



**Welcome!** Thank you for your interest in being an Advocate in the Junior League of Boston's 2018 Little Black Dress Initiative (LBDI)! Get ready for an electrifying week filled with meaningful conversations and learning about poverty in our community.

The Little Black Dress Initiative (LBDI) is an advocacy campaign that seeks to raise community awareness of the issue of poverty in Boston. During the week of February 26, 2018 through March 2, 2018, LBDI Advocates will wear the same little black dress for five (5) consecutive days to illustrate the effects poverty can have on a woman's access to resources, her confidence and her professional opportunities. The dress is a visual representation of the lack of choice for families living in poverty.

This year, 100% of all funds raised during the LBDI week will go towards the Junior League of Boston Homelessness Prevention Fund via the Women's Lunch Place. This fund will help 8 deserving women who have fallen on hard times get back into secure, permanent housing.

Our goal is for each advocate to raise \$250 or more, for a total of about \$12,500. Did you know that the poverty line for a family of four in Boston is \$25,000? To challenge ourselves even further, we have also chosen this amount as our REACH goal!

**Included in this packet is everything that you will need to get started and to have an impactful LBDI week!**

**Important LBDI Dates:**

- **Thursday, February 15:** Join us at the **Little Black Dress Initiative Kickoff Event at Coppersmith Restaurant** from 6-8pm to get excited for our initiative and learn how to be an Advocate!
- **Monday, February 26:** Day 1 of LBDI! Start the week right by volunteering for the lunch shift at Women's Lunch Place from 11am-3pm.
  - On 2/26, when volunteering at Women's Lunch Place kitchen volunteers **must avoid** sleeveless/tank tops and bare legs for safety reasons. A sweater and leggings would be perfect with your LBD!



- **Wednesday, February 28: Join us for a fireside chat** at JL Boston HQ from 6-8pm with WLP's Executive Director Elizabeth Keeley to discuss the issues surrounding women experiencing poverty in Boston (free and open to non-members)
- **Thursday, March 1:** Join us for an Evening LBDI volunteer event at Women's Lunch Place from 6-8pm.
- **Saturday, March 3: A Fashion Affair**, the LBDI Celebratory Fashion Show benefitting Women's Lunch Place, from 11am to 2pm at Aloft Boston Seaport.

## Information about Our LBDI Community Partners:

### Women's Lunch Place:

Women's Lunch Place opened its doors in 1982 not only to feed and nourish Boston's women in need of a safe and welcoming place, but also to provide medical care and support for women in crisis or women struggling with domestic violence, mental illness, addiction, or the stress of being homeless. Women's Lunch Place also helps women who are pursuing employment, secure housing and other opportunities through their resource center. The mission of Women's Lunch Place is to care for Boston's most vulnerable women with dignity, foster their resilience, and empower them to pursue their dreams. 100% of the money raised during LBDI will go to The Junior League of Boston Homelessness Prevention Fund via the Women's Lunch Place, who will utilize the funds to select the deserving families and work to get them back into securing housing.

[www.womenslunchplace.org](http://www.womenslunchplace.org)

### Catie's Closet:

Catie's Closet works to reduce absenteeism and urge kids to get back into their schools and off the streets. They do so by converting space in schools into closets which provide access to clothing, toiletries and other necessities for children at need so that they can focus on their education. Catie's Closet will be the recipient of all donated clothing and items throughout the Little Black Dress Initiative.

[www.catiescloset.org](http://www.catiescloset.org)

## What to Wear:

Please wear the same black dress or outfit all week along with your "**Ask Me About My Dress**" Sticker (you will be given several backups in case the stickers fall off throughout the week). As we reflect on the impact of poverty throughout the week, we ask that you keep the same accessories all week. Remember that our dress represents the lack of choices people in poverty have on a daily basis, so while accidents happen, if possible Advocates should avoid washing the dress during the week. And of course, be sure that your "**Ask Me About My Dress**" sticker is visible, and use it as a conversation starter and lead in for donation requests.

At the end of the week, we strongly encourage all Advocates to dry clean and donate their Little Black Dress, along with any other clothing and toiletries meant for girls/women ages 16-30 that are in lightly worn and in good condition. Clothing can be dropped off at the JL Boston Headquarters throughout the week.



**Social Media:**

Be active! Let your friends and family know that you are participating by posting links to your donor pages and by talking about the purpose of our fundraiser. Be sure to use the LBDI hashtags and tag the Junior League of Boston & Women’s Lunch Place in your posts so that we can share your posts and keep track of our social activation. Advocates can chronicle their week by snapping photos of their dresses, sharing poverty statistics, and sharing posts from the JL Boston Facebook and Instagram discussing the work of our Community Partner Women’s Lunch Place and the Junior League of Boston Homelessness Prevention Fund.

<u>Hashtags</u>	<u>Instagram</u>	<u>Facebook</u>	<u>Twitter</u>
#LBDIBoston #BostonLBDI #JLBostonImpact #wlpBoston #wlpLBDI #LBDI	Junior League of Boston <a href="https://www.instagram.com/juniorleagueofboston">@juniorleagueofboston</a> Women’s Lunch Place - <a href="https://www.instagram.com/wlpboston">@wlpboston</a>	Junior League of Boston - <a href="https://www.facebook.com/BostonJL">www.facebook.com/BostonJL</a> Women’s Lunch Place - <a href="https://www.facebook.com/WomensLunchPlace/">www.facebook.com/WomensLunchPlace/</a>	Junior League of Boston - <a href="https://twitter.com/bostonJL">@bostonJL</a> Women’s Lunch Place - <a href="https://twitter.com/WLPBoston">@WLPBoston</a>

We have included some social media posts in this packet, in Appendix I, to get you started. Feel free to use or adapt these as you see fit. We ask that Advocates be mindful of the purpose of LBDI when posting photos throughout the week and keep their content appropriate.

