

### 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:

<u>Monday</u>: Explain why the Junior League, Women's Lunch Place or the Little Black Dress Initiative is important to you <u>Tuesday</u>: Share a poverty statistic <u>Wednesday</u>: What has been your favorite volunteer experience? <u>Thursday</u>: Share a poverty statistic. <u>Friday</u>: 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.

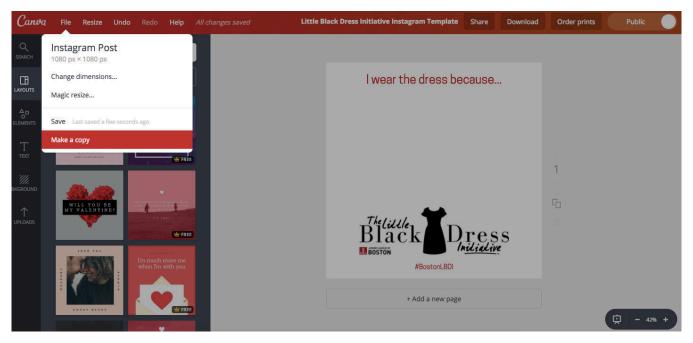
You must have a Canva account (it's free) to edit this template using the following instructions.

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!





3. 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.

Canva	File Resize Undo Redo Help No changes made	Little Black Dress Initiative Instagram Template Share Download Order prints Public
Q SEARCH	Search 1,000,000 images	
œ	Click or drag to use your brand fonts:	I wear the dress because
LAYOUTS	Add heading	
	Add heading Add subheading	
T TEXT	Add a little bit of body text	1
M. BKGROUND	Our family is growing. DATE Occuber 25 2019 SUBJECT Environme Optimil FREE	
↑	We are having a baby girl! EST 1995	
UPLOADS	Hillery and Chris Johann FREE FARM	Black Dress overen's lunch place
		#BostonLBDI #WLPLBDI
	[br(eakfast) + (I)unch ] www.brunch.co	+ Add a new page
	BARE ORGANICS Tree Cream Party	□ 38% +

117 Newbury Street, Boston, MA 02116 (617)536-9640 www.jlboston.org



Search 1,000,000 images 🔻	Aller Light 💠 28 🗘 🌍	B I ≡ AA ≔ Spacing	Copy Arrange 💥 🧷 💼
Click or drag to use your brand fonts:	DOCUMENT FONTS	wear the dress because	
Add heading	Aller Light	4	
Add subheading	UPLOADED FONTS		
Add a little bit of body text	Aller Light	Add a little bit of body text	1
Our family is growing. DATE October 25.2019 SUBJECT Employme Opinie FREE	Aller Bold Aller Display	ę	G.
a baby girl! EXTENSE Millery and Core Jonann or reporting March Mark Cone FREE TO TABLE	Aller Light Italic Aller Italic		
brunch CALIFORNIA ORGANIC JA	+ Upload your own fonts	BostonLBDI #WLPLBDI	
[br(eakfast) + (I)unch ] www.brunch.co FREE		+ Add a new page	
BARE Ice Cream Party ORGANICS			<b>—</b> 38% +

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

nanges saved	Lit	tle Black Dress	Initiative Instagram T	emplate	Share	Download	Order prints		Public	
Aller Light	<b>‡</b> 28	÷ 💽	B I = AA	≣	File Type		0	Arrange	88 )	∂ 🖬
			l wear the dress b	PNG (Reco	ommended)	*				
				🗌 Transpar	ent background					
					Download					
			Add a little b	ait of body	, tevt	1				
			BOSTON Inilielive	y len						
					5					
		В		men's lunch plac	æ					
				WLPLBDI						
			+ Add a new page		E					
								Ŕ	- 389	* +

117 Newbury Street, Boston, MA 02116 (617)536-9640 www.jlboston.org

# This is why I wear the dress:

## **#BostonLBDI**

