



# **Circle of Sisterhood 101**

**Sorority Community/College Campus  
Awareness & Fundraising Ideas**

Revised March 2020

### **Best Practices & Suggestions:**

- Find creative ways to partner with other student or community organizations and campus divisions interested in the same cause. Examples: women's studies/campus activities/international studies/chaplaincy/ women's groups or sports teams, etc.
- With any awareness and/or fundraising idea you come up with, be sure to invite all sorority leadership councils on your campus to be involved. The Circle of Sisterhood wants ALL sorority women to be involved in our efforts to help girls go to school around the world. One World. One Sisterhood. ®
- Create a Circle of Sisterhood committee under an officer of your council. Challenge the committee to identify fundraisers and awareness creating initiatives. This is a great way to provide a fun and meaningful opportunity to sorority women on campus who may not currently hold a position on your executive board. Consider emerging leaders, newer members, etc.
- Use social media (Instagram, Facebook, Twitter, Pinterest) to share event location and details.
- Want to showcase your event on our Instagram? Just send us a DM!

### **Awareness:**

- **“Women Hold Up Half the Sky”**: Host a book club or viewing of the documentary *Half the Sky*: <http://www.halftheskymovement.org/index.html> Collect donations at the event. Download an Impact Program Discussion Guide on our website here: <https://www.circleofsisterhood.org/take-action/raise-awareness/> Girl Rising is also a very good documentary (90 min.) that specifically talks about girls' education. You can learn more about Girl Rising here: <https://girlrising.org/get-involved>
- **Balloon Awareness**: Tie balloons (helium) around campus with stats about the global issues affecting girls and women. This will generate buzz. Perhaps compliment by tabling at the Union or a popular area on campus. Attach a note to the balloon inviting students to visit you at your table for a treat and to learn more information. You can find lots of stats and information on the Take Action page of our website: <https://www.circleofsisterhood.org/take-action/raise-awareness/>
- **Support Academic Achievement**: During finals week and midterms, in an effort to help others appreciate their education when 62 million girls in the world are out of school, have sorority women troll the library and give treats to Greeks they find in letters studying. Promote that you will do so. Attach stats about the CofS to the treats.
- **Greek Week** – philanthropic focus: If your Greek Community raises money for philanthropic organizations during Greek Week, include or use Circle of Sisterhood as the cause of choice. During the week, host an event that creates awareness about the global issues affecting girls and women and how education is the answer to most of them. For example, on one of the evenings of Greek Week, invite the entire Greek community to view the documentary Girl Rising (<https://girlrising.org/screenings>) and have a conversation.

- **Create Awareness on Recognition Days:** Celebrate one of the recognition days below by raising awareness and funds for CofS in many of the ways listed in this document. For example, challenge every sorority chapter on campus to conduct a postcard/letter writing campaign to ask friends and family to give \$13, which equates to a year of tuition for a girl in the developing world to attend school. Create an online fundraising page for FREE for your event through our website to promote your campaign:
  - International Women’s Day (March 8)
  - Circle of Sisterhood’s Day of Giving (September 30)
  - International Day of the Girl (October 11)
  - Giving Tuesday (first Tuesday after Thanksgiving)

### **Competitions:**

*Please note: We would prefer that you refrain from using the word “War” when hosting competitions on behalf of the Circle of Sisterhood. Many women around the world are brutalized and oppressed as a result of war so the association can be inappropriate.*

- **Talent Show:** Host a campus Talent Show and invite the community to the event. Contestants could be Greek students or children from a local organization or school. Ask for a donation of \$5 for admission and inform attendees about how their donation will remove barriers to education for girls.
- **Dance Marathon:** Partner with dance teams and clubs. Have each chapter form a team and include IFC in your event. \$45 a team to enter. \$5 to attend.
- **Cupcake Challenge:** Have a bake off between chapters, and see who sells the most baked goods. Or challenge all chapters to include items in the bake sale that are circular. Have napkins printed with CofS facts to pass out with your baked goods to help spread awareness.
- **Penny Challenge:** A friendly competition between chapters to see who can raise the most money. Have each chapter decorate a large can or jar and display the containers in a popular area on campus. Pennies earn points, but silver coins and paper bills will give you negative points.
- **Field Day:** Plan a field day with relay races, organize teams and brackets. \$50 per team to enter.
- **Flag Football/Powderpuff Football:** \$10 fee to play in a casual game or host a tournament between sororities and/or fraternities.

- **Karaoke Night:** Host a Karaoke Night at one of the chapter houses (if you have them) or on campus. Ask faculty members to serve as judges. Pay to sing your favorite song, pay not to have to sing, or pay to make someone else sing.
- **Trivia Night:** Host a few rounds of trivia with unique categories. Include a category about CofS or girls' education. Have teams compete to win a prize. \$50 a team.
- **Spelling Bee:** Organize a spelling bee for sorority and fraternity members on campus to participate. Add to the rules that a donation of \$5 will be made for each word spelled wrong.
- **Venmo Challenge:** Challenge each sorority member to make a donation to CofS through Venmo. Simply search for Circle of Sisterhood in the Venmo app, use a unique hashtag in the memo to identify your campus/chapter, and send an email to Annie Labo at [annie@circleofsisterhood.org](mailto:annie@circleofsisterhood.org) with the dates of your challenge for tracking purposes.