During the week of the campaign, we challenge you to use the attached signs in Appendix V to share your message to your social media community. Below we have included some example messages that you can write on the signs:

- Monday:** Explain why the Junior League, Women’s Lunch Place or the Little Black Dress Initiative is important to you
- Tuesday:** Share a poverty statistic
- Wednesday:** What has been your favorite volunteer experience?
- Thursday:** Share a poverty statistic.
- Friday:** Detail your experience of LBDI.

**Responding to Questions:**

You will be asked about your dress! Be ready to talk about why we are hosting this fundraiser, where the money is going and who it will benefit, and the overall impact of poverty in Boston. Don’t worry, we have provided you with relevant statistics on the issue of poverty in Boston and their sources, along with a list of common donor questions and answers in this packet (Appendix III). If there is a question about poverty, or how the campaign works, that you are unable to answer, please feel free to contact the LBDI council at [LBDI@jlboston.org](mailto:LBDI@jlboston.org).



### **Draft Emails:**

Included in this packet are sample emails for you to send out to potential donors letting them know about the LBDI campaign- see Appendix II. The initial email should go out at the beginning of the week to alert your friends and family of your participation. The second email can go out mid-week as a reminder. The final email should be sent at the conclusion of the week to thank everyone for supporting you in the LBDI campaign. Of course, these emails are merely a guide and you should feel free to edit them as you see fit!

**Setting Up Your Fundraising Page:** See Appendix VI.

### **Raising Money:**

Accepting donations is easy through your own personal fundraising webpage with FundRazr (see instructions in packet). You will have your own individual URL, which you can share on social media and with coworkers. We recommend that you direct people to your fundraising page and ask them to support your efforts! Donors can also submit donations through your webpage anonymously.

### **Taking Donations:**

You can accept donations through your donation page via credit card and in cash and check form in person. Checks must be made out to The Junior League of Boston. Cash and checks must be brought to JL Boston Headquarters by March 3, 2018 so we may include them in the LBDI donation to Women's Lunch Place.

### **Getting your LBDI Stickers:**

"Ask Me About My Dress" stickers will be handed out at the LBDI Kick Off Party on February 15, 2018. You will be given several backup stickers in case they fall off or get dirty throughout the week. If you cannot attend the Kick-Off Party, stickers can be picked up at JL Boston Headquarters during operating hours prior to the start of LBDI week February 26.

We hope that you have an eye-opening and thoughtful experience with LBDI. The LBDI council as well as the JL Boston Board of Directors are here to support you throughout the entire week, so please don't hesitate to reach out with any questions directly to [lbdi@jlboston.org](mailto:lbdi@jlboston.org).

Thank you for commitment to making a difference in the Boston community!



**APPENDIX**

**APPENDIX I – LBDI ADVOCATE SOCIAL MEDIA POSTS**

Below are sample social media posts for each day during the week of LBDI. We recommend you post at least once a day to all personal social media channels – Facebook, Instagram and/or Twitter. Please do not post to JL Boston pages; we want you to get the word out to YOUR networks. We recommend that you add your fundraising link to every post for easy access for donors.

Feel free to write your own posts that capture your personality and why you are participating. You can search #LBDI on social media for some fun ideas from other leagues. Photos of yourself in your dress and button are effective, but the focus of your posts should be centered around advocating for issues surrounding poverty and homelessness, access to food, JL Boston programs and our mission (if you are a JL Boston member) and sharing the message of LBDI, and giving a call to action and information on how to donate to the Junior League Homelessness Prevention Fund at Women’s Lunch Place.. Have fun and thank you for participating!

**TIP:** Change your profile pic to you in your dress or the LBDI logo, and/or include a picture of you in your dress from each day (as your dress gets dirtier/more worn throughout the week), the JL Boston logo, or the Women’s Lunch Place logo in every post!

**TIP:** Consider putting your Fundrazr link into your Instagram bio since you can’t put a hyperlink into a photo caption.

**Be sure to use the LBDI hashtags and tag the Junior League of Boston & Women’s Lunch Place in your posts so that we can share your posts and keep track of our social activation.**

<u>Hashtags</u>	<u>Instagram</u>	<u>Facebook</u>	<u>Twitter</u>
#LBDIBoston #BostonLBDI #JLBostonImpact #wlpBoston #wlpLBDI #LBDI	Junior League of Boston <a href="https://www.instagram.com/juniorleagueofboston">@juniorleagueofboston</a> Women’s Lunch Place - <a href="https://www.instagram.com/wlpboston">@wlpboston</a>	Junior League of Boston - <a href="https://www.facebook.com/BostonJL">www.facebook.com/BostonJL</a> Women’s Lunch Place - <a href="https://www.facebook.com/WomensLunchPlace/">www.facebook.com/WomensLunchPlace/</a>	Junior League of Boston - <a href="https://twitter.com/bostonJL">@bostonJL</a> Women’s Lunch Place - <a href="https://twitter.com/WLPBoston">@WLPBoston</a>

**Day 1**

**Twitter**

Day 1 of #BostonLBDI! I’ll be wearing the same black dress all week to raise awareness about poverty in Boston & money for the @bostonJL Homelessness Prevention Fund at @WLPBoston. Please help me reach my goal! **<Include link to your individual donor page>** #JLBostonImpact #wlpBoston #wlpLBDI #LBDI #LBDIBoston

