



## LBDI Advocate Welcome Kit

Thank you for signing up to participate in *The Little Black Dress Initiative*! Please let us know if you have any questions or concerns along the way.

We are excited to bring back this impactful fundraiser and are thrilled you will be a part of *The Little Black Dress Initiative*, a campaign to increase the awareness about the lack of resources underprivileged residents in our community face and the effects it has on their education, confidence and overall well-being while raising funds for the Junior League of Ocala.

By wearing the same Little Black Dress (or outfit) for 5 consecutive days, participants will spark conversation across their networks about the lack of resources underprivileged residents of Marion County face and the work the Junior League of Ocala does in our community. Did you know approximately 59,000 Marion County residents are living in poverty?

For over 30 years, the Junior League of Ocala has been an advocate for women and children in Marion County. Our approach is simple - through hands-on training and formal learning opportunities, we give women the skills they need to improve the quality of life in the communities they serve.

Thank you for joining in our efforts and supporting our mission of promoting voluntarism, developing the potential of women and improving communities through the effective action and leadership of trained volunteers.

## I've signed up as an LBDI Advocate. Now what do I do?

### Before January 21st:

- Let people know you're participating! We have included some examples of social media posts that you can use to create your own post as well as an email template on pages 3-5 of this kit.
- Pick up your "Ask me about my dress" button that you will wear with your little black dress (or outfit). Reach out to Kali Brienne Stauss at [presidentelect@ocala.jl.org](mailto:presidentelect@ocala.jl.org) if you're unable to pick up your button from the following locations:
  - Workspace Collective  
**Pickup Available Anytime Monday - Friday starting January 11th, 8 am – 5 pm, until January 24th, 2022**  
603 East Fort King Street  
Ocala, Florida 34479
  - Marion County Literacy Council  
**Pickup Available Saturday, January 15th, 2022 9 am – 11 am**  
**(JLO members can pick up their buttons at the January 18th, 2022 GMM)**  
120 Southwest 5th Street  
Ocala, Florida 34471
  - Big D Roofing Services  
**Pickup Available Anytime Monday - Friday starting January 11th, 8 am – 5 pm, until January 24th, 2022**  
3145 Northeast 36th Avenue  
Ocala, FL 34479

### January 24th through January 28th – LBDI Week!

- Wear your little black dress (or outfit) each day with your "Ask me about my dress" button.
- Post on your social media pages about LBDI each day. See pages 3-4 for some examples of posts for each day.
  - o Social Media Tips
    - Share the Junior League of Ocala's fundraising page on your personal page, so people know where to donate.  
<https://www.facebook.com/donate/341130417842660/>
    - Share the Junior League of Ocala's Paypal name to give people without social media a chance to donate @juniorleagueocala
    - You can use the pictures that we have provided to include with your caption, but a selfie of you in your outfit each day is great!
    - Use the hashtag #JLOwearsLBD at the end of your posts.

- Tag @jlocalafl on your Instagram posts and stories

## **NEW THIS YEAR—Join us for our LBDI week activities!**

### **o TACO TUESDAY—January 25th, 2022—ALL DAY**

- Cantina Tex Mex Tequila Bar (downtown Ocala), 35 SE 1st Ave, Ocala
- Enjoy a delicious meal at downtown Ocala’s newest restaurant—offering a variety of tex-mex menu items and delicious beverages.
- Mention *Junior League of Ocala* to your server when ordering and 10% of your meal purchase will be donated back to the Junior League of Ocala!

### **o SPIN FOR A CAUSE—Wednesday, January 26th, 2022—5:30pm**

- Zone Health and Fitness, 524 S Pine Ave, Ocala
- Have FUN while FUNdraising during a high energy cycling class taught by one of our very own Junior League of Ocala Members, Stephanie Mutarelli!
- A \$10 donation is required to participate and ALL the proceeds from this class will be donated back to JLO.
- Please arrive from 5:00 pm - 5:20 pm to sign required paperwork to participate in the class. Class will start promptly at 5:30 pm—don’t be late!
- Space is limited/first come first serve.

### **o End of Week Happy Hour—Friday, January 28th, 2022—5 pm - 7 pm**

- Topsy Skipper, 48 S Magnolia Ave, Ocala
- Come enjoy a happy hour drink to celebrate your fundraising efforts throughout the week at a tropical downtown Ocala escape, The Topsy Skipper! Bring your spouses/partners, friends, and family (18+). We will also be announcing estimated fundraiser totals.
- Mention *Junior League of Ocala* when ordering and a portion of your drink purchase will be donated back to the Junior League of Ocala.

## Social Media Post Suggestions

### Before January 24<sup>th</sup>:

I have signed up as an Advocate and will be participating in the Junior League of Ocala's Little Black Dress Initiative to raise awareness of the impact that poverty has on residents in Marion County. The funds that I raise will go directly towards the Junior League of Ocala and its community impact projects right here in Marion County. I'd love to have you join me! You can sign up as an Advocate at <https://bit.ly/blackdressocala22>

### Day 1 – January 24<sup>th</sup>

Over the next 5 days I will be wearing the same black dress to illustrate the lack of resources underprivileged residents face. Will you support me in this great cause? #JLOWearsLBD

OR

All week long I will be wearing the same black dress to raise awareness for underprivileged residents of Marion County. Every dollar helps! Will you support me in this cause? #JLOWearsLBD

Click the link below to learn more about the Little Black Dress Initiative and donate.

<https://www.facebook.com/donate/341130417842660/>

### Day 2 – January 25<sup>th</sup>

More than 60% of low-income families do not have children's books in their homes. Any donation big or small will help! #JLOWearsLBD

Click the link below to learn more about the Little Black Dress Initiative and donate.

