



Circle of Sisterhood 101

Campus Ambassador Starter Kit: Leveraging Your Influence

Revised January 2020

Greetings Heroes,

We are so pleased to have your sorority community join the Circle of Sisterhood (CofS) in our efforts to answer the call to end the global crisis in girls' education. Our mission is to remove barriers to education for girls and women who face poverty and oppression. CofS was founded and is powered by sorority women who believe that the sorority community – as one of the most educated communities of women in the world – is the right community to stand together to help end this crisis. With 2/3 of illiterate adults in the world being female, we have much work to do.

In your role as what we call our Circle of Sisterhood Campus Ambassador, you will serve as a leader and educator within your sorority community. We are grateful for your enthusiasm and determination to answer our call to action and take on the monumental task of engaging your community.

The goal of this Starter Kit is to help jump start your term in office by providing you with the tools and information necessary to create awareness of the critical need to uplift women and girls through education. As a sorority community leader, you can leverage the collective influence of your sorority community by engaging others to make an impact worldwide through your partnership with Circle of Sisterhood. In addition to this Starter Kit, there are more resources available on our website at www.circleofsisterhood.org/take-action.

The Circle of Sisterhood Campus Team of over 35 volunteers was established to support YOU – our Campus Ambassador. We are here to serve as a resource to answer questions, brainstorm ideas and help keep the momentum going within your sorority community. We are continually impressed by the work of our CofS Campus Ambassadors and the role you play in helping us meet our mission. Please let us know how we can support your work by emailing your Campus Relationship Manager or contacting CofS directly for her contact information at campussupport@circleofsisterhood.org.

Thank you for the important work you will do in your role as a CofS Campus Ambassador. We look forward to working with you!

For the girls,
Circle of Sisterhood Campus Team



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About the Circle of Sisterhood Foundation

Mission

The Circle of Sisterhood will leverage the collective influence of sorority women to raise financial resources for entities around the world that are removing educational barriers for girls and women facing poverty and oppression.

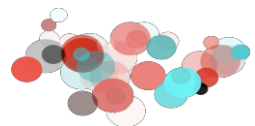
The Cause

For too many girls and women around the world, access to quality education is often limited. More than 60 million girls are out of school around the globe. Education is an answer to many of the global issues affecting women – poverty, oppression, misogyny, brutality. Ultimately, more and more educated girls will mean stronger and healthier villages, communities, and entire countries.

About Our Founding

Our Founder, Ginny Carroll, was inspired to establish the Circle of Sisterhood Foundation because she is a strong proponent of the sorority experience and understands the sorority movement came forth out of oppression as sorority founders had to fight for the right to earn a college degree.

She was also motivated by the book *Half the Sky: Turning Oppression into Opportunity for Women Around the World*. In the book, authors Kristof and WuDunn shared first-hand accounts from their travels across the globe of women being subjected to brutal violence and oppression solely because of their gender. And Ginny was overly frustrated that millions of girls worldwide were not getting the opportunity to go to school which kept them locked in a life of poverty. She felt strongly, as a college educated woman, that she had a responsibility to do something to help girls and women get an education and she knew that she could not do it alone – that as just one person, her impact would be insignificant. But she was well-acquainted with a very large community of college educated women she knew would help – sorority women. Without education, girls and women all over the world are unable to reach their full potential. Sorority women are fortunate to have the one thing that will help most women out of poverty – an education. **Circle of Sisterhood firmly believes that the widespread oppression of women and girls economically, politically and socially undermines stability and security worldwide. And we also believe that quality schooling is the great emancipator from poverty and despair and will provide a better life for a woman and that of her family. Every girl deserves to go to school.**



Why Support the Circle of Sisterhood?

The sorority community is one of the largest, identifiable bodies of college educated women in the world. And our community holds a significant amount of influence. As one community of women, we can use our influence to help not only our campus and alumnae communities but those around us to understand the global issues affecting women and the critical need to help girls achieve education around the world.

When not even 7% of the world earns a college degree and 70% of out-of-school youth are girls, we have much work to do. As educated women, we have a responsibility to help girls go to school.

Why, Who, What, Where and When?

By being able to answer Why, Who, What, Where, and When, you will be able to successfully begin incorporating support of the Circle of Sisterhood into your council/sorority community's programming.

Step 1: Why?

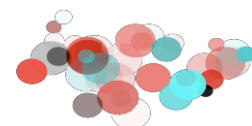
Why Sorority Women? The Circle of Sisterhood (CofS) was founded and is powered by sorority women who represent almost 30 different sororities.

