



WHAT IS DRESS FOR CHANGE?

Dress for Change (formerly known as the Little Black Dress Initiative) is an advocacy and fundraising campaign that seeks to illustrate the restrictions poverty places on choices, opportunities, and access to resources.

Dress for Change week will be held April 20–24, 2026.

During this week, Junior League of Topeka members and community partners will wear the same black dress or outfit for five consecutive days to illustrate the effects poverty can have on a woman's access to resources, her confidence, and her health and wellness.

By wearing a button that reads "*Ask me about my outfit,*" advocates will invite and welcome dialogue among colleagues, friends, and strangers to raise awareness about poverty and its impact on women's health.

HOW WILL WEARING THIS OUTFIT AND BUTTON IGNITE REAL CHANGE?

The Dress for Change initiative is a social media driven awareness and fundraising campaign. In addition to wearing the same black dress or outfit and "*Ask Me*" button every day for five days, advocates will share their journey with their social media following and via email to their network.

The Junior League of Topeka will provide example posts and share turnkey emails that you can send to your network with information on poverty and its impact on women's health.

Each advocate will create their own fundraising page to share with their network, helping raise funds for the Junior League of Topeka's mission, including programs and projects that promote women's health.

HOW WILL FUNDS BE USED?

The Junior League of Topeka is an organization of women committed to the advancement of women's leadership for meaningful community impact through volunteer action, collaboration, and training.

This year, the Junior League of Topeka's Dress for Change campaign will focus on our issue area of women's health, which we believe is vitally important to the well-being of our community.

All funds raised directly support the mission and issue area of the Junior League of Topeka. This impacts and creates funding for community partners, projects, and programs, as well as training opportunities and leadership development for members.

This year's Dress for Change goal is to collectively raise \$8,000 to support the mission of the Junior League of Topeka and issue area of women's health.



HOW CAN I PARTICIPATE?

1) Become an Advocate

Help raise awareness about the impact of poverty and its effects on women's health in our community.

A) Prepare to be an Advocate – Virtual Info Session

April 13, 2026; 6:00PM-7:00PM; Zoom link on [Member Portal Event](#)

Advocates will receive training to help you learn how to:

- *Speak about the issue with competency and sensitivity*
- *Set a fundraising goal for yourself*
- *Set up your online fundraising page*
- *Confidently ask for donations*

If you are unable to attend, please email DressForChange@jltopeka.org to receive advocate materials separately.

B) Participate in Dress for Change Week – April 20-24, 2026

- *Wear the same black dress, outfit, or DFC T-shirt for five consecutive days*
- *Participate in social media campaign*
- *Participate in volunteer activities*

Register by signing up for the [Prepare to be an Advocate Training](#) above

C) Dress for Change Wrap-Up Event

April 24, 2025, 5:00PM-8:00PM; Genesis Realtors

Join us to reflect on the impact of the Dress for Change campaign.

Earn 1 hour of volunteer credit for packing 25 period packs!

2) Donate or Become a Sponsor

Donate: <https://givebutter.com/DFC2026>

Sponsorship Packet available via Junior League of Topeka website:

<https://topeka.jl.org/community/dress-for-change/>