



Shop & Dine • October 6 to 13, 2018
in Support of For All Seasons suicide prevention work

Organizing Committee

Diane Flagler *La De Da*
Allie Prell *TradeWhims*
Amy Steward

Launch Party

Friday, October 5, 2018
5:00 to 8:00pm
Bartlett Pear Inn, Easton

Every 13 minutes someone dies by suicide. Suicide does not discriminate, affecting people of all genders, ages, and ethnicities with many different factors that may contribute to someone making a suicide attempt, depression being one of the lead reasons. Suicide is the 3rd leading cause of death for 10 to 34 year olds, and 5th for 35 to 44 year olds in Maryland.

Through the *No Matter What...You Matter* campaign, For All Seasons and their partners aim to amplify the conversation about suicide prevention and its link to mental health, as well as teach the signs and symptoms associated with suicide. Because family and friends are often the first to recognize the warning signs of suicide, they can be critical in helping an individual find treatment with someone who specializes in diagnosing and treating mental health conditions.

We are asking businesses to dedicate a week to promote the importance of our community's mental health, share *You Matter* cards, and donate a percentage of sales to For All Seasons' suicide prevention work. In 2017, the campaign raised \$20,000 from 26 participating businesses.

Tell a Friend – You Matter.

During the campaign, everyone should visit a participating business to pick up a #YouMatter card or sticker to pass along to a friend, letting them know they matter to you – **No Matter What!** This campaign is about taking the time to **Ask** how a friend is doing, **Listen** to what they have to say, and **Share** that you care about them and you know where they can find help.

Will You Join Us to Amplify this Conversation?

For All Seasons operates as a 501(c)(3) non-profit, non-sectarian organization established in the Mid-Shore area to assist individuals, groups, and communities by providing trauma certified Mental Health and Psychiatry Services, Rape Crisis Services including advocacy and crisis hotlines, and education and outreach to the community.

With Special Thanks to





Business Participation Opportunity

We ask the Business to:

- Become an informed Campaign Ambassador (materials will be provided)
- Dedicate % of sales from at least one day during the campaign week to For All Seasons suicide prevention work
(10% of sales is a popular amount but each store can decide their own level)
- Share literature about suicide prevention to their customers
- Promote the campaign on social media and in-store leading into and throughout the week

For All Seasons offers to:

- Include business name on all campaign printed material and advertisements
- Provide materials necessary to activate campaign on social media and in-store
- Promote each business the day prior and day-of their sales day via social media
- Invitation to participating businesses to attend the launch party
- Provide a tax-deduction for contribution
- Provide post-campaign impact report

Count Us In! Participating Business(es): _____

Business Address: _____

Contact Person: _____

Phone #: _____ eMail: _____

*We will donate _____ % on these campaign day(s) in support of **No Matter What...You Matter**.*

Saturday, October 6

Tuesday, October 9

Friday, October 12

Sunday, October 7

Wednesday, October 10

Saturday, October 13

Monday, October 8

Thursday, October 11

THE WHOLE CAMPAIGN – we want to participate ALL the campaign days.

We would like to make a DONATION of \$_____.

Make checks payable to For All Seasons and mail to the address below.

With Special Thanks to

Thank You! #YouMatter to Us!