Most sororities were founded in the 19th century because of very real obstacles to women achieving a college education. Sorority Founders bound together fiercely to fight for their right to higher education. Today, more than 170 years later and millions strong, we vow to continue the legacy of our Founders by standing together again to help girls and women go to school around the world. Since the Circle of Sisterhood's establishment in 2010, sorority women across the U.S. – whether on college campuses or alumnae in their own communities - have engaged in this global humanitarian effort to remove barriers to education for girls in the developing world. This movement by sorority women has already had an impact in 25 countries on 4 continents.

Sororities across North America help numerous domestic U.S. charities in significant ways and that will never change. The Circle of Sisterhood is a way for the entire sorority community to contribute in a global humanitarian way - together. CofS also grants money to organizations in the U.S. but most of our impact is in developing countries where millions of girls are kept from school.

The Circle of Sisterhood Foundation is a mechanism by which all sorority women can stand together across affiliation, age, color, and creed to make a difference in the lives of millions of girls and women. Collectively, we can do much more than we could as individuals or individual groups. We can give others an equal chance for rewarding lives and livelihoods through schooling, the learning of a trade, or even access to or preparation for college.

One person can make a small difference. But as a community of educated women, our collective efforts will be transforming for generations to come. Being able to understand and articulate the importance of the work that Circle of Sisterhood is doing is an important first step.



Step 2: Who?

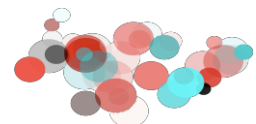
Who needs to be involved in each step of the process? Do you need a committee? What role should your Fraternity/Sorority Advisor play? What about the other Greek councils on campus? Are there other organizations on campus that would support this cause? How can you work together? Identify your resources - don't go it alone! Work with as many people as you can to make an impact. There is strength in numbers. Start the conversations and establish relationships.

And remember, the Circle of Sisterhood assigns all campus partners a Campus Relationship Manager who can help you identify other resources or share ideas they've seen work on other campuses.

Step 3: What, Where, and When?

Once you've got "the why" and "the who" down, the rest will come more easily! Start thinking about ways to engage the women in your community. Choose a fundraiser(s) that will work well on your campus. What will get students excited to help you help girls go to school? What are meaningful ways that students at your institution can contribute? Where are the best locations on campus for people to see what you're doing? What time of day are people most likely free to come to your programs? Many sorority communities struggle with over-programming. Try to think about ways you can add Circle of Sisterhood efforts into what you're already doing.

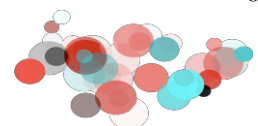
Consider adding Circle of Sisterhood as a theme for a philanthropy round during recruitment. Have recruitment staff wear CofS t-shirts and prepare them to talk about your community's philanthropic focus. Or how can you incorporate CofS into community wide philanthropic efforts or Greek Week? Can you do a weekly coin competition at council meetings where chapters send the delegates? Or could you ask PNMs to donate \$1 (Venmo Challenge) on bid day for this important cause? Or could you ask all chapters to donate \$1 per member to help girls go to school? You don't always have to add another event to the calendar to be successful!



Becoming a Circle of Sisterhood Campus Partner

To jump start your partnership with the Circle of Sisterhood, we recommend the following actions be taken:

1. Adopt the Circle of Sisterhood Foundation as your chapter/council/sorority community philanthropic focus.
2. Assign a campus liaison/ambassador to lead your Circle of Sisterhood initiatives on campus.
3. Email Annie Labo at annie@circleofsisterhood.org to let her know that you have officially adopted the Circle of Sisterhood as a philanthropic partner and to introduce the campus liaison/ambassador. Annie will assign you a Campus Relationship Manager and invite you to join the [CofS Campus Partner Facebook Group](#), where you will be able to connect with other campus partners and share ideas.
4. Form a Circle of Sisterhood committee (See page 10, Starting a Circle of Sisterhood Committee) to engage more sorority women and to create additional leadership opportunities within your sorority community.
5. Educate your sorority community about the global issues affecting women and why the Circle of Sisterhood is a cause your sorority community is partnering with to provide opportunity through education (See page 15, Circle of Sisterhood Sixty Second Commercial and share our video from our [YouTube Channel](#))
6. Plan your awareness and fundraising initiatives to compliment your current programming. Work smarter, not harder! (See page 19, Awareness & Fundraising Ideas)
7. Collaborate with others on campus. Potential collaborators might include faculty/staff, other Greek councils, international student organizations, women's studies program, etc. (See page 18, What Can We Do on Our Campus?)
8. Document your work by taking pictures or recording a short video. Share your Circle of Sisterhood initiatives on social media and tag us when promoting your successes so we can share your good work! Or you could take over our Instagram account for your event to show our other campus partners what you've accomplished (just DM us).