**Profit Shares:**

*If a donation will be made on behalf of your sorority community, please ask that your campus name is identified so we can give credit to your sorority community.*

- **Restaurant Fundraiser:** Establish a partnership with a restaurant, yogurt shop, etc. within walking distance of campus to designate a night when a percentage of any food purchased by a Greek in letters is donated to the Circle of Sisterhood – a 501c3 charity. If most Greeks are housed on your campus, choose a night when chapter houses don't serve dinner.
- **Brothers for Sisters:** Ask the IFC to match your donation or host a fundraiser together. Encourage the fraternity men on your campus to get involved in this cause with you. Partner with them on events. Why? Because the oppression of women worldwide will not end until men are significantly involved and understand the issues.
- **Fashion Show for a Cause & Trunk Show:** Partner with campus fashion club/merchandising majors. \$5 entry fee. Chapter presidents of all the fraternities and sororities could be models. After the models have worked the catwalk, host a trunk show with a local retailer and ask them to donate a percentage of the proceeds.

- **Bracelet/Jewelry Party:** Work with a company that sells jewelry to support women in poverty. Or buy supplies from a craft store to host your own jewelry making party.
- **Athletic Department:** Ask for a percentage of the ticket sales be donated to the Circle of Sisterhood for one game and host an info booth during that game.
- **Carnival:** Host a carnival with games, bounce houses, face painting, and other activities. Work with a local entertainment company. Sell wristbands or tickets with a percentage of the proceeds being donated to CofS.
- **Concert for a Cause:** Find a local band, and ask them to profit share one of their shows.
- **Yoga for a Cause:** Reach out to a local yoga studio to host a class on campus. Split the proceeds.

### **Recruitment:**

- **Teach PNMs about Philanthropy:** The easiest thing for a sorority community to do would be to ask PNMs to donate when they sign up for recruitment. Donating \$1-2, in addition to their recruitment fee, will help provide opportunity to girls. Market your efforts as a community having a global impact – together - by putting information in your formal recruitment registration materials. Let those thinking about going through sorority recruitment know that a portion of the recruitment fee is helping girls go to school in the developing world. Then, during recruitment orientation or a philanthropy round, share information about the Circle of Sisterhood and let your PNMs know that they've already made an impact on your community's philanthropic efforts. Tie into the values of all of our Founders – Sisterhood, Service, and Education. Be sure to provide the option to give this philanthropic donation on your registration form.
- **Recruitment Kick Off:** Host a pizza/spaghetti/etc. dinner to kick off recruitment work week and invite all sorority women. Collect \$2 at the door to help girls go to school and share a few of our videos from our YouTube channel: [youtube.com/user/circleofsisterhood1/videos](https://www.youtube.com/user/circleofsisterhood1/videos)

## Sales:

- **T-Shirts:** We know how Greeks love t-shirts – sell one with proceeds benefiting the Circle of Sisterhood! You can work with one of our officially licensed vendors. Before purchasing from a vendor, investigate whether the vendor is licensed to use CofS trademarks by visiting this link: <https://greeklicensing.com/clients/circle-of-sisterhood-foundation/10885/search> Or if you want to work with a local vendor who is not licensed, please ask them to get licensed. For information on becoming a licensed vendor of the Circle of Sisterhood, please be sure your service provider contacts: Melissa Jean-Baptiste, Affinity Consultants, [melissa@affinity-consultants.com](mailto:melissa@affinity-consultants.com). All official vendors are screened for high quality, appropriate products and good customer service.
- **Grams:** Use baked goods or handmade notes to help students recognize each other on a special day. Examples: Valentine’s Day (Sweetheart Grams), Halloween (Boo Grams), St. Patrick’s Day (Lucky Grams), etc. Ask for a \$1-\$2 donation for a gram and to have it delivered.
- **Warm Up or Cool Down:** Sell hot cocoa/coffee on cold days or popsicles/ice cream on hot days. Pass out a small card with stats about CofS with each item you sell.
- **Tailgate Treats:** Work with the Athletic Department to have a bake sale at tailgates or outside the stadium before games.
- **Raffle/Reverse Raffle:** Sell raffle tickets for an iPad or the latest gadget at your next campus-wide event. \$10 per ticket. Ask a local retailer to donate the raffle item.
- **Bingo Night:** Host a bingo night and invite other student organizations and Greek Councils to be involved. Sell bingo cards for \$2 each and have prizes donated from local businesses.
- **Benefit Dinner:** Host a benefit dinner for CofS. Sell tickets for \$10. Include a silent auction and ask local businesses to donate items for the auction. Or host a CofS speaker and educate your community on girls and education.
- **Buttons/Stickers for a Cause:** Order CofS buttons or stickers to sell to create awareness and raise money. (See T-shirts above for information on ordering from a licensed vendor.)
- **Dress Down Pass:** Allow chapters/councils to sell members/delegates a Dress Down Pass for \$5. The pass will allow them to “dress down” to meetings.
- **Golf Cart Rides:** Chauffeur students and staff around campus for donations and start a conversation about CofS with your passengers.

