



What is LBDI?

The campaign aims to bring awareness to women facing distress, whether it be poverty, violence, or inequality. It exemplifies the Junior League of Lynchburg's mission to empower women in the community. **Participants wear one black dress, or other black attire, for the week of October 10-14 (five consecutive days)** to highlight the effect distressful situations can have on a woman's access to resources, confidence, and opportunities. At the end of the campaign, our fundraising efforts in the form of a gift will be given back to women in the community through the YWCA's Domestic Violence Prevention Center and the YWCA's Sexual Assault Response Program.

How do I participate?

1. Sign up - <https://www.crowdrise.com/little-black-dress-initiative>
2. Click "Fundraise for this Campaign" and sign up for an account.

How do I fund raise?

1. Spread the word and your *enthusiasm*! Participants will have a button to wear during the campaign to spark conversation. You will have cards to distribute to those interested in donating.
2. Direct online donors (online fees with donation) to the event page - <http://www.jrleaguelynchburg.org/events/lbdi/>
3. Collect offline donations in person, or have donor mail to JL headquarters.
Address: Junior League of Lynchburg, Attn: LBDI, PO Box 2751, Lynchburg, VA 24505
Manually add offline donations on your fundraising site:
 - 1) Go to My Fundraisers and select LBDI.
 - 2) Go to Manage Campaign.
 - 3) Click "Advanced Options" (left side of page)
 - 4) Select Offline donation manager and enter.

****Prizes will be given to top recruiter and fundraiser.**

4. Share your fundraising site on Facebook and Twitter. We will be posting on the JLL Facebook frequently, so feel free to share those posts. We suggest that leading up to the campaign you post weekly. Then during the campaign, post daily!

Tagline: Help us change the statistics!

Learn more: <http://www.jrleaguelynchburg.org/events/lbdi/>

Donate: <https://www.crowdrise.com/little-black-dress-initiative/fundraiser/> ****your username here****

Hastags: #LittleBlackDressJLL (primary), #JuniorLeagueOfLynchburg, #theLBDI

5. Other Important Dates:

LBDI Kickoff party – Mon., Oct 3rd 5p-7p at Charleys Restaurant. Dutch Treat. Door prizes given.

LBDress Fest – Tue., Oct 18th 6p-8p at the Corner at Rivermont. Dutch Treat. Funds raised announced. Door prizes given.

Lastly, THANK YOU for supporting this great cause and leaving a lasting impact on our community.

Sample posts on Social Media (Facebook, Instagram, Twitter)

- Will you join us? <http://www.jrleaguelynchburg.org/events/lbdi/> Benefiting the YWCA of Central Virginia's Domestic Violence Prevention Center (DVPC) and Sexual Assault Response Program (SARP) #LittleBlackDressJLL #theLBDI #JuniorLeagueOfLynchburg
- Have you heard about The Little Black Dress Initiative? Participants wear the same black dress for five days to raise awareness about the effects distressful situations (poverty, abuse, just to name a few) can have on a woman's access to resources, confidence, and opportunity. Will you join us? <http://www.jrleaguelynchburg.org/events/lbdi/> #LittleBlackDressJLL #theLBDI #JuniorLeagueOfLynchburg
- This week, I'm participating in the Junior League of Lynchburg's Little Black Dress Initiative! I will be wearing the same black dress all week to bring awareness to women facing distressful situations, whether it's poverty, violence, or inequality, and how they can affect their quality of life. Want to learn more? https://www.crowdrise.com/little-black-dress-initiative/fundraiser/**yourusername here** #LittleBlackDressJLL #theLBDI #JuniorLeagueOfLynchburg
- Help me and the Junior League of Lynchburg raise money for a great cause! I am wearing a little black dress for 5 consecutive days to illustrate the effect difficult situations (violence, poverty, inequality) have on a woman's access to resources, confidence, and opportunities. https://www.crowdrise.com/little-black-dress-initiative/fundraiser/**yourusername here** #LittleBlackDressJLL #theLBDI #JuniorLeagueOfLynchburg

The Statistics. Did you know...

- In 2014, 12.7% of individuals living in Central Virginia lived below the poverty line. Poverty is a women's issue. Nearly six in ten poor adults are women, and nearly six in ten poor children live in families headed by women. Poverty rates are especially high for single mothers, women of color, and elderly women living alone.
- Women in the United States have higher rates of poverty than men. If working women received equal pay, this rate would be cut in half.
- Domestic violence is a major cause of homelessness for women in the United States.
- 1 in 3 women have experienced some form of physical violence by an intimate partner.
- Women experience 2 million injuries from intimate partner violence each year.
- 15.5 million children in the United States live in families in which partner violence occurred at least once in the past year, and seven million children live in families in which severe partner violence occurred.
- Every 4 hours, a family seeks shelter from a domestic violence program but is denied for lack of space.
- 80% of human trafficked victims are women.