Email Template 1:

Hi to my dear family and friends -

I am a member of the Junior League of Greater Orlando, an organization of women committed to promoting volunteerism, developing the potential of women and improving the community through the effective action and leadership of trained volunteers. It is a group of dedicated, diverse and downright-fun ladies who really know how to lead our community; I’ve loved getting involved!

This spring, the JLGO is on a mission to turn the classic icon of the “Little Black Dress” into a visual representation of the lack of choice and opportunities for those living in poverty during our first ever Little Black Dress Initiative. I will be wearing the same black dress for 4 days in a row (March 6-9) to spark dialogue and awareness about generational poverty. In Florida alone, 3.2 million people live in poverty; this equals a family of 4 making less than $24,250 a year. Shockingly (to me), 25.2% of Florida children live in poverty. I am hopeful that the Little Black Dress Initiative will help me personally connect to those children who cannot afford to have multiple outfits to wear to school, as one teeny-tiny representation of poverty and the limited access to the resources we take for granted.

I would love to have your support in the Little Black Dress Initiative. I am so passionate about the Junior League and the work we do and am inspired by the impact your donations can have on the Greater Orlando community conjunction with our mission and community programs. We are collecting donations for #theLBDIorlando at: ([INSERT](https://www.crowdrise.com/junior-league-of-greater-orlando-little-black-dress-initiative/fundraiser/jordanmatthews1) YOUR PERSONAL CROWDRISE PAGE LINK HERE) March 6-9 will be an enlightening and exciting week!

Email Template 2

As you all know I am a member of the Junior League here in Orlando. Recently our members have been working endlessly to create a new campaign in our League and community called *The Little Black Dress Initiative* to raise awareness about poverty in our area. This initiative first started in the Junior League of London and has now been picked up by Leagues around the world to help raise awareness and help put an end to poverty in our communities.

**Did you know:** Florida constitutes poverty as a family of 4 bringing in under $24,300 per year. In Orange county 25.4% of children under the age of 18 are living in poverty.

**How it works:** I am committing to wearing the same black dress for 4 days the week of 3/6 – 3/9 to raise awareness for poverty in Central Florida and gain donations that will go to our League to help fund our community programs that work with those affected by poverty.

This is not just for our League members. You can also participate and wear your black dress along with us! To join me or to gain more information visit our [LBDI page](https://www.jlgo.org/littleblackdress/).

To make a donation to my personal fundraising goal please click (PLACE PERSONAL CROWDRISE LINK HERE)!