## **Sisterhood Events:**

- **Circle of Sisterhood Week:** Identify one week of your academic year as Circle of Sisterhood Week (similar to Panhellenic Pride Week). Host a couple of activities where all sorority women on campus participate; assign Sister Sororities to show appreciation to each other throughout the week; host fundraising bake sales; Girls Movie Night, etc.
- **Inspiring Women Night:** Have a note writing event with snacks and prizes. Inform women in attendance about our cause (use videos from our YouTube channel) and then encourage them to each write 2 or 3 personal notes to other women who have inspired them or helped them with their education. In the notes, have them ask that person to help girls go to school in the developing world by donating \$20. (Examples: mothers, grandmothers, aunts, teachers, advisors, counselors, mentors, etc.) Set up a campaign through our website to make it easy for note writers to tell their mentors where to donate. This page can be customized to your event and all donations are tax deductible.
- **Partner with Local Alumnae:** Host events with local area alumnae organizations (alumnae chapters/clubs, Alumnae Panhellenics, etc.) This is a meaningful way to engage all area alumnae with the important work you are doing.
- **Junior Panhellenic Involvement:** If you have one, find creative ways to get your Junior Panhellenic involved in creating awareness about the cause and fundraising for CofS. This is a great way to tap into emerging Panhellenic leaders.
- **Punch N Brunch:** Host a self-defense class for women on campus followed by brunch. Proceeds go to CofS. Take the opportunity to talk about the oppression women face around the world and how you are supporting the Circle of Sisterhood to uplift women from oppression through education.
- **Movie Night:** Host an indoor or outdoor movie night with snacks. Collect \$2 from each sorority woman who attends and encourage them to invite a fellow sister. Select a 'girl power' movie to watch.
- **Girls Night In:** Host a Girls Night In by showing an informational CofS video. Then have an evening of fun interactive games (minute to win it games, board games, card games, etc.) or crafts. Ask for a donation of \$5 to attend.

## **Tabling:**

- **Circles for Education:** Use colored cardstock to make cut-out circles (think CofS logo) that say “I support the Circle of Sisterhood,” “I support girl’s education,” or another meaningful message like “Education is important to me because...”. Sell the circles for \$1 each and allow purchasers to write their name on the circle or to answer the prompt. Then, post the circles in a visible place on campus (Student Union, Library, Greek Life office, etc.). This is a great way to raise money and create a visual impact on campus.
- **Change for Change:** Can shake around campus collecting spare change--it is amazing how it can add up! Pass out a postcard or sticker to everyone who donates with a fact about girls and education. Or collect change from everyone who visits your table and be sure to share what the money will do. For example, the following figures equate to expenses related to schooling in the developing world:
  - \$4 can provide her with lunch for an entire school year
  - \$7 can purchase a girl a set of textbooks
  - \$13 can purchase her tuition for a year
  - \$29 can put her in a new school uniform
- **Reward Good Grades:** Any Greek who comes to your table that shows you an A or B on an exam/paper/project, gets a free treat/bookmark/button etc. Add a stat about the CofS to the items you pass out.
- **“Give Me Five” Campaign:** Instead of spending \$5 on coffee, ask individuals to donate \$5 to the Circle of Sisterhood. This \$5 equates to providing a noon meal every day for a year to a student in the developing world. Use social media to promote the campaign and collect donations using Venmo.
- **“Lend a Hand” Campaign:** Set up a table in a busy area on campus with a blank banner. Invite visitors to “lend a hand” and learn about the CofS. Have them make a handprint on the banner to show their support. Include a can/jar to collect donations. Then hang the banner in a popular area on campus.

### Some helpful reminders:

- Be sure to use the hashtags #CofS and #BeHerHero and tag us so others can see your great work too!
  - Instagram: [instagram.com/circleofsisterhood/](https://www.instagram.com/circleofsisterhood/)
  - Facebook: [facebook.com/CircleofSisterhoodFoundation](https://www.facebook.com/CircleofSisterhoodFoundation)
  - Twitter: [twitter.com/CofS\\_Foundation](https://twitter.com/CofS_Foundation)
  - Pinterest: [pinterest.com/CofSFoundation/](https://www.pinterest.com/CofSFoundation/)
- Have a new idea that made a huge impact? Send an email to Annie Labo at [annie@circleofsisterhood.org](mailto:annie@circleofsisterhood.org) with details so she can add it to the list.
- Download the Circle of Sisterhood Fundraising Guide and Brand Standards Guide from our Take Action page and view additional event resources at: <https://www.circleofsisterhood.org/take-action/>