

Email Template 1:

Hi to my dear family and friends -

This fall, the United Way is on a mission to turn the classic icon of the “Black Dress” into a visual representation of the lack of choice and opportunities for those living in poverty or just above the poverty line during our first ever One Black Dress Initiative. I will be wearing the same black dress (or suit) for 5 days in a row (November 13-17) to spark dialogue and awareness about generational poverty.

In the Northern Shenandoah Valley alone, more than 40 percent of people live in poverty or are right on the edge every day, having to make hard choices. Many of these people are ALICE (asset limited, income constrained, and employed), making just enough to not qualify for government help, but having few places to turn when things get tough. I am hopeful that the One Black Dress Initiative will help me personally connect to those who struggle every day, 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 One Black Dress Initiative. I am so passionate about the United Way and the work we do and am inspired by the impact your donations can have on the Greater Northern Shenandoah Valley community conjunction with our mission and community programs. We are collecting donations for #OneBlackDressInitiative at: [\(INSERT YOUR PERSONAL PAGE LINK HERE\)](#) November 13-17th.

Email Template 2

As you all know I am a very involved in our community, here in the Shenandoah Valley area. Recently our United Way has been working endlessly to create a new campaign in our community called *The One Black Dress Initiative* to raise awareness about poverty in our area.

Did you know: Virginia constitutes poverty as a family of 4 bringing in under \$24,600 per year? In the Northern Shenandoah Valley, that is 11% of our population. There is also the ALICE (Asset Limited, Incomed Constrained, but Employed) population, that makes just enough to not qualify for help, but struggles every day to get by. That group alone constitutes 31% of our population. That means 42% of our residents struggle every day!

How it works: I am committing to wearing the same black dress for 5 days the week of 11/13 – 11/17 to raise awareness for poverty in the Shenandoah Valley and gain donations that will go to support ALICE, and help fund our community programs that work with those affected by poverty.

You can also participate and wear your black dress (or suit!) along with us! To join me or to gain more information visit our One Black Dress Initiative page. [\(insert link\)](#)

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