**Facebook/Instagram**



It's day 1 of the Junior League of Boston Little Black Dress Initiative. After learning that 21.6% of Bostonians live in poverty, I am wearing the same black dress all week to advocate for issues surrounding poverty. What can you do to help? Please consider donating to my fundraising page to help me reach my personal goal. 100% of funds will go towards the Junior League of Boston Homelessness Prevention Fund via the Women's Lunch Place, which will help 8 deserving women get back into secure housing. **<Include link to your individual donor page>** #BostonLBDI #JLBostonImpact #wlpBoston #wlpLBDI #LBDI #LBDIBoston

## Day 2

### Twitter

Day 2 of wearing the same outfit for #BostonLBDI to bring awareness to the effects of poverty on women in Boston. Help me raise money to put 8 women back into safe, warm housing. @BostonJL @WLPBoston **<Include link to your individual donor page>** #JLBostonImpact #wlpBoston #wlpLBDI #LBDI #LBDIBoston

### Facebook/Instagram

Day 2 of #BostonLBDI! Did you know that the poverty rate among family households in Boston is 17%? @juniorleagueofboston and @wlpboston are looking to change that through our JL Boston Homelessness Prevention Fund. Please consider donating to this worthwhile cause! Donate here: **<Include link to your individual donor page>** #JLBostonImpact #wlpBoston #wlpLBDI #LBDI #LBDIBoston

OR

Ask me about my dress! It's Day 2 of #LBDIBoston, @juniorleagueofboston & @wlpboston's advocacy campaign that seeks to raise community awareness on the issue of poverty in Boston. The dress I'm wearing this week represents the effects poverty can have on a woman's **lack of access to resources and her self**-esteem. Please help me reach my fundraising goal! **<Include link to your individual donor page>** #JLBostonImpact #wlpBoston #wlpLBDI #LBDI #LBDIBoston

## Day 3

### Twitter

Day 3 of #BostonLBDI! @BostonJL & @WLPBoston **are teaming up to put 8 women back** into safe, warm housing. Please help me reach my goal of \$-- **<Include link to your individual donor page>** #JLBostonImpact #wlpBoston #wlpLBDI #LBDI #LBDIBoston

### Facebook/Instagram

Day 3 of #BostonLBDI. According to a 2017 report from the Boston Foundation, over 33,000 families have spent at least one night in a homeless shelter since 2008. Access to affordable housing is one of the most pressing issues in this city. @juniorleagueofboston and @wlpboston **are working towards getting more** women secure housing! Donate here to help us with this cause! **<Include link to your individual donor page>** #JLBostonImpact #wlpBoston #wlpLBDI #LBDI #LBDIBoston

OR

Day 3 of #BostonLBDI and my dress is a little wrinkled but I'm lucky to have a warm bed and a roof over my head every night. Homelessness hurts & by wearing my LBD every day this week I'm helping to assure a warm, safe bed for homeless women through the @juniorleagueofboston



Homelessness Prevention Fund at @wlpboston. Please help me reach my fundraising goal

**<Include link to your individual donor page>** #JLBostonImpact #wlpBoston #wlpLBDI #LBDI #LBDIBoston

## Day 4

### Twitter

Day 4 of #BostonLBDI. Wish I could change my dress but so lucky to have the options that so many others don't. I'm \$-- away from my goal – no donation too small. **<Include link to your individual donor page>** @BostonJL @WLPBoston #JLBostonImpact #wlpBoston #wlpLBDI #LBDI #LBDIBoston

### Facebook/Instagram

Day 4 of #BostonLBDI Can you imagine supporting four people on just \$25,000? Because that's the poverty line for a family of four in Boston. [@juniorleagueofboston](#) and [@wlpboston](#) are working together to bring awareness to poverty in Boston and help over 8 women maintain or get back into secure housing! Help us out by donating, every dollar counts! **<Include link to your individual donor page>** #JLBostonImpact #wlpBoston #wlpLBDI #LBDI #LBDIBoston

OR

We've made it to Day 4 of #BostonLBDI. I wish I could put on a clean dress but I'm so honored to support [@juniorleagueofboston](#) & [@WLPBoston](#) as we raise awareness on the issue of poverty in Boston. I am (\$\_\_\_) away from my goal, no donation too small. **<Include link to your individual donor page>** #JLBostonImpact #wlpBoston #wlpLBDI #LBDI #LBDIBoston

## Day 5

### Twitter

It's the final day of #BostonLBDI! So lucky to have your support as I raise awareness and funds around poverty in Boston. Last day to donate! **<Include link to your individual donor page>** @BostonJL @WLPBoston #JLBostonImpact #wlpBoston #wlpLBDI #LBDI #LBDIBoston

### Facebook/Instagram

I made it today 5 of #BostonLBDI! After wearing the same black dress for 5 days, "little black dress" has a different meaning to me. Because of the challenges that face 21.6% of people in Boston, I've been raising money to support [@juniorleagueofboston](#) and [@wlpboston](#) in reducing homelessness and raising awareness about the effects of poverty in Boston. On this last day, please consider donating and help me surpass my goal **<Include link to your individual donor page>** #JLBostonImpact #wlpBoston #wlpLBDI #LBDI #LBDIBoston

## **APPENDIX**

### **APPENDIX II – LBDI DONOR EMAILS**

Below are sample e-mails for you send out to potential donors letting them know about your campaign. We recommend sending out an e-mail on Monday, Wednesday, and Friday to keep people updated on your experience and progress in fundraising, as well as to educate them on poverty in Boston. Feel free to update the posts to reflect your personal perspective. We hope these examples will get you started!

