

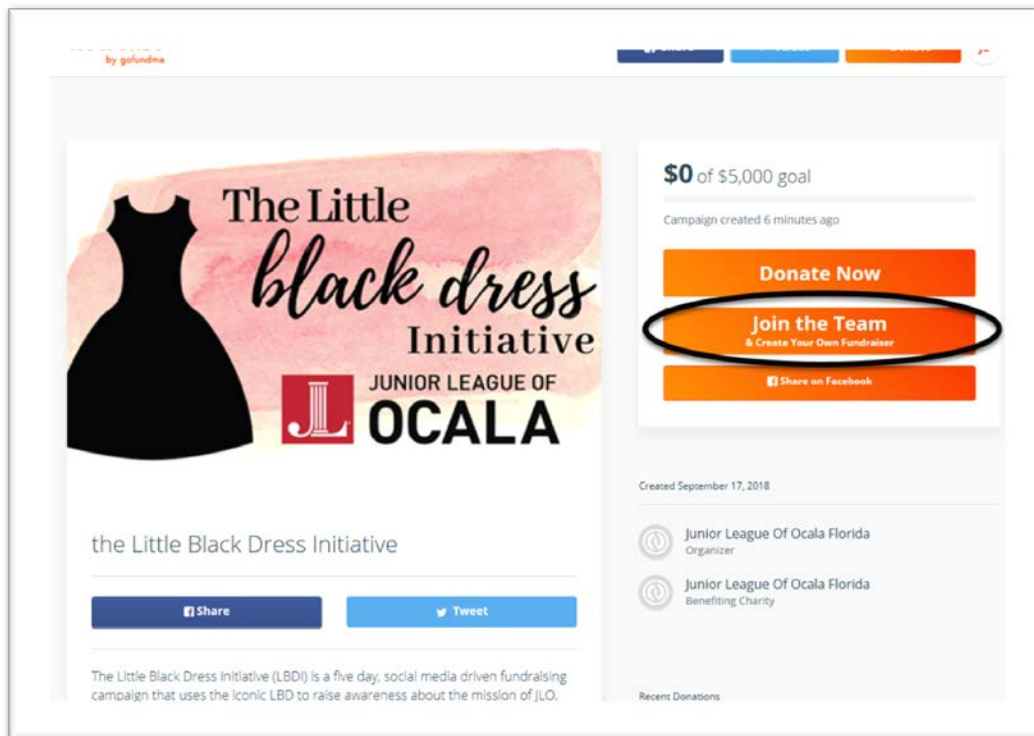


Junior League of Ocala

Little Black Dress Initiative

Crowdrise Sign-up Instructions

1. Visit www.crowdrise.com/o/en/campaign/the-little-black-dress-initiative3 for sign up link
2. Click “Join the Team”



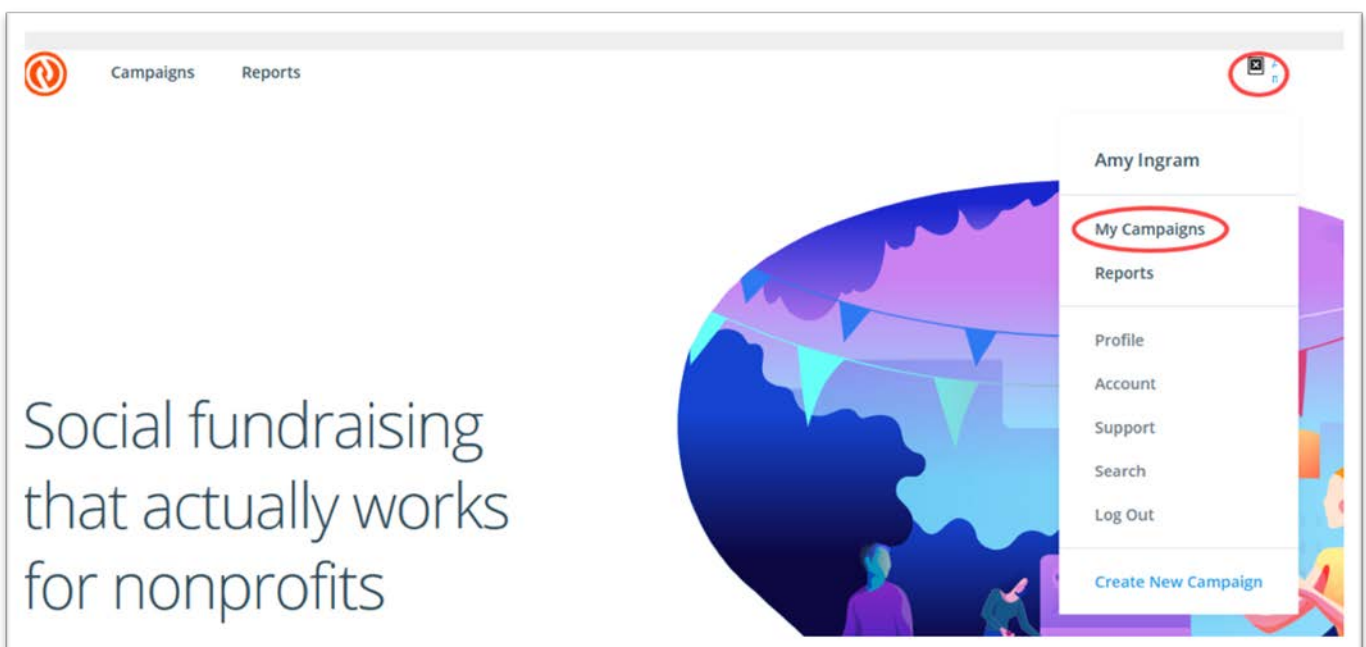
3. Complete the registration with your personal information

Join the Team

Join our Team to help us fundraise. Click the Join the Team button below and then you'll instantly have your own fundraising page that you can personalize and share with everyone you know.

[Join the Team](#)

