



JUNIOR LEAGUE OF
LOS ANGELES

LBDI

LITTLE BLACK DRESS INITIATIVE

2023

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**BLACK
DRESS**
INITIATIVE



A PROGRAM OF THE JUNIOR LEAGUE

MEMBER TOOLKIT

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JLLA LBDI 2023 - October 10th-13th

For four days, the women of the Junior League of Los Angeles will wear a little black dress (or outfit!) to raise both awareness for foster youth in Los Angeles and critical funding for the JLLA projects and programs that support them.

This **Member Toolkit** provides the step-by-step instructions to set-up a personal fundraising page on JLLA's fundraising platform *JustGiving* and then join the team for your respective council or group!

HOW TO SET-UP YOUR PERSONAL PAGE AND JOIN A TEAM

To create your personal fundraising page:

- **Visit:** <https://www.justgiving.com/campaign/jllalbdi2023>
- **Click** the orange "Start Fundraising" button on lower right side of page
- **Sign up** or log in
- **Land** on a "What are You Doing?" page
- **Click** on the "Doing your own thing" icon on lower left
- **Complete** event questions.
 - Event Type > appeal for charity
 - Event > Junior League of Los Angeles Little Black Dress Initiative
 - Date > Leave blank
 - Web Address > your name + LBDI2023
 - Either write your own story or copy and paste the below:

Can one black dress worn for four short days create awareness about issues that affect others for a lifetime? The iconic Little Black Dress (LBD) is usually thought of as just a fashionable wardrobe staple great for business or a fun night out. So why is the LBD at the center of an awareness campaign about foster youth? Founded in 2014 by the Junior League of London, the Little Black Dress Initiative (LBDI) is a week-long awareness and fundraising campaign that harnesses the power of social media to illustrate the limitations foster youth have in choices, opportunities, and access to resources. members wear one black dress for five consecutive days, in an effort to spark conversations and awareness about local foster youth and related issues. To date, dozens of Junior Leagues have replicated the initiative in their own communities, collectively sparking countless conversations and raising hundreds of thousands of dollars in support of important community programs.

Please note - your personal fundraising goal is set at \$120, which will earn you one development hour. Earn an additional hour for each additional \$120 raised!

To join a team (AFTER your personal page is set up):

- **Navigate** to main campaign page:
<https://www.justgiving.com/campaign/jllalbdi2023>
- **Scroll** down to find list of teams on lower right-hand side of page
- **Select** your council or group's team (list below):
 - Communications
 - Community
 - Development
 - Operations/Finance
 - Leadership (BOD, Centennial, DEIB, Nominating, Strategic Planning)
 - Membership
 - New Members
 - Projects
 - Public Policy
 - Sustainers
 - Training
- **Click** on "Join the team" (in blue on the top right-hand side of the team page)
- **Select** "Connect fundraising page" and the follow prompts to link your page

Start fundraising!

Personalize your page:

Be sure to **customize** your personal page with a photo of yourself, a story about why you're participating, and some facts on foster youth so that your generous supporters can learn more about why they're donating

The Dress:

Choose one (1) Little Black Dress to wear every day from October 10th-13th. You may wear some variation of a black ensemble throughout the Initiative. Think "*Little Black Workout Attire*" "*Little Black Jumper*" "*Little Black Sweater*", etc.

Be social, share facts and fundraise:

- **Post** a photo of yourself wearing your little black dress each day during LBDI campaign week!
- **Wear** your "Ask Me About My Dress" pin.
- **Give** facts (provided below) regarding the issues facing foster youth in LA County.
- **Share a link** to your fundraising page that you created through JustGiving in all your communications during the campaign.
 - The link to your JustGiving fundraising page can be shared via private email, on all your social accounts, in your email signature and even via QR code.
 - Simply review your JustGiving profile page for all the links and ways you can share your page and message.

Don't hesitate to email the Digital Fundraising Chairs, [Emily Rivera](#) and [Leticia Govea](#), with any set-up questions. We are here to help!

