



Member Toolkit

AVID Day 2026 Celebration Toolkit

AVID Day is a celebration of possibility, progress, and the power of shared commitment to student success. This AVID Day Toolkit is here to help you celebrate with purpose while having a little fun along the way. Whether you are uplifting student voices, honoring educator impact, or shining a light on your community's AVID journey, these resources are designed to make it easier to tell your story and amplify why AVID matters.

This resource is meant to spark celebration, elevate local impact, and create moments of pride for students, educators, and communities. The templates are a starting point, not a script. We encourage you to adapt, personalize, and make them your own, so they reflect the voices, experiences, and successes that make your AVID community unique.

You might use this toolkit to:

- Bring the “Because of AVID, I...” story to life with student quotes, photos, or classroom moments.
- Plug newsletter or news release templates into your existing communications and add a local lens.
- Collaborate with district leaders and community partners to secure and share an AVID Day proclamation.
- Turn AVID Day into a celebration that builds momentum and pride beyond a single day.

Together, these tools are here to help you celebrate boldly, tell meaningful stories, and honor the educators and students who make AVID's mission real every day.

Because of AVID I...

One of the most meaningful parts of AVID Day is sharing your *Because of AVID I...* statement. Use this printable sign as an activity with students or for yourself. Take a picture with the sign and share as you celebrate AVID Day online!

A printable sign for AVID Day. It features a purple header with the hashtag #MYAVIDWHY repeated four times. Below the header, the text 'Because of AVID, I...' is displayed, with the AVID logo (a stylized person with arms raised) replacing the word 'AVID'. Underneath this text are three horizontal lines for writing. The sign has a blue and purple geometric design on the left and right sides. At the bottom, there is a purple footer with the hashtag #MYAVIDWHY repeated four times.

[Download \(Color\)](#) [Download \(Black and White\)](#)

Social Media Celebration

Social media is the primary way we come together nationally to celebrate AVID Day, elevating student voices and educator impact across communities. Whether you share one post or plan a week of storytelling, being intentional helps ensure your celebration connects back to why AVID matters.

Tips for planning your AVID Day social media celebration:

- **Keep it simple:** One thoughtful post is enough. Share a photo or short message from AVID Day and include the phrase “Because of AVID, I...” along with the hashtag #MyAVIDWhy.
- **Center real voices:** Invite students, educators, or alumni to complete the sentence “Because of AVID, I...” and share their words directly. A quote on a photo or in plain text works well.
- **Choose a timeframe that fits your capacity:** Post once on AVID Day, spread posts out over the week, or land somewhere in between. Any level of participation helps strengthen the national celebration.
- **Plan ahead:** Decide who will post, what platform you will use, and how many stories you want to share.
- **Highlight different moments:** If you are posting more than once, consider featuring classrooms, student success stories, educator reflections, or AVID activities taking place throughout the day or week.

- **Use the shared language:** Including #MyAVIDWhy and the theme “Because of AVID, I...” helps connect your local story to the larger national movement.
- **Celebrate progress, not perfection:** Authentic stories matter more than polished posts. Focus on impact, growth, and possibility.

No matter how you choose to participate, your voice helps show how AVID is advancing opportunity and strengthening student success across the country.

Follow AVID and Share With Us

Make sure you follow AVID’s official social media accounts and share your posts with us. We’ll be engaging with AVID Day posts to keep the celebration visible across platforms.

- Facebook: [AVID Center](#)
- LinkedIn: [AVID Center](#)
- Instagram: [@avid4college](#)
- X/Twitter: [@AVID4College](#)
- Bluesky: [@avid4college.bsky.social](#)
- TikTok: [@AVID4college](#)

Tag Us!

We’re celebrating with you, and we want to share your posts. Tag us when you post so we can see you and amplify your celebration!

Tips for Photos and Images to Share on Social Media

- **Focus on real moments.** Capture authentic classroom interactions, student collaboration, college and career readiness activities, or everyday AVID routines. Images that reflect learning in action help tell a more meaningful story.
- **Center students and educators.** Highlight student voice and educator impact whenever possible. Photos of students holding “Because of AVID, I...” signs or educators alongside their AVID students help bring the message to life.
- **Show progress and pride.** Look for moments that reflect growth, confidence, and possibility. Smiles, teamwork, presentations, and celebrations all signal how AVID supports student success over time.