4. Access your Campaign through the menu at the top right of the page and selecting My Campaigns.



5. Select The Little Black Dress Initiative from your fundraisers.

FUNDRAISERS

Hide Fundraiser

The Little
black dress
Initia



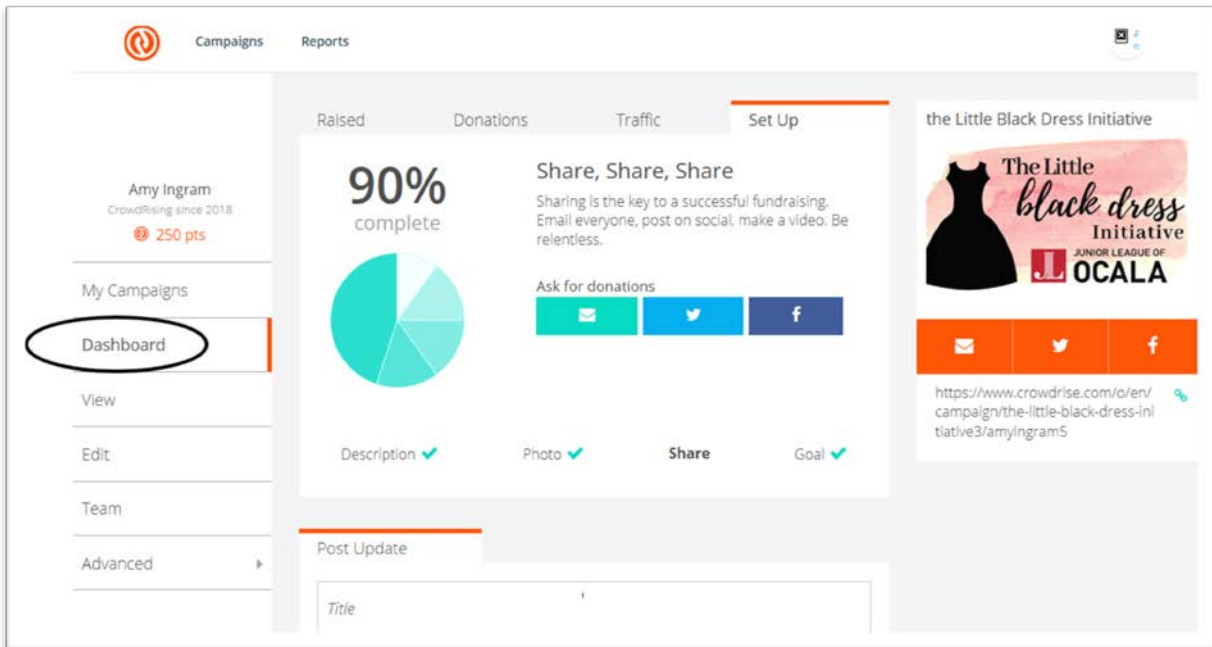
JUNIOR LEAGU
OCAL

**THE LITTLE BLACK DRESS
INITI...**

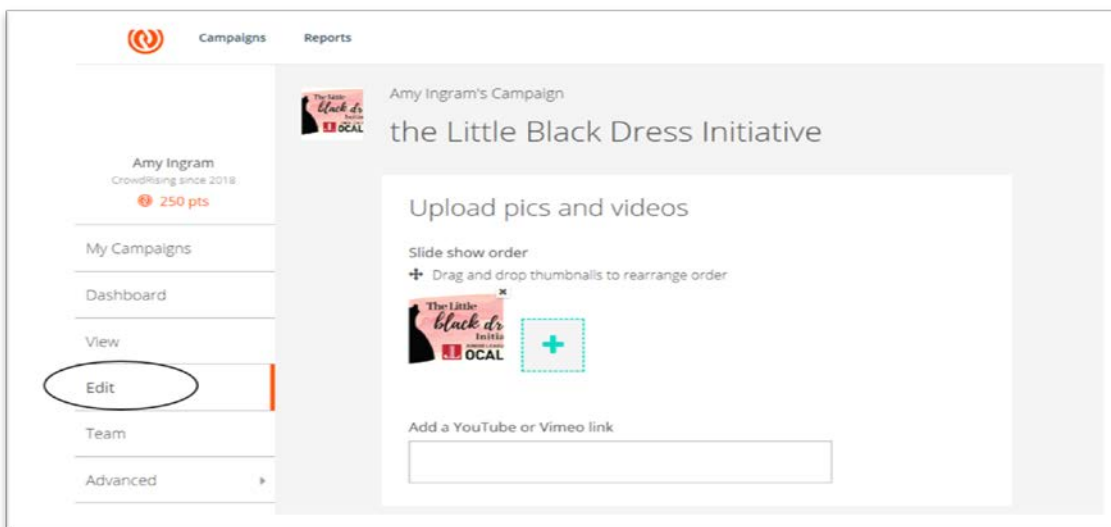
AMOUNT RAISED:
\$0

0% Raised of \$250 Goal

6. Now from here you can monitor your fundraising dashboard, personalize your page, access your donation reports and easily share updates with your supporters.