Sorority Women are Making an Impact

With Your Help, Our Impact Will Continue to Grow!

As of December 31, 2019 the Circle of Sisterhood Foundation has:

- Granted over \$1,484,000 to remove barriers to education in 25 countries on 4 continents
- Engaged 260+ sorority campus communities as official philanthropic partners
- Engaged 20+ alumnae organizations (and we want so many more!)
- Funded the construction of 30 schools in remote villages in Haiti, Malawi, Mali, Nepal, Nicaragua and Senegal
- Provided scholarships, tuition, uniforms, boarding school fees, malaria nets, libraries, teachers, tutors, electricity, computers, hygiene products, and the list goes on...to remove barriers to education.

The barriers to education that we are trying to remove include:

- Affordability (inability to afford tuition, uniforms, boarding, etc.)
- Child marriage
- Inadequate infrastructure (conducive structures, latrines, etc.)
- Lack of school supplies
- Puberty (inadequate menstrual hygiene education, facilities, supplies)
- Sex trafficking (reintegration, teaching of a trade)
- Untrained and underfunded teachers

Imagine what our impact will be 10 years from now because of the commitment of both undergraduate and alumnae sorority women to provide opportunity through education for girls and women around the world!



Additional Resources

The Circle of Sisterhood website is full of resources designed to help you raise awareness and begin fundraising on your campus. Below are additional resources you may find helpful.

Take Action Page- Your "go to" place for resources when it comes to hosting events. This page of our website is equipped with more information about raising awareness and funds. You will also find event resources.

CofS Campus Partner Facebook Group- This group gives you access to resources, allows you to connect with other CofS Campus Partners, ask questions, and share what your campus is doing to raise awareness and funds for CofS. [Click here](#) to join now!

Circle of Sisterhood Blog- Here's where we'll keep you up to date with our progress! We feature campus partners that have hosted successful events, highlight where the money campuses raised is going, and share other exciting news. It's a great way to stay in touch with the foundation. And it would be great if you'd write a blog about your successes and submit for publication! Blog submissions should be sent to: blog@circleofsisterhood.org

Fundraising Guide - This guide will help you learn the best practices of fundraising for the Circle of Sisterhood. It's full of ideas for fundraisers and gives suggestions for people and organizations with which to partner.

Half the Sky Discussion Guide - This packet will help you as you host a Half the Sky documentary viewing. We know the documentary is four hours long, so we suggest you just view part one to get the conversation started. This is a wonderful way to create awareness about issues facing girls and women around the world and motivate your campus to get involved. Start with a small viewing group (5 women from every chapter) and use the guide to prompt a discussion.

Circle of Sisterhood YouTube Channel - Use the videos you will find on our YouTube channel to share the mission of CofS with your sorority community.



How to Contact Us

General Contact Information

Circle of Sisterhood Foundation, Inc.
P.O. Box 551
Belmont, NC 28012
(317)775- 9488

Email: info@circleofsisterhood.org

Website: www.circleofsisterhood.org

Division Specific Contact Information

Grants Committee: grants@circleofsisterhood.org

Donations: gifts@circleofsisterhood.org

Campus initiatives: campussupport@circleofsisterhood.org

Alumnae initiatives: alumnaesupport@circleofsisterhood.org

Social Media Links

Facebook: <https://www.facebook.com/CircleofSisterhoodFoundation>

Instagram: <https://www.instagram.com/circleofsisterhood/>

Twitter: https://twitter.com/CofS_Foundation

YouTube: <https://www.youtube.com/user/circleofsisterhood1/featured>

Pinterest: <https://www.pinterest.com/CofSFoundation/>



Starting a Circle of Sisterhood Committee

Sample Circle of Sisterhood Committee Structures

COMMITTEE EXAMPLE A

A great way to spread awareness about Circle of Sisterhood throughout your sorority community while benefiting from input, support, and the hard work of women in all different chapters is to create a Circle of Sisterhood committee. Here is a guide for how to start the committee:

Application:

A simple way to create an application for a Circle of Sisterhood Committee is to use Google Docs. Share the application link with chapter presidents on listservs and on all social media channels used in your sorority community to ensure that everyone is aware the opportunity. Set the final date that applications will be accepted and be sure to frequently share the application link and reminders about the deadline up until that date.

