

## **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]