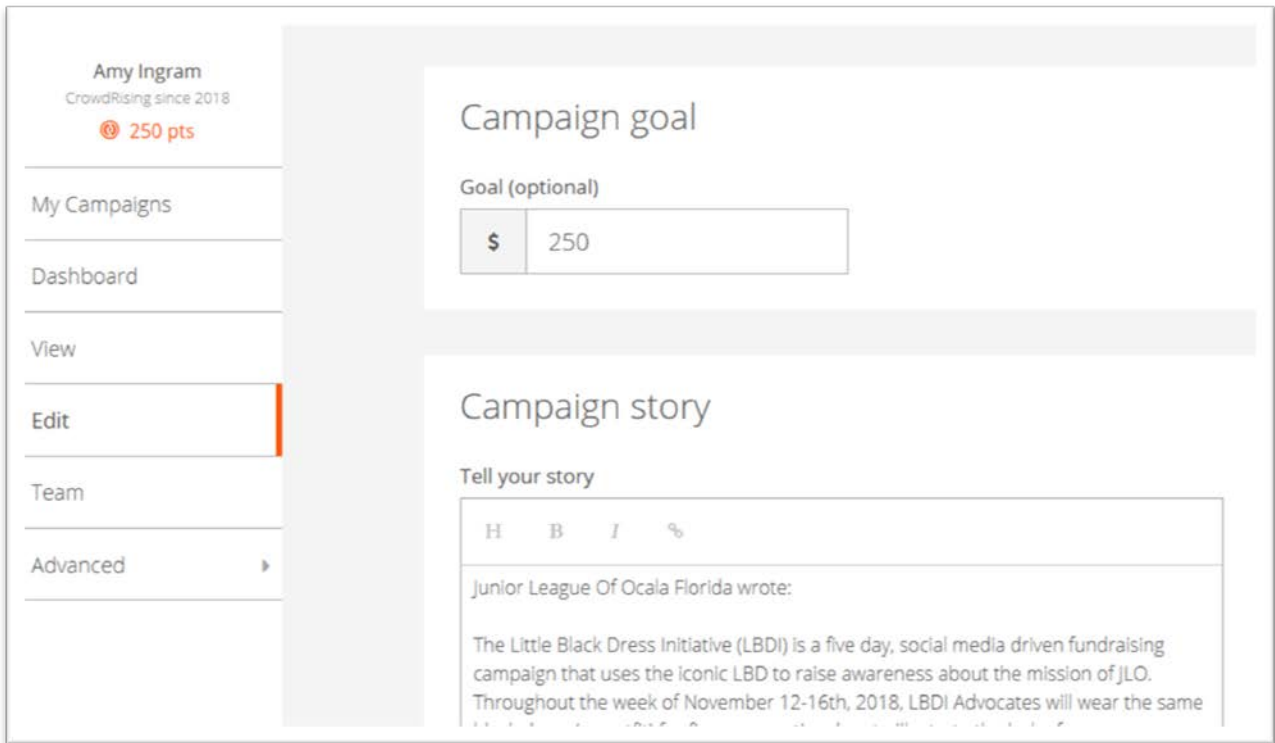


7. Click "Edit" to personalize your LBDI! Consider adding additional pictures for your campaign. How will you be styling your LBD all week?



8. Set a goal here! Team JLO is seeking to raise \$5000 in just 5 days. Every dollar makes a difference. (The personal goal is optional and can be any amount)

- Also on this page is an explanation of The Little Black Dress Initiative. Feel free to modify this template to personalize your page and share with friends and family why you're participating in #JLOwearsLBD, what JLO means to you (and to the Ocala community), statistics on poverty in Marion County, etc



Amy Ingram
CrowdRising since 2018
250 pts

My Campaigns

Dashboard

View

Edit

Team

Advanced ▶

Campaign goal

Goal (optional)

