



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 @juniorleagueofboston Women’s Lunch Place - @wlpboston | Junior League of Boston - www.facebook.com/BostonJL Women’s Lunch Place - www.facebook.com/WomensLunchPlace/ | Junior League of Boston - @bostonJL Women’s Lunch Place - @WLPBoston |

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