#### **INITIAL E-MAIL**

Good morning,

This week (February 26 – March 2), I am participating in The Junior League of Boston’s Little Black Dress Initiative [LINK TO PERSONAL FUNDRAISING PAGE], a campaign to raise awareness of the issue of poverty in Boston. In our state, 21.6% of people live in poverty. Poverty means living without financial support to adequately cover shelter, transportation, food and other necessities. As an Advocate, I will be wearing one black dress – the same black dress - for five working days in a row to:

1. Highlight how limited resources impacts the ability to afford work-appropriate clothing needed for economic growth above the poverty line;
2. Emphasize the lack of choice available for those living in poverty and the limited options and resources available; and
3. Raise money for the Junior League of Boston Homelessness Prevention Fund at Women’s Lunch Place in Boston. 100% of all funds raised will go towards this Fund, and will ultimately support over 8 deserving women in getting back or maintaining secure housing.

I hope you will support me in this initiative by making a donation to the JL Boston’s Little Black Dress Initiative [INSERT LINK TO LBDI WEBSITE], which will make an impact in JL Boston’s efforts to raise awareness and help those in need.

**My goal is to raise \$250, and every little bit helps.**

Please check out my fundraising page [INSERT LINK] to get involved.

Thank you and warmest regards,  
[INSERT NAME]

#### **MID-WEEK E-MAIL**

Hello all,

Here I am on day three, wearing the same dress I’ve been wearing all week. As I continue to advocate for those living in poverty, I’m hoping to raise [INSERT AMOUNT] more dollars to reach my goal of \$250! I’m so thankful for all your support!





Did you know that on any given night, over 13,000 individuals and families experience homelessness, of which approximately 60% of them are children? Though Massachusetts and Boston especially are working to improve their strong homelessness assistance programs, access to affordable housing is still one of the biggest issues facing our city and state today. I would be thrilled to receive more donations, which will support the Junior League of Boston's Homelessness Prevention Fund at Women's Lunch Place and our efforts to help 8 women get back into permanent, secure housing.

I chose to become a member of Junior League of Boston because I believe in the large-scale work that we're doing to address this through advocacy, programming, and volunteer training. Please check out my fundraising page [INSERT FUNDRAISING PAGE LINK] to get involved.

Thank you,  
[INSERT NAME]

**FINAL E-MAIL**

Hello All,

Thank you for your support throughout the week as I participated in the Junior League of Boston's Little Black Dress Initiative. I am still wearing the same black dress (for the fifth and final day in a row now) as I advocate for those living in situations of poverty.

All week, I have been sharing information about poverty in Boston – through conversations, emails, and social media. With the help of those I have come into contact with, I have raised [INSERT AMOUNT] for the Junior League of Boston Homelessness Prevention Fund at Women's Lunch Place. Along with my fellow Advocates, so far we have helped raise [INSERT AMOUNT] for this amazing cause which will help 8 deserving women get back or maintain housing.

The Junior League Homelessness Prevention Fund needs your support. I wore a black dress for only 5 days, but 21.6% of Boston residents live in poverty every day. Poverty limits individuals' opportunities and choices – and not just in terms of clothing, but also in, education, relationships, and healthy choices.

Please support me on this last day by donating to the Little Black Dress Initiative [INSERT LINK TO FUNDRAISING PAGE]. To those who have already contributed, I sincerely thank you.

Warmest regards,  
[INSERT NAME]

## APPENDIX

### APPENDIX III – DONOR FAQ

**1. Is my donation tax deductible? Will I get a tax receipt?**

Yes. If donation is done online, an online thank you receipt is emailed right away. If donations are given in cash/check, then a donor thank you letter that serves as a tax receipt will be sent after the event.

**2. Can I donate anonymously?**

Yes. You may donate anonymously and request to display your name as “Anonymous”, but then the donation will NOT generate a receipt to claim your tax deduction. **3. Can I make one donation and designate it to multiple Advocates?**

Unfortunately, no. If you would like to donate to more than one Advocate, you will need to donate to each of their personal fundraising pages. We apologize for any inconvenience.

**4. What if I donated the wrong amount?**

Please contact [LBDI@jlboston.org](mailto:LBDI@jlboston.org) to help you get it fixed.

**5. Can I write a check or give you cash?**

Yes. We are happy to accept checks or cash. Please give your check to a Little Black Dress Initiative (LBDI) Advocate and make your check payable to The Junior League of Boston. Please put LBDI and the name of the Advocate on the memo line so that your donation may be added to the Advocate’s fundraising total. You may also mail to:

The Junior League of Boston  
Little Black Dress Initiative  
117 Newbury St, Boston, MA 02116

**To donate cash:** Provide your cash donation to a LBDI Advocate in an envelope with your contact information (name, address, email address & donation amount) on the outside of the envelope. Cash donations can also be dropped off at our JL Boston Headquarters 117 Newbury Street Boston during operating hours.

**6. I want to donate later. What is the link?**

You may donate to a specific LBDI advocate on the Little Black Dress Initiative fundraising page until Saturday, March 3, 2018.

**7. Can I participate as an Advocate if I am not a member of JL Boston?**

Yes! This initiative is open to all members and non-members alike. Anyone can create their own donor page and help raise money for the Junior League of Homelessness Prevention Fund at Women’s Lunch Place. We strongly encourage any non-member Advocates to consider joining the Junior League of Boston and continuing to help us work towards fulfilling our mission!

**8. What does my donation support and how is it touching those affected by poverty?**

100% of funds raised will go towards the Junior League of Boston Homelessness Prevention Fund at the Women’s Lunch Place. The entire fund will go towards helping to secure or maintain housing for 8 women.

**9. Who should I contact for further questions on my LBDI campaign for JL Boston?**

Please reach out to [LBDI@JLBoston.org](mailto:LBDI@JLBoston.org) with any and all questions relating to LBDI, anytime!



