

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

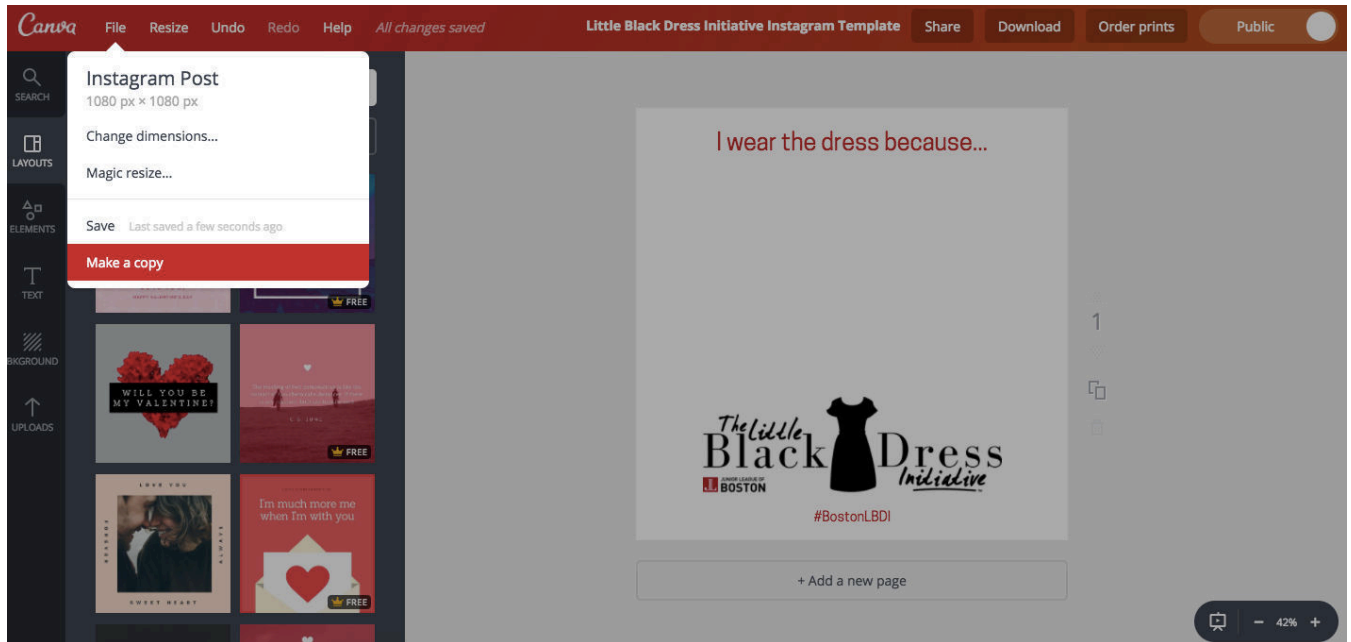
We have created a template on Canva for Instagram and Facebook posts which you can customize with facts about poverty, personal reasons for participating etc. Part of the power of LBDI comes from your supporters being able to see you in your dress so we do not encourage you to use this template in lieu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