- **Keep it simple and clear.** Natural lighting, uncluttered backgrounds, and a clear focal point make photos more effective and easier to share across platforms.
- **Add context with a caption.** Pair images with a short caption that connects back to the theme “Because of AVID, I...” and includes #MyAVIDWhy to link your local story to the national celebration.
- **Celebrate authenticity.** Polished images are not required. What matters most is that photos feel genuine and reflect the lived experiences of your AVID community.

AVID Day Social Media Post Examples

We’ve provided some examples of social media posts for AVID Day. You can use these as templates or inspiration for your own posts.

Facebook

“Because of AVID, I... [insert student or educator reflection].”

Today we celebrate AVID Day, joining schools across the country in recognizing the impact of educators and students working together to expand access and opportunity.

At [School or District Name], AVID strengthens skills like critical thinking, organization, collaboration, and self-advocacy, helping students prepare for college, careers, and beyond.

We are proud of the growth we see every day and grateful for the shared commitment that makes it possible.

#MyAVIDWhy

Instagram

Because of AVID, I... [insert student or educator reflection].

Today is AVID Day, a nationwide celebration of the educators, students, and communities working together to advance opportunity and student success. At [School or District Name], AVID continues to elevate potential and strengthen pathways to the future.

#MyAVIDWhy

TikTok

Video idea:

Short clips of students or educators completing the sentence “Because of AVID, I...” or showing AVID strategies in action. This can be filmed on a phone and kept simple.

Caption:

Because of AVID, I... [confidence/skills/college readiness/belief in self].

Today we celebrate AVID Day and the impact of educators and students working together to strengthen opportunity and success.

#MyAVIDWhy

X/Twitter

Because of AVID, I... [insert short student or educator reflection].

Today is #AVIDDay, a nationwide celebration of educators and students working together to expand access and opportunity. #MyAVIDWhy

Proud to celebrate the growth and potential of our students.

Bluesky

We are celebrating AVID Day alongside schools across the country.

Because of AVID, I... [insert reflection].

At [school or district name], AVID helps students build the skills, confidence, and agency needed for college, careers, and beyond. #MyAVIDWhy

LinkedIn

Today we recognize AVID Day, a nationwide celebration of the educators, students, and communities committed to advancing access and opportunity.

At [School or District Name], AVID equips students with essential skills like critical thinking, organization, collaboration, and self-advocacy, helping prepare them for success beyond high school.

“Because of AVID, I... [insert student or educator quote].”

We are proud of the educators who lead this work and the students who rise to the challenge every day.

#MyAVIDWhy

Newsletter Celebration

Newsletters are a meaningful way to bring families, partners, and the broader community into the AVID Day celebration. Sharing AVID Day through your newsletter helps connect daily classroom work to long-term student growth while inviting your community to celebrate the impact happening in your schools.

Newsletter Template: Long Version

On Friday, September 18, [School or District Name] will join schools and communities across the country in celebrating AVID Day, a nationwide moment that honors the impact of AVID educators, students, and families working together to expand access and opportunity.

AVID, Advancement Via Individual Determination, is rooted in the belief that all students deserve the skills, support, and confidence to succeed in college, careers, and beyond. At [School or District Name], AVID is helping students strengthen critical thinking, organization, collaboration, and self-advocacy skills that prepare them for future success.

This year, we are proud to celebrate AVID's impact in our community, including [insert local data point such as number of AVID students served, years implementing AVID, graduation or college readiness outcomes, or a notable program milestone]. These outcomes reflect the dedication of our educators and the determination of students who are setting ambitious goals and working intentionally toward them.

AVID Day is also a chance to elevate student voice. Students and educators across [School or District] are reflecting on their journeys by completing the phrase "Because of AVID, I..." and sharing what this experience has made possible for them. [Optional: insert a brief student or educator quote]

We invite our families and community partners to join the celebration by following along on social media using the hashtag #MyAVIDWhy. Together, AVID Day reminds us that when we invest in students and work with purpose, we open doors to possibility and long-term success.

Newsletter Template: Short Version

On Friday, September 18, we will join schools nationwide in celebrating AVID Day, a day dedicated to honoring the impact of AVID on student growth and opportunity. AVID empowers students with the skills, confidence, and support they need for college, careers, and beyond. Students and educators are sharing their reflections using the theme “Because of AVID, I...” Follow and join the celebration on social media using #MyAVIDWhy as we recognize the power of shared commitment to student success.

Sharing AVID Day With Local Media

Local media coverage helps extend the impact of AVID Day beyond school walls by showing the community how educators and students are working together to expand opportunity. Thoughtful outreach can elevate student voice, recognize educator expertise, and reinforce why AVID matters locally.