\$ 250

Campaign story

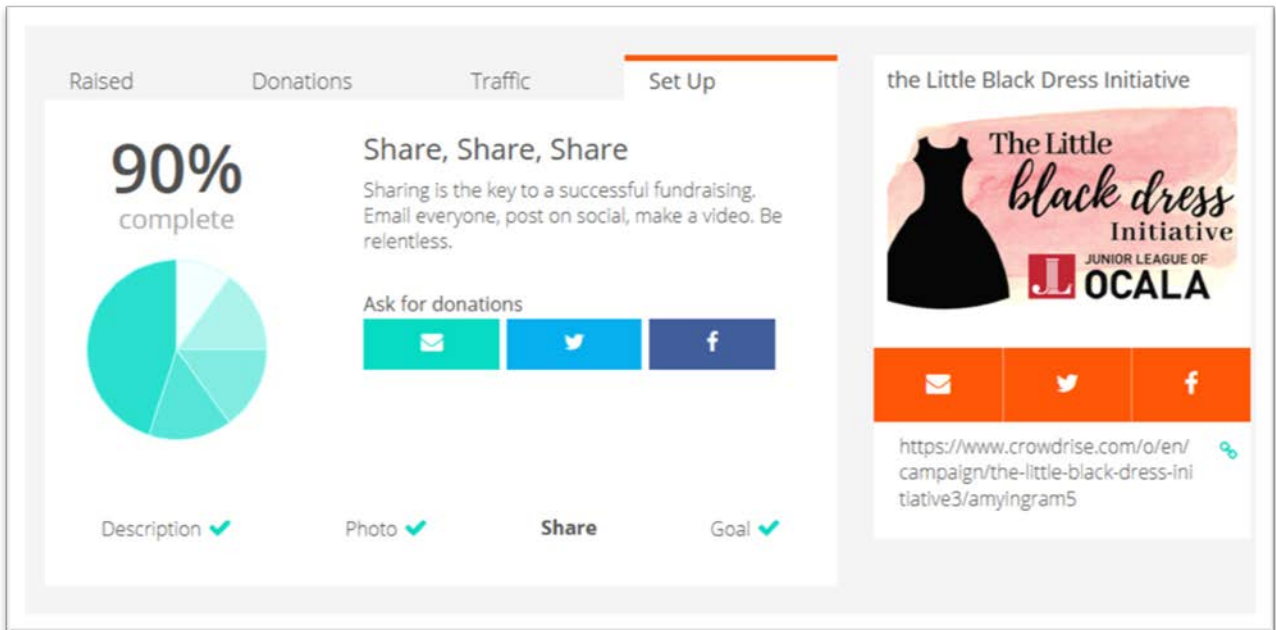
Tell your story

H B I %

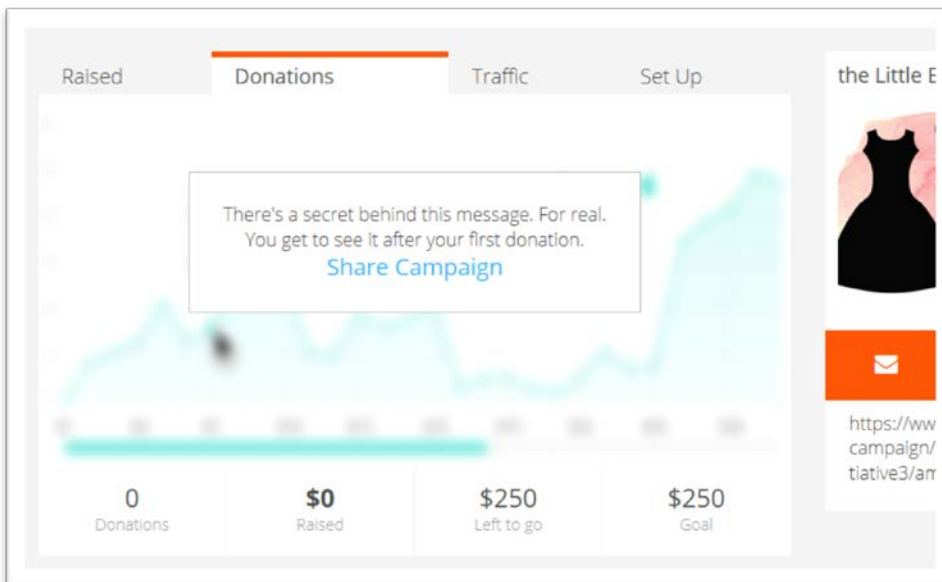
Junior League Of Ocala Florida wrote:

The Little Black Dress Initiative (LBDI) is a five day, social media driven fundraising campaign that uses the iconic LBD to raise awareness about the mission of JLO. Throughout the week of November 12-16th, 2018, LBDI Advocates will wear the same