Sample question ideas:

- Name
- Email address
- Year in school
- Affiliation
- Other commitments throughout the term
- Any positions the applicant has had within her own chapter
- Availability for meetings
- How did you hear about Circle of Sisterhood?
- Why are you passionate about Circle of Sisterhood?
- Please share one (or more) fundraising idea(s) for Circle of Sisterhood.
- Please share one (or more) idea(s) to create awareness about the Circle of Sisterhood.
- Please share any experience you have with fundraising, social media, event planning, (etc.—any skill that would benefit the committee).

Committee Member Selection:

Once all applications have been submitted, the person (or group) that is currently in charge of all things Circle of Sisterhood on your campus should review the applications in order to identify the strongest applicants. Once these applicants have been identified, you can either immediately extend offers to join the committee or decide to add an interview round to the selection process, extending offers to the top applicants afterward. It might also be helpful to ask for feedback from chapter presidents when selecting committee members to supplement the information given on the applications.

Send an email to the chosen committee members offering your congratulations and sharing important information like the time/date/location of the first meeting and the contact information for the committee chairwoman*.

Send a list of all committee members to the chapter presidents, encouraging them to congratulate their members who have been selected to join the committee.

When sending emails to any applicants who have not been selected for the committee, be sure to encourage their continued support of Circle of Sisterhood and the committee.

*See “Structure” for ideas about how to select a committee chairwoman.



Structure:

It is important to pick a structure for your Circle of Sisterhood committee that best meets the needs of your sorority community.

If your Panhellenic or Sorority Council has adopted Circle of Sisterhood as its official philanthropy, you might decide that the committee should fall under the auspices of the council and a council officer can serve as a committee chairwoman. This helps to eliminate disconnect between the Panhellenic/Sorority Council and the committee members that might be created by a free-standing committee. Below are some ideas for a potential chairwoman:

- Panhellenic/Sorority Council president
- Programming chair
- Community service/Philanthropy chair
- Scholarship chair

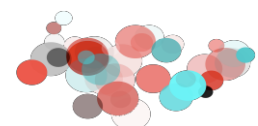
The committee's internal structure will vary based on your number of applicants and desired committee size. Here are some ideas for structure based on committee size:

Small-to-medium committee:

- Each committee member can be assigned an area in which she would like to work.
- Or the whole committee can work together, deciding who will accomplish tasks as needed.
- Each committee member will communicate directly with the chairwoman.
- A typical month might look like:
 - Week 1: meeting with entire committee
 - Week 2: off week (schedule meeting if needed)
 - Week 3: off week (schedule meetings if needed)
 - Week 4: meeting with entire committee

Medium-to-large committee:

- The committee chairwoman can select work group leads who will essentially serve as an executive board of the committee. Ideas for work group leads are:
 - **Liaison to Chapters**
 - **Fundraising**
 - **Communications/PR**
 - **Education/Awareness**
 - **Community Outreach (involving others in the campus community to work of CofS Committee)**
 - **Event Planning**
- The committee chairwoman can then assign members to each work group, which can be done based on member preferences and skills.
- Each work group member will communicate directly with her work group lead.
- And each work group lead will communicate directly with the chairwoman of the CofS Committee.
- A typical month might look like:
 - Week 1: meeting with committee chairwoman and work group leads
 - Week 2: meeting with work groups leads and their work group members
 - Week 3: off week (schedule meeting if needed)
 - Week 4: meeting with entire committee



COMMITTEE EXAMPLE B

Greek Unity Board/Committee

Some campuses may choose to have a Greek/Sorority Unity Board which is a committee made up of all the sorority chapters in the community from all Councils (CPC, NPHC, MGC, NAPA, etc.). The responsibilities of this committee are to organize full community activities. Specifically, for CofS, the committee could:

- plan, organize, and facilitate Circle of Sisterhood Week each academic year (perhaps around CofS Day of Giving on September 30, International Day of the Girl Child on October 11 or International Women's Day on March 8)
- educate the campus community about Circle of Sisterhood
- facilitate fundraisers throughout the year for Circle of Sisterhood
- foster an environment that is conducive to the development and sustainment of ongoing commitment to CofS cause

The primary focus of this committee, and of Circle of Sisterhood Week, is to bring Panhellenic members together by focusing on the common causes of women's empowerment, but primarily Circle of Sisterhood.