For more information about Women's Lunch Place please contact Liz Harrington  
[Lizh@womenslunchplace.org](mailto:Lizh@womenslunchplace.org)

117 Newbury Street, Boston, MA 02116  
(617)536-9640  
[www.jlboston.org](http://www.jlboston.org)

## APPENDIX

### APPENDIX IV – KEY FACTS ABOUT POVERTY IN BOSTON

#### From BostonPlans.org

- 21.6% of Boston’s population lives in poverty.
- The poverty rate among family households is 17%.
- Poverty rates are notably high among the following subgroups:
- Racial minorities
  - Hispanic population (34.8%)
  - Asian population (26.6%)
    - African American/Black population (23%)
- Female-headed family households with no husband present (33.5%)
  - Children (26.9%), especially those living in one-parent households (40.5%)
  - Individuals with disabilities (35.9%)
  - Individuals who do not have a high school diploma or equivalency (32%)
  - Immigrants who have moved to the U.S. within the last year (61.8%)
- The neighborhoods with the highest poverty rates, excluding the Boston Harbor Islands, are:
  - Fenway (43.7%)
  - Mission Hill (40.9%)
  - Allston (37.0%)
- The poverty rate for Boston’s elderly is 21.4%.
- The poverty rates among Boston’s native born (21%) and foreign born (23.3%) are fairly similar.

#### From NeighborhoodIndicators.org

- When the region’s high cost of living is taken into account, as many as 340,000 Bostonians (excluding college students) may be challenged to make ends meet in post-Recession Boston—a figure that includes more than half of Boston’s population.

#### From MAHomeless.org

- The number of people experiencing homelessness and housing instability in Massachusetts remains very high.
- According to numbers from the U.S. Department of Housing and Urban Development's 2015 Annual Homeless Assessment Report to Congress, there were 21,135 people in Massachusetts counted as experiencing homelessness during the January/February 2015 point-in-time counts conducted by the HUD Continuum of Care across the state.
- On June 30, 2017, there were 3,545 families with children and pregnant women in Massachusetts’ Emergency Assistance (EA) shelter program. 46 of these families with children were being sheltered in motels. (The number has since decreased to 41 families in motels as of August 31, 2017.) This number does not count those families who are doubled up, living in unsafe conditions, or sleeping in their cars.
- During state fiscal year 2017, 4,860 families were assisted with emergency shelter and/or HomeBASE diversion assistance, out of the 9,124 families who completed applications for assistance. 3,314 families were denied assistance (47% denial rate, as reported by DHCD). More



data on the EA and HomeBASE programs can be found here, as well as in this February 2017 report from the Boston Foundation.

- 2013 data from the Massachusetts Department of Elementary and Secondary Education (ESE), released in August 2014, estimates that 9,493 high school-aged students in public schools are experiencing homelessness on any given day in Massachusetts. These figures are derived from the 2013 Youth Risk Behavior Survey responses. This number includes an estimated 4,085 unaccompanied high school students who are experiencing homelessness and not in the custody of their parent or legal guardian. To see more data from ESE, [click here](#).
- In the 2016-2017 academic year, public schools across Massachusetts were able to identify and serve 21,112 students who were experiencing homelessness. This is a slight decrease from the 2015-2016 academic year's total of 21,226 students who were experiencing homelessness. (Archives: Academic year data 2010-2015.) The number of individuals experiencing homelessness has more than doubled since 1990.
- On any given night in Massachusetts, the approximately 3,000 night shelter beds for individuals usually are full or beyond capacity (supplemented by cots and sleeping bags).
- Sexual violence and homelessness often are interconnected. [Click here](#) for more information from our partners at the Boston Area Rape Crisis Center.

## APPENDIX

### APPENDIX V – SIGNS FOR SOCIAL MEDIA

During the week of the campaign, we challenge you to download, print and use the social media signs to share your message to your social media community. The idea is that you would take a photo of yourself holding one of these signs. Below we have included some example messages that you can write on the signs:

**Monday:** Explain why the Junior League, Women’s Lunch Place or the Little Black Dress Initiative is important to you

**Tuesday:** Share a poverty statistic

**Wednesday:** What has been your favorite volunteer experience?

**Thursday:** Share a poverty statistic.

**Friday:** Detail your experience of LBDI.

### CANVA DESIGN FOR ELECTRONIC SIGN

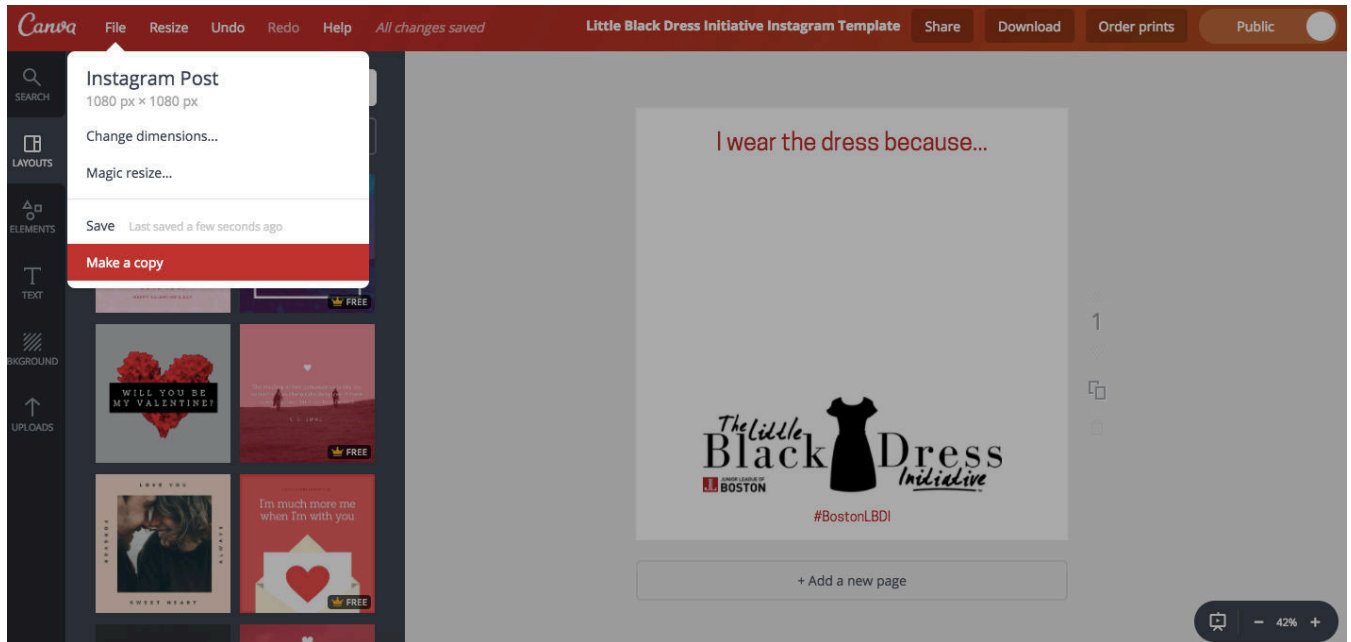
We have created a template on Canva for Instagram and Facebook posts which you can customize with facts about poverty, personal reasons for participating etc. Part of the power of LBDI comes from your supporters being able to see you in your dress so we do not encourage you to use this template in lieu of personal photographs, but rather to augment your campaign.

You must have a Canva account (it’s free) to edit this template using the following instructions.

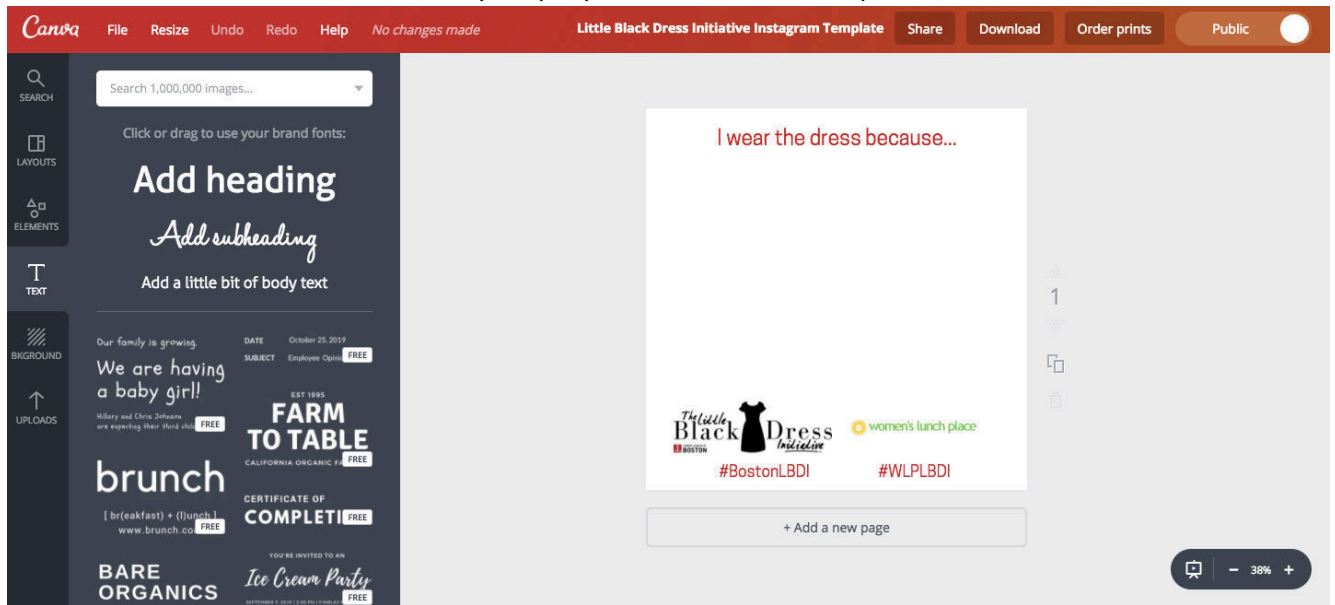
1. Copy & paste this link into Canva:

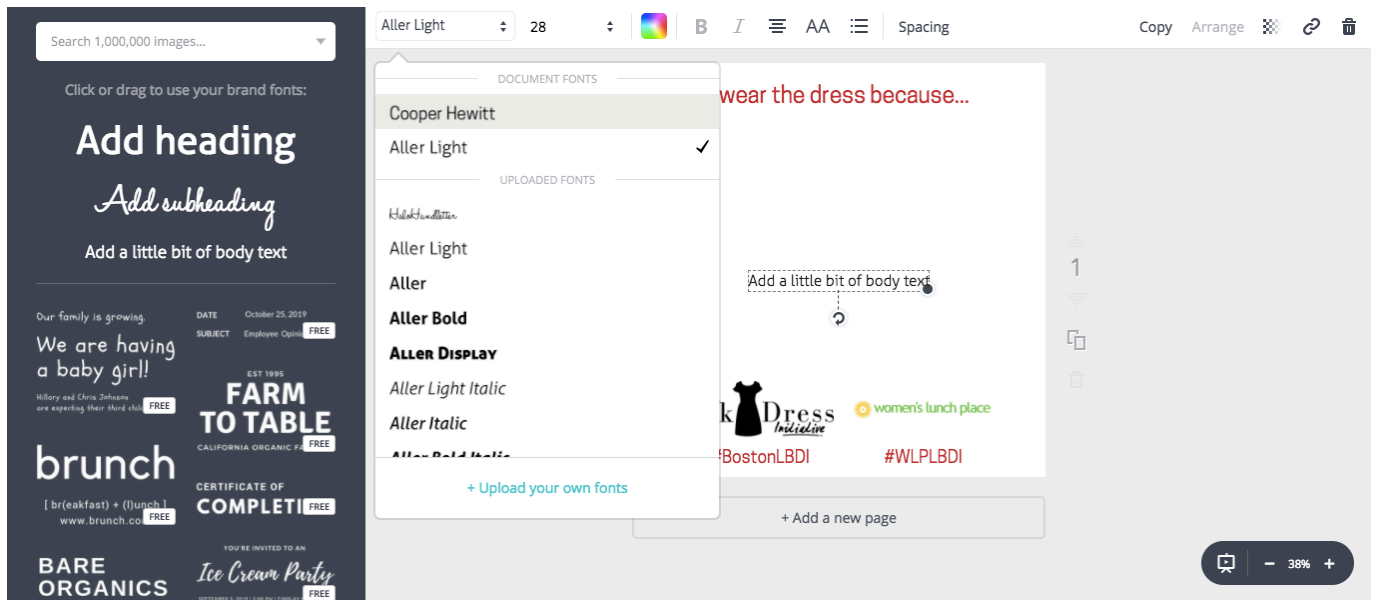
<https://www.canva.com/design/DACvmi7uvYA/I5LoWdNXGP5xyAom7Ot8iw/edit>

2. Make a copy of the template by clicking **File** and **Make a Copy** – this is VERY important!

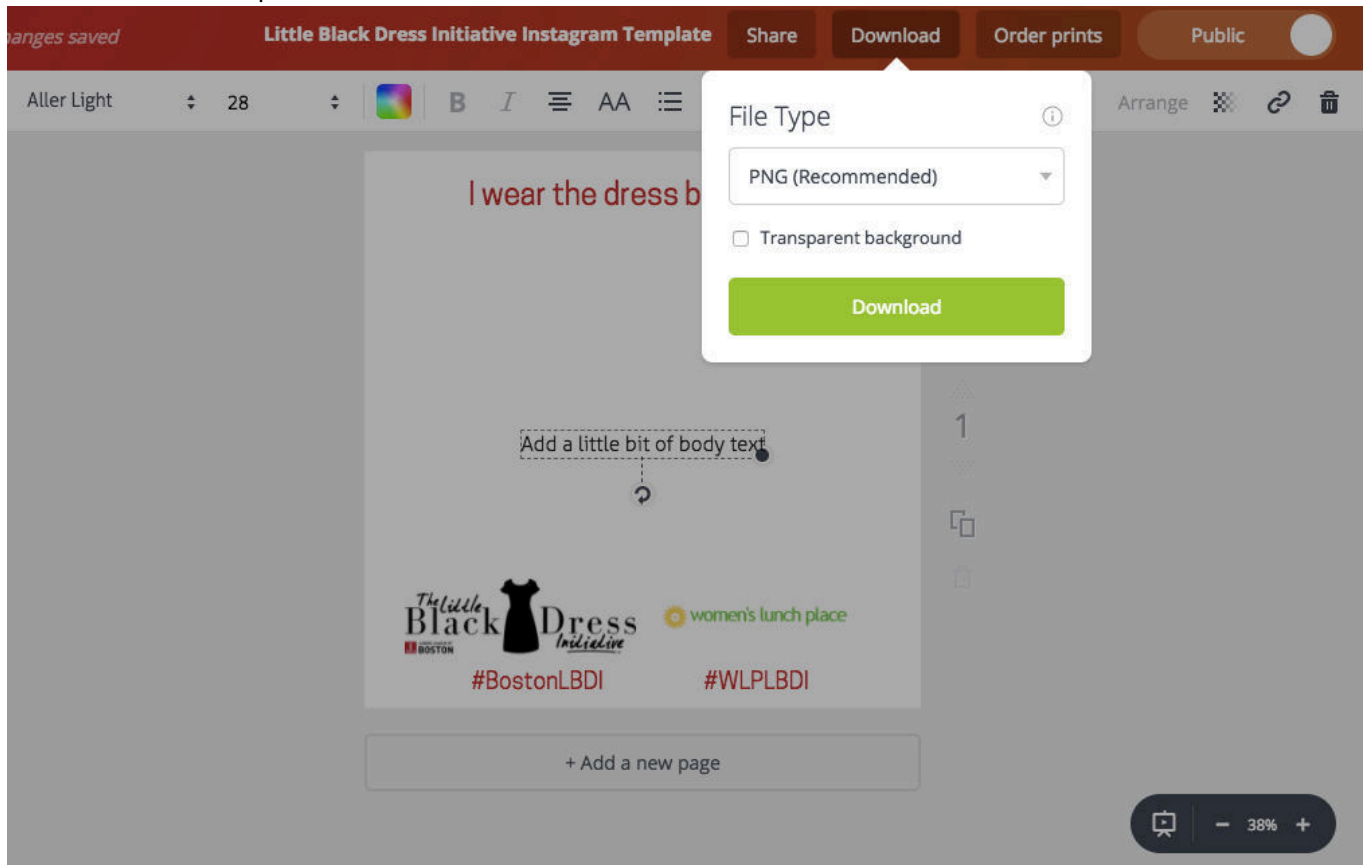


- Once you have made a copy add text by choosing the text option on the left side of the screen. Be sure to use a font that is easy for people to read such as Cooper Hewitt.