HOW TO REMOVE A PAST FUNDRAISING PAGE FROM YOUR ACCOUNT

- **Visit:** <https://www.justgiving.com/campaign/jllalbdi2023>
- **Log into** your account on the top right corner, and under your name, **Click**, "Fundraising"
- **Click** "Edit Page"
- **Click** "Settings" on the top bar
- **Scroll** down and **Click** on "Cancel my Justgiving page"

SAMPLE SOCIAL POSTS – BEFORE OCTOBER 10th

- From October 10th – October 13th, I will wear the same black dress every day to raise awareness about issues facing foster youth in Los Angeles. More than 30% of all foster youth in California reside in Los Angeles County. The Junior League of Los Angeles (JLLA) is working hard with partners like United Friends of the Children to provide programs that support these foster youth. Visit my fundraising page to support JLLA's Little Black Dress Initiative: [personal fundraising link]
- From October 10th – October 13th, I will wear the same black dress every day to raise awareness about foster youth in Los Angeles. Did you know that 30,000 children are currently in foster care in Los Angeles County? The Junior League of Los Angeles (JLLA) creates projects and programs with partners like Happy Trails for Kids to help support these children as they transition into adulthood. Visit my fundraising page to support JLLA's Little Black Dress Initiative: [personal fundraising link]
- From October 10th – October 13th, I will wear the same black dress every day to raise awareness about foster youth in Los Angeles. Did you know that only 58% of foster youth will graduate from high school and only 3% graduate from college? The Junior League of Los Angeles (JLLA) creates projects and programs to help support these foster youth as they transition into adulthood, and helps provide resources for those seeking higher education. Visit my fundraising page to support JLLA's Little Black Dress Initiative: [personal fundraising link]

SAMPLE SOCIAL POSTS – OCTOBER 10TH-13TH

Start each post with:

Day__in my Little Black Dress! This week, I will wear the same dress every day to raise awareness about foster youth in Los Angeles.

End each post with:

Visit my fundraising page to support JLLA's Little Black Dress Initiative:
[personal fundraising link]

Add a fact and JLLA info:

- There are over 30,000 children in the Los Angeles County foster care system. This is why the Junior League of Los Angeles creates projects and programs to support foster youth.
- Did you know that only 58% of foster youth will graduate from high school and only 3% graduate from college? This is one reason why the Junior League of Los Angeles creates projects and programs to help support these foster children as they transition into adulthood, and helps provide resources for those seeking higher education.
- 38% of California's foster youth currently reside in LA County, which is why the Junior League of Los Angeles has partnered with United Friends of the Children to take on this cause.
- 1/2 of all young adults who age out of foster care end up homeless or incarcerated. This is why the Junior League of Los Angeles creates projects and programs for transition-age foster youth to help them prepare for life ahead.
- Teen girls in foster care are 2.5 times more likely to become pregnant by age 19. This is one reason why the Junior League of Los Angeles creates projects and programs to help educate foster youth on topics such as safe sex practices, stress management, money management, building a resume, and interviewing skills.
- More than 1 in 4 people experiencing homelessness were at one time in the foster care system. This is why the Junior League of Los Angeles creates projects and programs with Covenant House to help prevent this outcome by educating foster youth on topics that can help them prepare for independence.
- Nearly 2,000 young adults 18-21 are enrolled in extended foster care in LA. This is why the Junior League of Los Angeles creates projects and programs to share life skills with foster youth who are trying to make it as they transition into their adult lives.
- 75% of students in foster care are performing below grade level.
- 33% of youth have five or more foster care placements. This makes it difficult to stay in the same school or have consistent friends or mentors. This is one reason why the Junior League of Los Angeles works with Happy Trails for Kids to create programs that support these children.

SAMPLE SOCIAL POST/THANK YOU – AFTER CTOBER 13TH

LBDI is over. Now It's time to thank your donors:

Dear [Name],

Thank you so much for your recent donation to the Junior League of Los Angeles, as part of our Little Black Dress Initiative. We are so grateful for your ongoing support of our mission and the communities we serve! With your investment, we were able to raise \$[total fundraising number] for JLLA projects and partners that provide critical programming for youth in foster across care in Los Angeles.

We truly appreciate your generosity and couldn't have done this without you!

If you are interested in learning more about the Junior League of Los Angeles and our community impact throughout LA, please visit www.jlla.org.

Thanks again for being part of this important effort!

With gratitude,
[Your Name]

THANK YOU!!