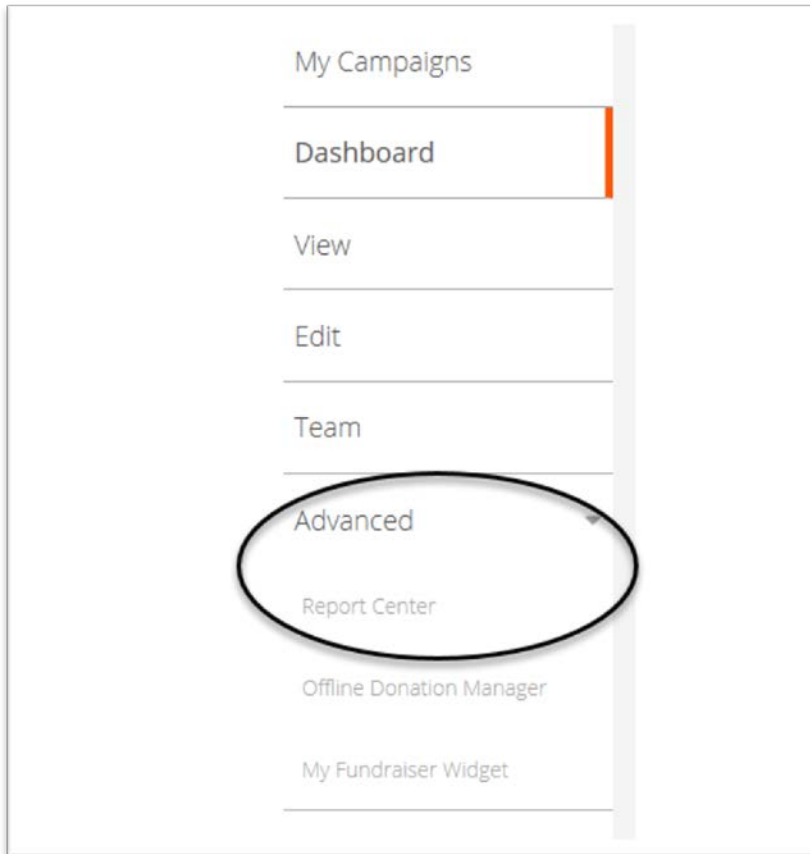
9. Tell your friends and family! **SHARE SHARE SHARE!**
Email, post on social media, share and broadcast your personal link to the LBDI campaign!



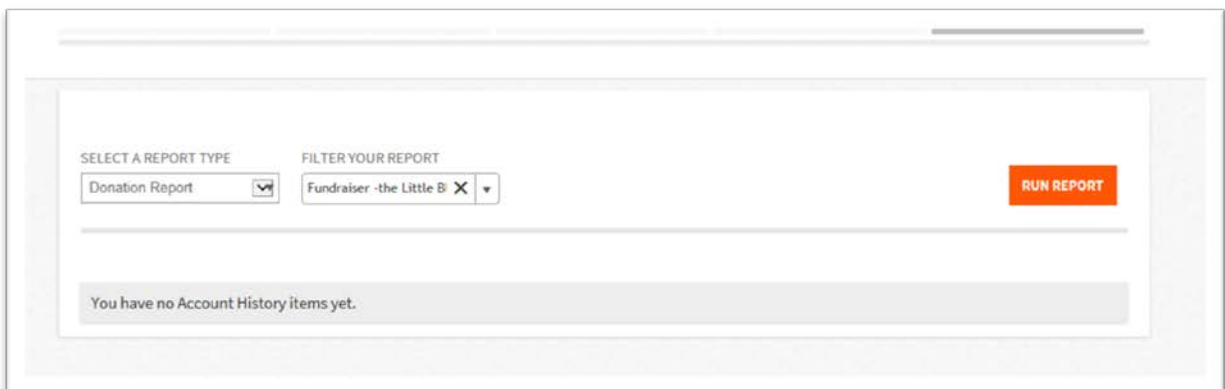
10. **Track your progress.** By clicking on the donations tab, you can find information about how many dollars you have raised and when the donations were received.



11. Make sure to thank your donors! Under the advanced tab, select report center.



Here, you can run a report to gather all contact information – like email or mailing addresses – to send donors a note of appreciation.



Questions?

Please visit www.juniorleagueofocala.com/The-Little-Black-Dress-Initiative

Or email lbdjlo@gmail.com