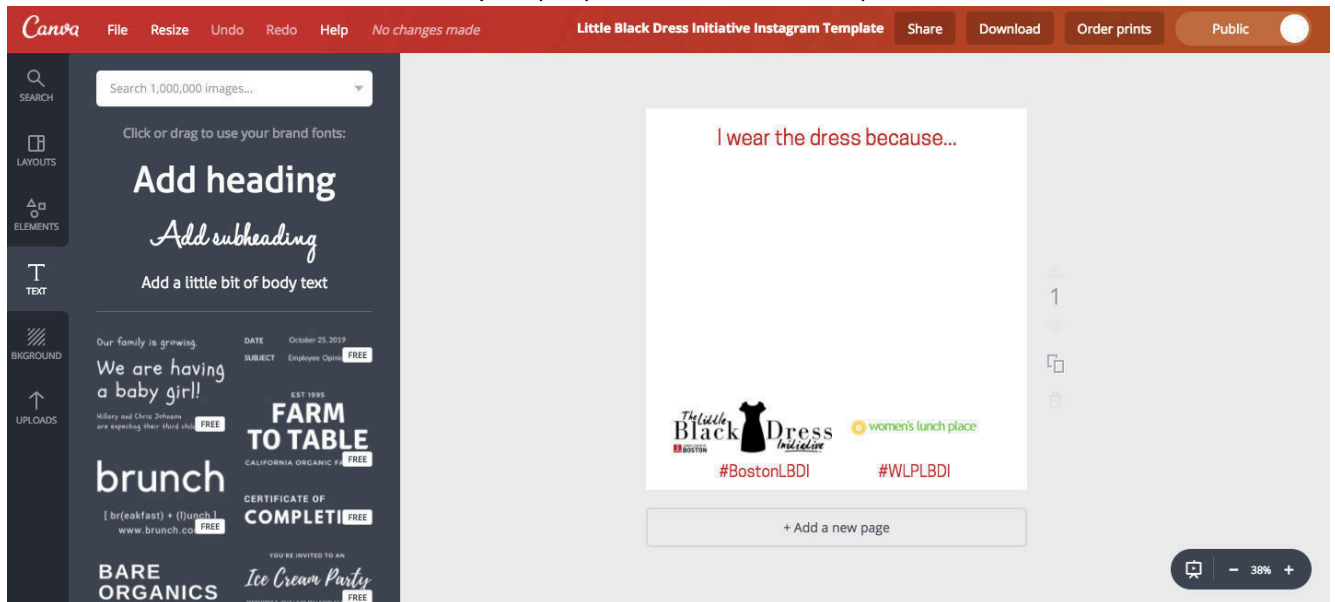
1. Copy & paste this link into Canva:

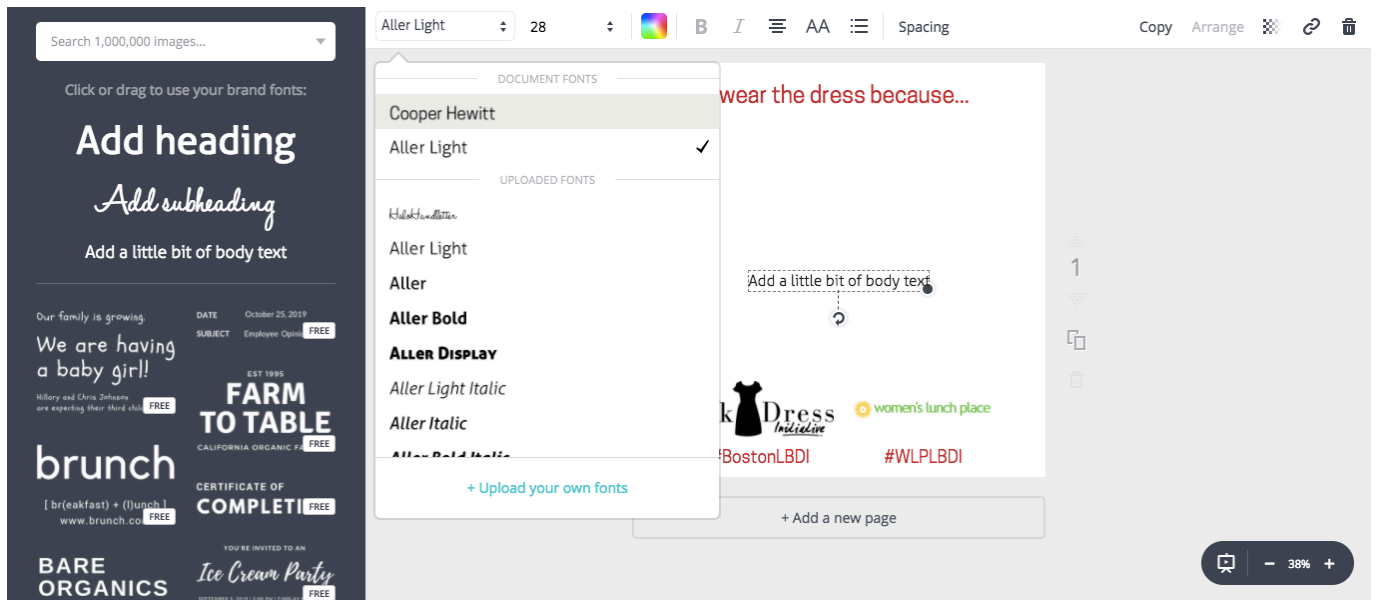
<https://www.canva.com/design/DACvmi7uvYA/I5LoWdNXGP5xyAom7Ot8iw/edit>