The chair of this committee is one of the Panhellenic Vice Presidents. Her role on the board is to oversee the plans and goals of the committee and to hold the committee accountable for follow through.

Ideas for committee work groups are:

- **Liaison to Chapters**
- **Fundraising**
- **Communications/PR**
- **Education/Awareness**
- **Community Outreach (involving others in the campus community to work of CofS Committee)**
- **Event Planning**



COMMITTEE EXAMPLE C

Circle of Sisterhood Committee

The committee meets every other week to discuss and plan awareness, educational, and/or fundraising events. Committee members (ambassadors) should represent – at a minimum - each sorority chapter on campus. The best option may be to have two representatives from every sorority chapter on campus to serve as Circle of Sisterhood (CofS) ambassadors.

Circle of Sisterhood Ambassadors (committee members):

- Must attend Circle of Sisterhood bi-weekly general meetings
- Any member of the sorority community can attend general meetings to be updated on events and get more information about involvement with CofS
- The ambassador position allows for consistent member involvement in events and as a feeder to Director role and/or council leadership

The Leadership Team of the CofS Committee consists of the following:

Leadership Team could meet once per month separately from general meetings of the committee (this could be before a general meeting) to discuss goals and work of the committee.

- Two CofS Directors
- President of College Panhellenic (CPC)
- Vice President of Public Relations (CPC) or the officer that committee reports to
- Other officers of interested Councils (NPHC, MGC, IFC, etc.)
- Fraternity/Sorority Advisor, if available

To be a Circle of Sisterhood Director, one must:

- Fill out an application
- Serve on CofS Leadership team
- Serve as main contacts for the CofS Committee

Ideas for committee work groups are:

- **Liaison to Chapters**
- **Fundraising**
- **Communications/PR**
- **Education/Awareness**
- **Community Outreach (involving others in the campus community to work of CofS Committee)**
- **Event Planning**



Example - Circle of Sisterhood Committee Application

(for ease collection use a service like Google Forms)

Circle of Sisterhood is a U.S. Charity founded and powered by sorority women committed to removing barriers to education for girls and women around the world. Sororities were founded in a time when women had to fight for their right to a higher education. Now, over 170 years later, as one community of educated women, we continue the legacy of our Founders by standing together to help girls and women achieve education around the world. Two-thirds of illiterate adults in the world are women, we have much work to do!

Being a part of this committee entails attending bi-monthly meetings, planning fundraising events, awareness programs, and being committed to helping girls and women receive an education. For more information on Circle of Sisterhood, please visit www.circleofsisterhood.org

Applications are due by XXX (date).

* Required

Name *

Email *

Year in School *

Affiliation *

What other commitments will you have for the XXX semester? *

i.e. course load, position in sorority, other organizations you are affiliated with, work

Have you had positions in our organization in the past? If so, what position(s)? *

What is your availability during the XXX semester for hour long meetings? *

i.e. Mondays 1-2, Tuesdays 5-7

Have you read the book or watched the documentary *Half the Sky: Turning Oppression into Opportunity for Women Worldwide*?

If you have not read the book or watched the documentary, would you be able to do so between now and the beginning of the XXX semester? *

Please share one (or more) fundraising idea(s) for Circle of Sisterhood *

Please share one (or more) idea(s) for an educational event or awareness program for Circle of Sisterhood *

Please share any experience you may have with fundraising, event planning, social media, or any other skill that would benefit the committee *

Would you like to add anything else?



Circle of Sisterhood Sixty Second Commercial

We know if you're reading this then you're probably already excited about the possibility of establishing a relationship with the Circle of Sisterhood. Try using your passion and this elevator speech to help get buy in.

Why get involved with the Circle of Sisterhood?

The American sorority movement was born in the mid-1800s as an avenue of support for women who were fighting for the right to earn a higher degree amidst tremendous odds. The societal view at the time was that women should not be attending college because they would be “upsetting the natural order of society.” United, our Founders fought tirelessly over many decades for the right to be college educated, paving the way for women like you and me.

Now, over 170 years later, sorority women have joined forces to commit to follow in our founders' footsteps by helping to remove barriers to education for girls and women around the world through the Circle of Sisterhood Foundation (a U.S. 501c3 charitable organization).