Tips for Inviting Media to Cover Your AVID Day Celebration

- **Start with your district communications team.** This is the most important first step. If your district has a communications or public affairs office, connect with them early so outreach aligns with district processes, messaging, and media relationships.
- **Keep it simple and focused.** Media outlets often seek clear stories with a strong local connection. Frame AVID Day as a student success story rooted in your school or district.
- **Share the “why.”** Highlight how AVID supports student growth, college and career readiness, or access to opportunity in your community.
- **Invite, even if coverage is not guaranteed.** A short email or phone call that explains what is happening and why it matters is enough to open the door.
- **Have visuals ready.** Classrooms, student reflections, and AVID activities make strong visuals for photos or short video clips.
- **Prepare a quote or two in advance.** Having a student, educator, or administrator quote ready helps media quickly capture the impact of AVID.

Template News Release

For use after your AVID Day celebration

FOR IMMEDIATE RELEASE

[School or District Name] Celebrates AVID Day, Highlighting Student Growth and Opportunity

[City, State] | [Date] On Friday, September 18, [School or District Name] joined schools across the country in celebrating AVID Day, a nationwide recognition of the impact of Advancement Via Individual Determination on students, educators, and communities.

AVID Day honors the shared commitment to equipping students with the skills, support, and confidence they need to succeed in college, careers, and beyond. At [School or District Name], AVID plays a key role in strengthening critical thinking, organization, collaboration, and self-advocacy skills that prepare students for future success.

This year's celebration highlighted [insert local data point or point of pride, such as number of AVID students served, years of implementation, college readiness outcomes, or notable achievements], reflecting the dedication of AVID educators and the determination of students.

"[Insert student, educator, or administrator quote that reflects impact or growth]," said [Name, Title].

As part of the celebration, students and educators shared reflections using the theme "Because of AVID, I..." and the national hashtag #MyAVIDWhy, adding local voices to a nationwide conversation about access, opportunity, and student success. [Insert a powerful example of the "Because of AVID, I..." statement from one of your students.]

AVID Day serves as a reminder that when educators, families, and communities work together with purpose, students are empowered to see new possibilities and take meaningful steps toward their goals.

For more information about AVID at [school or district name], visit [website or contact information].

Engaging Your Board of Education

Asking your local Board of Education to participate in AVID Day is a powerful way to elevate student voice, honor educator impact, and reinforce shared responsibility for student success. Board members play an important role in shaping opportunity, and AVID Day offers a meaningful moment to connect their leadership to the outcomes taking place in classrooms.

Tips for Bringing Boards of Education Into the AVID Day Celebration

- **Coordinate through district leadership first.** Work with your superintendent, principal, or district communications team to ensure invitations and messaging align with district protocols and relationships.
- **Invite Board members to attend or visit.** Even a brief classroom visit, student panel, or AVID activity gives Board members a firsthand look at AVID in action.
- **Share the purpose clearly.** Frame AVID Day as an opportunity to see how students are building skills for college, careers, and life.
- **Encourage social media participation.** Invite Board members to share a photo, quote, or reflection using the hashtag #MyAVIDWhy to help amplify the celebration.
- **Provide talking points or a short message.** Offering sample language makes it easier for Board members to participate confidently and consistently. Include impact data and student success stories.
- **Highlight student and educator voices.** Board members often appreciate hearing directly from students and teachers about how AVID supports growth and opportunity.
- **Follow up with appreciation.** A thank-you message after AVID Day helps strengthen relationships and reinforce shared commitment to student success.

Sample Invitation Message to the Board of Education

Subject: Invitation to Join Us in Celebrating AVID Day on September 18

Dear Members of the Board of Education,

On Friday, September 18, [School or District Name] will join schools across the nation in celebrating AVID Day, a day dedicated to honoring the impact of Advancement Via Individual Determination on student growth, access, and opportunity.

We would be honored to include you in this celebration. AVID Day offers a meaningful opportunity to see how students are developing the skills, confidence, and agency needed for success in college, careers, and beyond, and to recognize the educators who guide and support them.

[Consider including a few bullet points on AVID’s impact, student success stories, or data]

We invite you to [attend a classroom visit, school event, or celebration, if applicable] and to join the broader conversation by sharing reflections on social media using the theme “Because of AVID, I...” and the hashtag #MyAVIDWhy.