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

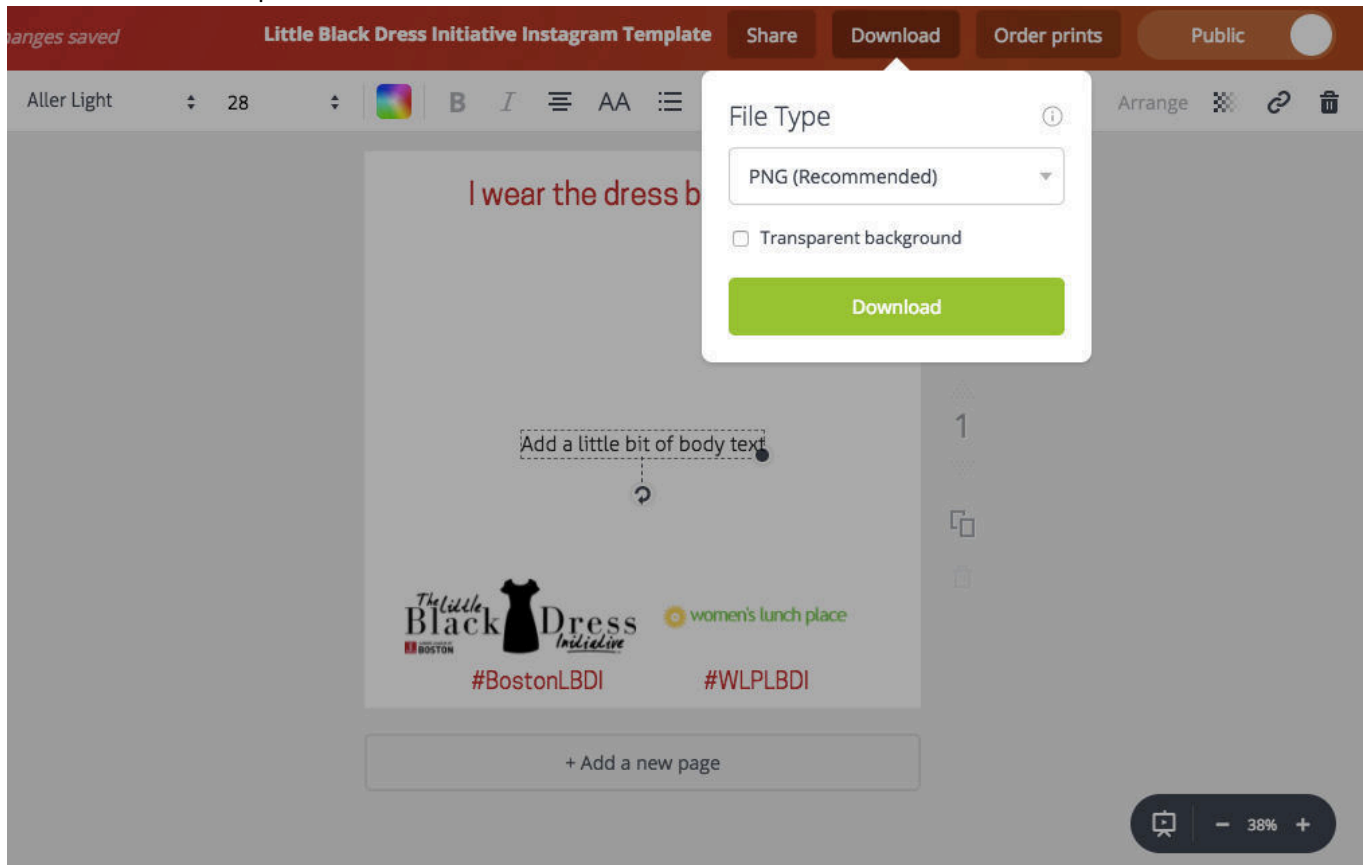


- Once you have made a copy add text by choosing the text option on the left side of the screen. Be sure to use a font that is easy for people to read such as Cooper Hewitt.





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