For too many women worldwide, getting an education remains a privilege and not a right. Seventy percent (70%) of out-of-school youth in the world are girls and two-thirds of illiterate adults worldwide are women. As one of the most educated communities of women in the world, sorority women are answering the call to help end the global crisis in girls' education.

Too many girls and women around the world will never have the opportunities we have had—and continue to have— unless we help them. As one of the largest, identifiable bodies of college educated women in the world (when not even 7% of the global population earns college degrees), we have a responsibility to help our sisters around the world.

- Educated women overcome poverty
- Educated women positively impact their economy
- Educated women earn 25 percent more income
- Educated women reinvest 90% of their income back into their families
- Educated women have smaller, healthier families
- Educated women live in less volatile, extremist cultures
- Educated women are more likely to stand up against injustice

The Circle of Sisterhood Foundation's mission is to leverage the collective influence of sorority women to raise financial resources for entities around the world that are removing educational barriers for girls and women facing poverty and oppression.

I am asking that each of you—as a sorority woman—give or raise \$_____this year, and then ask every affiliated woman you know to do the same. If every sorority woman gets involved in this movement as a donor, we will transform girls' education – literally.





As the Most Educated Community of Women in the World, What Are We Doing with that Privilege?

There is a global crisis in girl's education. Over 60 million girls are not in school. The **sorority community** is one of the largest, identifiable bodies of college educated women in the world while not even 7% of the world has college degrees! As a community of women, we can and should use this privilege to help our circle of influence understand the critical need to remove barriers to education around the world. We have a responsibility to help girls and women achieve the one thing we all have - education.

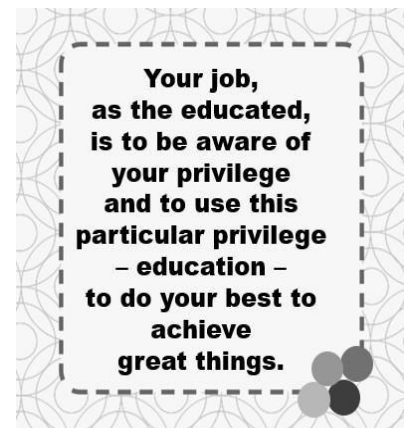
Women across the globe still lack basic legal rights and protections. Mounting research by the United Nations Development Programme indicates that “women’s empowerment helps raise economic productivity and reduce infant mortality. It contributes to improved health and nutrition. It increases the chances of education for the next generation.”

When 2/3 of all illiterate adults in the world are women, we have much work to do.

Why get involved?

Strategically, the Circle of Sisterhood would be a great organization for sororities – collectively - on your campus to support because:

- *you already do amazing domestic philanthropic work and through this effort will become global citizens providing humanitarian impact beyond your campus, hometown community, and the United States.*
- *by focusing on global issues related to girls and women, you will help make your community **even more** relevant to faculty, administrators, and other campus officials...*
- *by creating awareness about the brutality inflicted upon girls and women around the world, mean girl behavior and hazing in your own community may go away...*
- *you will become global citizens more aware of the issues...*
- *you will become better leaders...*



Leaders invested in higher education are **calling for students** to graduate from college understanding humanitarianism and civic engagement. It is expected that students “will have an appreciation of cultural and human differences; understand their responsibility to social justice; a global perspective; and a sense of civic responsibility.”



**Start a book club or watch a documentary to really understand the issues:
Start with the book/documentary “Half the Sky” or the documentary “Girl Rising”**

Build awareness by educating others about the oppression of women worldwide:

- Human trafficking** According to UNICEF, an estimated one million children, mostly girls, enter the sex trade each year and the U.N. estimates that 4 million women and girls are trafficked annually.
- Discrimination** Two-thirds of the world's 880 million illiterate adults are women. [1]
Less than half a cent of every development dollar goes to programs specifically for girls, particularly those ages 10-14. [4]
- Poverty** "Women perform 66 percent of the world's work, produce 50 percent of the food, but earn only 10 percent of the income and own only one percent of the property." [5]
- Brutality** Violence kills and disables as many women between the ages of 15 and 44 as cancer. [3] And 50 % of sexual assaults in the world victimize girls under the age of 15. [6]
- Gendercide** According to UN statistics, millions of girls are missing around the world. "More girls have been killed in the last 50 years, precisely because they were girls, than men were killed in all the wars of the twentieth century. It is estimated that 60-101 million females are missing from the globe today." - *Half the Sky*

Sources:

[1] *Education of girls*. (2013, March 30). Retrieved from <http://www.educationforgirls.org/>

[2] Hil Borges. 2007. *Women Empowered: Inspiring Change in the Emerging World*. New York.

