



JUNIOR LEAGUE OF
LOS ANGELES

LBDI

LITTLE BLACK DRESS INITIATIVE

2023

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**BLACK
DRESS**
INITIATIVE

A PROGRAM OF THE JUNIOR LEAGUE



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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.

What is the Little Black Dress Initiative?

The Little Black Dress Initiative (LBDI) is a social media-driven awareness and fundraising campaign. Participating JLLA members wear the same black dress (or outfit) for four consecutive days to raise awareness about the limitations youth impacted by foster care have in choices, opportunities, and access to resources. Members post a picture of themselves on their social media platforms and share statistics, information and their experiences throughout the period. Messaging also includes a soft ask for donations to support the cause. Donations are collected through the Just Giving platform.

Why the focus on the little black dress?

In 2014, the Junior League of London embarked on a campaign to raise awareness about living in poverty and its effect on women. Access to clean clothes is a privilege that has a significant impact on a person's life. So, they took the classic little black dress and turned it into a conversation starter for their members. For 5 days, their members wore the same dress with buttons saying "ask me about my dress" to engage with anyone they came across and share the challenges women living in poverty face. Wearing the same dress also provided a small window into the lived experience of the women they served and this deeper empathy made them more passionate advocates.

Fast forward to today and Leagues across the Association have replicated and evolved this initiative to raise awareness of the issues facing their local communities and fundraising for their Leagues.

For JLLA, the iconic little black dress continues to be our rallying symbol for our social media-driven awareness and fundraising campaign. We focus on spreading awareness of the limitations youth impacted by foster care have in choices, opportunities, and access to resources. We must never forget that the dress (or another black outfit) is just a way to get people's attention with the goal of engaging more community members in this important focus area.

What's our goal?

JLLA has a goal to raise \$35,000. Our hope is that all members will participate with a minimum goal of \$120. New Members and Active Members: Every \$120 raised equals 1 development hour. Earn an additional hour for each additional \$120 raised.

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/lbd2023>
- 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 youth impacted by foster care have in choices, opportunities, and access to resources. Members wear one black dress for four consecutive days, in an effort to spark conversations and awareness about local foster youth and related issues. To date, 80 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.

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

- Navigate to main campaign page:
<https://www.justgiving.com/campaign/lbd2023>
- 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/lbd2023>
- **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.

Facts and figures are from: "Facts & Stats" Children's Alliance Website; <https://kids-alliance.org/facts-stats/> and "CASA fact sheet" CASALA website; <http://www.casala.org/wp-content/uploads/2015/04/CASA-Fact-Sheet.pdf>

SAMPLE SOCIAL POST/THANK YOUS – AFTER OCTOBER 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!!