Thank you for your continued leadership and commitment to student success. We look forward to celebrating the progress and possibility AVID brings to our school community together.

Sincerely,

[Name]

[Title]

[School or District Name]

Partnering With Local and State Governments

Official proclamations are a powerful way to elevate AVID Day beyond schools and recognize the shared responsibility communities have in supporting student success. When city, county, or state leaders formally acknowledge AVID Day, it reinforces the value of access, opportunity, and intentional support for students and honors the educators who make that work possible.

Tips for Requesting AVID Day Proclamations

- **Begin with your AVID District Director and district leadership.** This is the most important first step. Involve your AVID District Director early so AVID can track progress, support the effort, and help share the news. At the same time, check with district leadership for guidance. Some districts have legislative affairs, government relations, or external affairs teams that can facilitate outreach and ensure requests follow established protocols.
- **Start local and plan ahead.** City councils, county boards, and state offices often require advance notice to place proclamations on an agenda. Begin outreach early to allow time for review and approval.
- **Use existing relationships when possible.** Principals, superintendents, board members, or family and community partners may already have connections to local or state officials who can help move the request forward.
- **Clearly explain the purpose of AVID Day.** Frame the proclamation as a way to recognize how AVID equips students with the skills, confidence, and support needed for college, careers, and beyond.
- **Highlight local impact.** Include brief data points, program milestones, or student success stories that show how AVID is strengthening outcomes in your community.
- **Offer draft language.** Providing a short sample proclamation or summary makes it easier for officials to act and ensures accuracy.

- **Invite participation when possible.** Some officials may be willing to attend an AVID Day event, share the proclamation publicly, or post a message on social media.
- **Share and celebrate widely.** Once issued, amplify the proclamation through newsletters, social media, and school or district communications to honor both the recognition and the work behind it.

Together, these proclamations help connect local leadership to classroom impact and affirm a collective commitment to access and opportunity for all students.

Resources to Support Proclamation Requests and Celebrations

- [Sample Proclamation Language](#)
- [Proclamation Request Letter Template](#)
- [Local Proclamation News Release Template](#)

Using AVID Impact Data to Strengthen Your Story

Data helps bring the AVID story into sharper focus by connecting daily classroom experiences to measurable student growth and long-term outcomes. This section includes key AVID impact data you can use to support social media posts, newsletters, media outreach, proclamations, and conversations with community leaders.

We encourage you to use data thoughtfully, pairing numbers with student and educator voices to show both the scale and the meaning of AVID's impact. Together, data and storytelling help elevate the work educators are doing and reinforce why AVID continues to matter for students and communities

Site or District Level Data

Your AVID District Director is an essential partner. District Directors can help identify relevant data points, ensure accuracy, and support consistent messaging so your local story aligns with the broader AVID narrative.

AVID Impact Data 2025

More data, including state-specific data, is available at avid.org/data.

National Snapshot:

- o 1,400,000+ AVID students
- o 7,400+ AVID Elementary and Secondary Sites
- o 100,000+ AVID-trained Teachers, Administrators, and Counselors

- o 200+ AVID National Demonstration Schools

Class of 2025 Data:

- 9 out of 10 AVID seniors in the U.S. are college- and career-ready.
- 83% took at least one course of rigor.
- 93% completed the 4 years of rigorous coursework necessary for college admission.
- 86% planned to attend either a 2- or 4- year college.

Independent Research

In 2025, AVID released the findings of two independent research studies on program implementation, impact, and the conditions that support strong student outcomes across our network.

View the full reports and key findings at a glance at avid.org/research.

AVID Elementary Research Key Findings:

- AVID Elementary increases the likelihood of reaching grade-level English Language Arts proficiency by nearly 5%.
- Students with at least 2 years of AVID Elementary had higher English Language Arts (ELA) scores and were 5 percentage points more likely to reach grade level proficiency in ELA than their peers.
- Former AVID Elementary students earned higher GPAs in middle school than non-AVID peers.
- AVID Elementary students demonstrated lower rates of chronic absenteeism compared to non-AVID peers.

AVID Excel® Key Findings:

- AVID Excel students scored significantly higher on English Language Proficiency assessments by the end of 8th grade compared to similar peers.
- AVID Excel students were nearly twice as likely to be reclassified as English proficient by 9th grade compared to non-Excel peers.
- AVID Excel students were more likely to continue into the AVID Elective in 9th grade, supporting ongoing academic skill-building and confidence needed for high school and beyond.