[3] N Millennium Project. 2005. *Taking Action: Achieving Gender Equality and Empowering Women*. Task Force on Education and Gender Equality. London and Sterling, VA: Earthscan.

[4] *The world's adolescent girls*. (2013, March 30). Retrieved

[5] NDP (United Nations Development Program)

[6] UNFPA, 2005.

As college educated women, we have a responsibility to stand together to educate girls and women around the world because...

- *Educated women overcome poverty*
- *Educated women positively impact the economy*
- *Educated women earn 25 percent more income*
- *Educated women reinvest 90% of their income back into their families*
- *Educated women have smaller, healthier families*
- *Educated women have children who are 40% more likely to live past the age of 5*
- *Educated women are three times less likely to contract HIV*
- *Educated women diminish misogyny and oppression*
- *Educated women live in less volatile, extremist cultures*

Join our international effort to raise funds to uplift girls and women from poverty and oppression through education.

If you choose to support the Circle of Sisterhood, LET US KNOW what you choose to do so we can capture your great ideas, brag about them, and share them with other campuses. As well, we will assign you a Campus Relationship Manager to help you get engaged!

- o Email us at campussupport@circleofsisterhood.org
- o Visit our website for lots of resources and ideas at www.circleofsisterhood.org/take-action





What Can We Do on Our Campus?

Introduce the work of the Circle of Sisterhood to your community at a meeting or chapter visits (use our video on our website). Then call an interest meeting and go through this worksheet together to identify what will work on your campus to create awareness and fundraise.

Who Are Our “Go-To” People? (logical potential collaborators to create awareness such as women’s resource center; other Greek Councils, local alumnae, etc.)

Ways we can work with our collaborators to **create awareness** about these critical issues:

“Our Untapped or Under-utilized People Resources”

Potential Campus Collaborators we don’t normally work with that we should work with to create awareness (residence life, campus ministry, international student services, etc.):

Ways we can work with our collaborators to **create awareness** on these critical issues:

Beyond Raising Awareness • Move to Raising Money

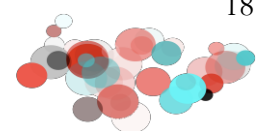
We value grass-roots efforts so we want to empower you to do GREAT things that will work on your campus.

Make it Quick. Simple. Effective. Fun!

Fundraising Ideas:

For more information:

- Visit our website for lots of fundraising ideas and a Fundraising Guide:
www.circleofsisterhood.org/take-action
- Email us at campussupport@circleofsisterhood.org when you decide to become a partner campus!



Awareness & Fundraising Ideas

Below is a list of different events and activities that many other campus partners have found to be successful. Incorporate any one of the ideas into your programming to build awareness and raise funds. Have a new idea that made a huge impact? Send an email to Annie Labo: annie@circleofsisterhood.org with details so she can add it to the list below.

1. 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.

2. 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 (attach paper to balloon inviting students to visit you at union for a treat and 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/>

3. Restaurant Fundraiser (profit share)

Establish a partnership with a restaurant, yogurt shop, etc. within walking distance of campus to designate a night when a percentage of any food purchase 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.

4. Venmo Challenge

Challenge each sorority member to donate 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 with the dates for tracking purposes.

5. Support Academic Achievement

- During finals week and midterms, to help others appreciate their education (when 60+ 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 a few days before on social media. Attach stats about the cause to the treats.
- Any Greek who comes to your table and can show an A or B on an exam/paper/project gets a free treat (bookmark, button, cookies).

6. Competition for a Cause

Have chapters compete in relay races such as tug-o-war, potato sack races or any other physical activity for a donation to be made in their honor to CofS.



7. **Brothers for Sisters**

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 understand the issues as well and get involved. Ask the IFC to match your donation.

8. **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. All official vendors are screened for high quality, appropriate products and good customer service.

9. **Grams**

Sell 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.

10. **Warm Up or Cool Down**

At your union, sell hot cocoa/coffee on cold days or popsicles/ice cream on hot days.

11. **Can Shake or Collect 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 attending your next event or educational program 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

12. **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.).



13. Talent Show

Host a campus Talent Show and invite the community to the event. Contestants could be Greek students or faculty members.

