. We invite students, educators, alumni, and families to join us by completing the phrase, "Because of AVID, I..." and posting it on social media with the hashtag #MyAVIDWhy. Let's come together to highlight the lasting impact AVID has on our community—one story at a time.

Sample PowerPoint Presentation

Customize this PowerPoint Presentation for Board of Education and other professional meetings.

- [AVID Day 2025 — Sample PowerPoint Presentation.pptx](#)