

Activation Toolkit: ALEX AND ANI Holiday Promotion

Special Olympics and ALEX AND ANI have partnered together since November 2014 when the “Power of Unity” bangle launched. In November 2017, ALEX AND ANI launched their newest bangle benefitting Special Olympics. This toolkit outlines how Programs can raise revenue awareness during the holiday season through promotion of the “Be Brave” bangle.

Overview

ALEX AND ANI, a made in America lifestyle brand and producer of jewelry, and Special Olympics have partnered together through their CHARITY BY DESIGN division to create new bangle benefitting our mission. The “Be Brave” expandable wire bangle is available in both silver and gold and is sold in ALEX AND ANI retail stores, online at alexandani.com, and at partnering retail locations. The bracelet can be purchased in the United States and Canada.

ALEX AND ANI donates 20 percent of the purchase price (\$38) of every bracelet sold. To date Special Olympics has raised over \$300,000 through sales of their original “Power of Unity Bangle”. Revenue earned through bangle sales is shared between Programs and SOI according to revenue share memos sent previously.

Be Brave bangle

The bangle design features the inspiring words, Be Brave, that challenge us all to courageously push the limits and reveal the champion within, as Special Olympics athletes do every day. This relatable design sends a message that no matter the barriers we face, our spirit and courage is stronger.



Activation

1. Social Media

The primary way Programs can activate is through social media. Driving bangle sales in your region will convert into contributions for your Program! Programs are encouraged to post content on social media during the holiday season, a peak time for retail sales. While none of this is required, this is a great way for your supporters to give back to Special Olympics through their holiday gift giving.

Please use attached photos to accompany the sample posts below:

Twitter:

- For 50 years, @SpecialOlympics athletes have inspired the world through their bravery. Keep a piece of this wherever you go with the new @alexandani #BeBrave bangle! [LINK](#)
- Our athletes are always Brave in the Attempt! Through @alexandani's new #BeBrave bangle for @SpecialOlympics, you can keep a little reminder of their bravery with you at all times! [LINK](#)
- Give a gift which represents the bravery @SpecialOlympics athletes all around the world are displaying every day! Check out our new @alexandani #BeBrave bagle today: [LINK](#)

Facebook:

- For 50 years, the bravery of [TAG] Special Olympics athletes all over the world has opened hearts & minds. Now, you have the opportunity to keep a piece of their inspiration with you every day through the new [TAG] Alex and Ani #BeBrave bangle! [LINK](#)
- Our athletes are always Brave in the Attempt! Check out the new [TAG] Alex and Ani #BeBrave bangle for [TAG] Special Olympics and keep a little reminder of their bravery with you wherever you go! [LINK](#)

Instagram:

- For 50 years, the incredible athletes of @specialolympics have inspired the world through their bravery. Keep a reminder of this wherever you go with the new @AlexandAni #BeBrave bangle!
- Through their bravery, @specialolympics athletes have inspired people all over the world! With the new @AlexandAni bangle, you can keep a reminder of their bravery with you! Link in bio to check it out.

2. CHARITY BY DESIGN's CHARMED BY CHARITY® Events and Bangle Bars

Programs can earn additional revenue by hosting special events with ALEX AND ANI stores near you. Programs that are interested in hosting or participating in an ALEX AND ANI event, have two options:

CHARMED BY CHARITY In-Store Event or a BANGLE BAR®. CHARMED BY CHARITY In-Store Events allow you to bring your friends and fellow advocates together to socialize and shop for a cause at ALEX AND ANI retail locations during store hours. 15% of event sales will go directly to Special Olympics.

BANGLE BARS® are hosted outside of ALEX AND ANI retailers at events and provide a unique opportunity for Special Olympics supporters. ALEX AND ANI finds these events are most successful when there are a minimum of 1,200-1,500 attendees. They donate 15% of Bangle Bar sales to Special Olympics. This is a great option for your summer or winter Games or your large fundraising galas.

Programs have the opportunity to apply directly to ALEX AND ANI by working with their local retail locations. A full list of stores can be found [here](#). ALEX AND ANI will confirm events directly with Programs at their discretion and based on location and availability. For any questions about a CHARMED BY CHARITY event or Bangle Bar®, please contact Nancy Lagomarcino (Manager, Corporate Alliances at SOI) or your local retail location.

Questions?

All questions relating to the promotion should be directed to:
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