



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

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!