<https://www.facebook.com/donate/341130417842660/>

### **Day 3 – January 26<sup>th</sup>**

Approximately 59,000 of Marion County residents live in poverty. Please consider donating to this year's Little Black Dress Initiative! Even a donation of \$5 goes towards ending the cycle of poverty in our community. #JLOwearsLBD

Click the link below to learn more about the Little Black Dress Initiative and donate.

<https://www.facebook.com/donate/341130417842660/>

### **Day 4 – January 27<sup>th</sup>**

100% of students at Oakcrest and Emerald Shores qualify for free or reduced lunch. In the past, Junior League of Ocala has partnered with the Marion County Public School District to provide the resources that students need including clothing, school supplies, playground equipment, and more. Will you help too? #JLOwearsLBD

All week long I have worn the same black dress to raise awareness for underprivileged residents in Marion County. Every dollar counts!

Click the link below to learn more about the Little Black Dress Initiative and donate.

<https://www.facebook.com/donate/341130417842660/>

### **Day 5 – January 28<sup>th</sup>**

Before the pandemic, 40% of non-elderly adults reported difficulty meeting basic needs such as food, healthcare, housing, and utilities (47% in Marion County).

Now 69% of Americans living in poverty have been food insecure or are unable to afford housing. These adults have children who struggle to get to school each day. Will you help? #JLOwearsLBD

All week long I have worn the same black dress to raise awareness for underprivileged residents. Every dollar counts!

Click the link below to learn more about the Little Black Dress Initiative and donate.

<https://www.facebook.com/donate/341130417842660/>

## Email Templates

*These email templates are just suggestions, please feel free to tailor them as you see fit.*

### Template – JLO Supporter

Hello friends and family,

I am a supporter of the Junior League of Ocala (JLO), a volunteer organization dedicated to making a difference in the Marion County community.

From January 24th through January 28th I am participating in JLO's *The Little Black Dress Initiative* by wearing the same black dress for 5 consecutive days to raise awareness about the lack of resources underprivileged residents have here in the Marion County community. Did you know that approximately 59,000 residents in Marion County are living in poverty? With the Junior League of Ocala's focus on women and children's advocacy, we believe that women and children deserve to be empowered through quality opportunities in order to thrive and to be contributing members of our community.

Participating in an event like this is definitely outside of my comfort zone, but this is an organization that I passionately support because of the difference JLO makes in the community. I invite you to support *The Little Black Dress Initiative* by donating to the LBDI fundraising page at <https://www.facebook.com/donate/341130417842660/> or donate via Paypal to @juniorleagueocala.

### Template – JLO Member

Dear friends and family,

As you may know, I am a member of the Junior League of Ocala (JLO). JLO is an organization of women committed to promoting voluntarism, developing the potential of women and improving the Marion County community through the effective action and leadership of trained volunteers.

January 24th - January 28th, JLO is participating in *The Little Black Dress Initiative*. This initiative first started in the Junior League of London, where, during fashion week, members wore the same black dress (or outfit) for a week to raise awareness of generational poverty and to "make poverty unfashionable." This campaign has now been picked up by Leagues around the world to help raise awareness to specific community needs.

I will be wearing the same black dress for 5 days in a row (January 24th-28th) to spark dialogue and awareness about the lack of resources unprivileged residents have here in Marion county. Did you know that approximately 59,000 Marion County residents are living in poverty? With the Junior League of Ocala's focus on women and children's advocacy, we believe that women and children deserve to be empowered through quality opportunities in order to thrive and to be contributing members of our community.

Donations from *The Little Black Dress Initiative* benefit the Junior League of Ocala's mission to improve the Marion County community by providing training to volunteers and funding support for our community programs. I volunteer my time and money to JLO because I believe that we can improve the

community and I would appreciate your support. To donate, visit the LBDI fundraising page at <https://www.facebook.com/donate/341130417842660/> or donate via Paypal to @juniorleagueocala.

### **Quick Facts:**

28.2% of children in Marion County live in poverty; 21.3% of children in Florida live in poverty (1)

14.4% of the Marion County population was considered to be food insecure before the pandemic. People experiencing food insecurity often consume a nutrient-poor diet, which may contribute to the development of obesity, heart disease, hypertension, diabetes, and other chronic diseases. (2)

“Poverty reduces a child’s readiness for school because it leads to poor physical health and motor skills, diminishes a child’s ability to concentrate and remember information, and reduces attentiveness, curiosity and motivation.” (3)

Even before the pandemic, 47% of Marion County households were struggling to afford basic housing, healthcare, and food. (4)

More than 60% of low-income families do not have access to books. (5)

Approximately 59,000 Marion County residents are living in poverty. (6)

Sources:

(1)

[http://www.floridahealth.gov/provider-and-partner-resources/community-partnerships/floridamapp/state-and-community-reports/marion-county/documents/Marion\\_CHA.pdf](http://www.floridahealth.gov/provider-and-partner-resources/community-partnerships/floridamapp/state-and-community-reports/marion-county/documents/Marion_CHA.pdf)

(2) <http://www.flhealthcharts.com/charts/OtherIndicators/NonVitalIndRateOnlyDataViewer.aspx?cid=9910>

(3)

<https://www.childfund.org/Content/NewsDetail/2147489206/#:~:text=Poverty%20reduces%20a%20child's%20readiness, reduces%20attentiveness%2C%20curiosity%20and%20motivation>

(4) <https://www.uwmc.org/marion-county-households-continue-struggle-afford-basics>

(5) <https://www.savethechildren.org/us/what-we-do/education/literacy-in-us>

[Public Policy Institute Report on Early Education](#)

<http://www.fldoe.org/accountability/data-sys/edu-info-accountability-services/pk-12-public-school-data-pubs-reports/students.stml>

(6) <http://datausa.io/profile/geo/marion-county-fl>