4. Once you have added your text you can download the image as a PNG or JPEG and add to your social media posts.





This is why I wear the dress:

#BostonLBDI

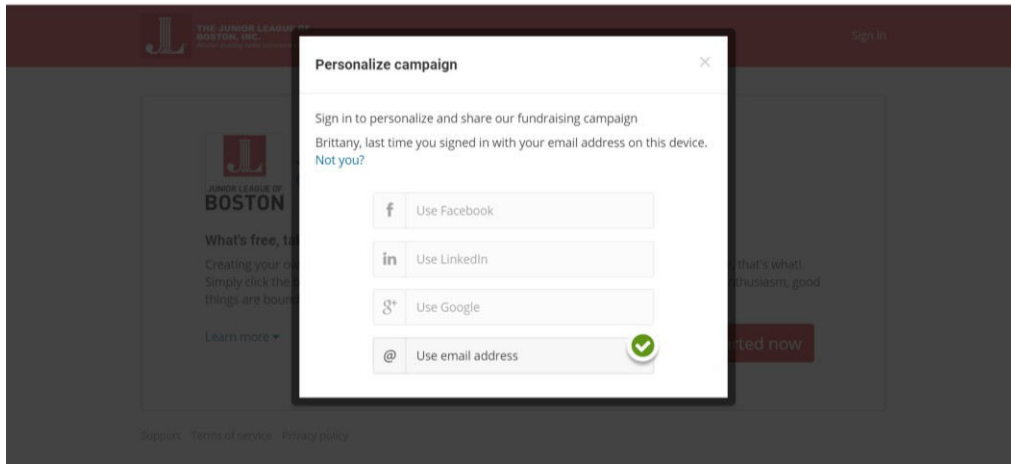


## APPENDIX

### APPENDIX VI – SETTING UP YOUR DONOR WEBPAGE VIA FUNDRAZR

**Step 1:** To create an account on FundRazr, visit this link:  
<https://fundrazr.com/campaigns/jlb-lbdi2017/join>

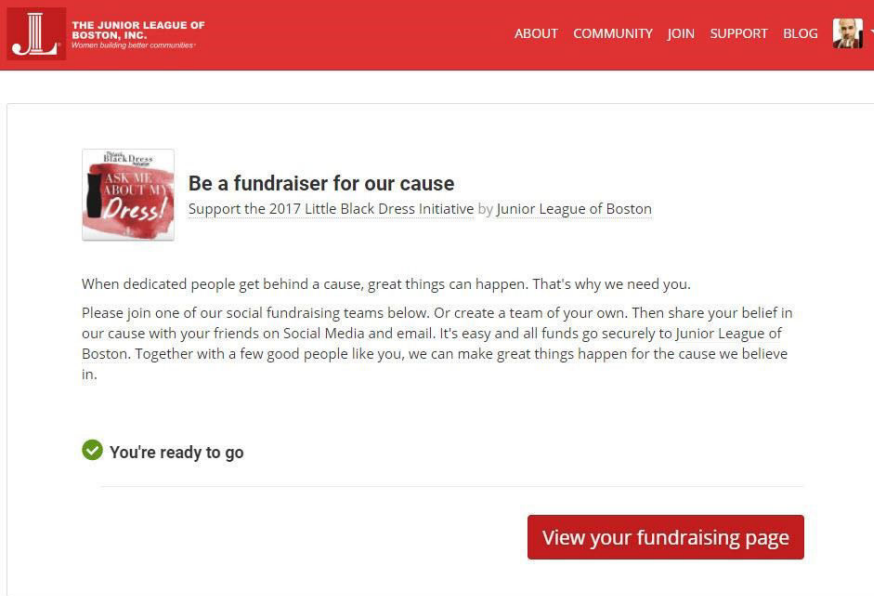
**Step 2:** Click “Get Started Now” and choose any option below to use to create an account. We recommend that you use your email address as an option for sign-up.





**Step 3:** Customize your fundraising page by editing the textboxes under the Basics page shown below. Ignore the Team Name and Picture section. Update the Intro with 255 characters describing why the LBDI campaign is important to you! Also update the Title of the page and your fundraising goal. We recommend that all Advocates target at least a \$250 fundraising goal, but of course the more the better!

<p><b>Intro</b></p> <p>Introduce the who, what and why of your cause in 255 characters or less. Why so short?</p>	<p>social media driven fundraising campaign that raises awareness about the effects of poverty on women. Please donate and support the Junior League of Boston meet its fundraising goal!</p> <p>240 / 255</p>
<p><b>Title</b></p> <p>Give your campaign a title that inspires. Tips</p>	<p>Support the 2017 Little Black Dress Initiative</p> <p>46 / 50</p>
<p><b>Goal</b></p> <p>A goal is optional but highly recommended.</p>	<p>\$ e.g. 1,000 .00</p>
<p><b>Your location</b></p> <p>Enter your city and choose from the list that appears.</p>	<p>Boston, MA, US <a href="#">Not correct?</a></p>


**Step 4:** You're all set! You can now share your customizable fundraiser page link by clicking on the "View your fundraising page" button and begin fundraising for LBDI!



 **THE JUNIOR LEAGUE OF BOSTON, INC.**  
Women building better communities


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 **Be a fundraiser for our cause**  
Support the 2017 Little Black Dress Initiative by Junior League of Boston

When dedicated people get behind a cause, great things can happen. That's why we need you.

Please join one of our social fundraising teams below. Or create a team of your own. Then share your belief in our cause with your friends on Social Media and email. It's easy and all funds go securely to Junior League of Boston. Together with a few good people like you, we can make great things happen for the cause we believe in.

 **You're ready to go**

[View your fundraising page](#)

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