14. Dance Marathon

Include IFC in a “Brothers for Sisters®” campaign. Partner with dance teams and clubs. \$45 a team to enter. \$5 to attend.

15. Partner with Local Alumnae

Host events with local area alumnae organizations (alumnae chapters/clubs, Alumnae Panhellenics, etc.) This is a meaningful way engage all area alumnae with the important work you are doing.

16. Fashion Show for a Cause

Partner with campus fashion club/merchandising majors. \$5 entry fee. Chapter presidents of all the fraternities and sororities could be models.

17. Challenges

- 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.
- Change Challenge – A friendly competition between the 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 subtract points.

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

18. Tailgate Treats

Work with the Athletic Department to have a bake sale at tailgates or outside stadiums before games. Or ask a local sports franchise if you can garner a portion of ticket sales for a game.

19. Raffle

Raffle off an iPad at your next large campus event. \$10 per ticket. Ask a local retailer to donate the iPad.

20. “Women Hold Up Half the Sky”

Host a book club or viewing of the Half the Sky documentary. Collect donations at the event. Download an Impact Program Discussion Guide on our website here: www.circleofsisterhood.org/take-action Girl Rising is also a very good documentary (90 min.) that is specifically about girls’ education. <http://girlrising.com/see-the-film/index.html#host-a-screening>

21. 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.



22. Field Day/Carnival

Host a field day with different activities. Or host a carnival with games and raffles (bounce houses, dunk booth, etc.).

23. 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.

24. Concert for a Cause

Find a local band and ask them to profit share one of their shows.

25. Bingo Night

Host a bingo night and invite other student organizations and Greek Councils to be involved.

26. 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 Circle of Sisterhood to uplift women from oppression through education.

27. Flag Football/Powder-puff Football

\$10 fee to play in a casual game. Or host a tournament between sororities and/or fraternities.

28. “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 Venmo for the challenge. Have donors send their gift to @circleofsisterhood and be sure to create a campus hashtag so we know where the donations come from.

29. 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.

30. Benefit Dinner

Host a benefit dinner for CofS. Include a Silent Auction and ask local businesses to donate items for the auction.

31. Buttons or Stickers for a Cause

Order CofS buttons or stickers to sell to all Greeks to create awareness and raise money.

32. Kick Off Dinner

Host a pizza dinner to kick off CofS week and invite all sorority women. Collect \$2 at the door to help girls go to school.

33. Trunk Show

Host a trunk show with a local retailer. Partner with the campus Women’s Center.



Circle of Sisterhood Facts for Tabling

The facts below can be used in a multitude of ways to educate your community as well as your whole campus about the importance of access to educational opportunities for girls and women. Make every effort to increase awareness and educate your community when hosting events on behalf of the Circle of Sisterhood Foundation.

65 million girls are out of school globally.

Source: EFA Global Monitoring Report, 2012.

There are 32 million fewer girls than boys in primary school.

Source: Education First: An Initiative of the United Nations Secretary General, 2012.

Two-thirds of the 792 million illiterate adults in the world are female.

Source: EFA Global Monitoring Report, 2012.

A girl with an extra year of education can earn 20% more as an adult.

Source: The World Bank, 2011.

Statistics show that when women earn an income, they reinvest 90 percent of their income in their families and communities.

Source: Phil Borges. 2007. Women Empowered: Inspiring Change in the Emerging World. New York.

An educated mother is more than twice as likely to send her children to school.

Source: UNICEF, 2010.

10% fewer girls under the age of 17 would become pregnant in sub-Saharan Africa and South and West Asia if they had a primary education.

Source: EFA Global Monitoring Report, 2012.

If India enrolled 1% more girls in secondary school, its GDP would rise by \$5.5 billion.

Source: CIA World Factbook, Global Campaign for Education, and RESULTS Education Fund.

Girls with secondary education are 6 times less likely to be married as children.

Source: International Center for Research on Women, 2006.

If all girls had a secondary education, there would be two-thirds fewer child marriages.

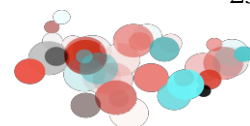
Source: EFA Global Monitoring Report, 2012.

Less than half a cent of every development dollar goes to programs specifically for girls, particularly those ages 10-14.

Source: The world's adolescent girls. (2013, March 30). Retrieved from <http://www.girlup.org/learn/the-worlds-adolescent-girls.html>

A literate mother has a 50% higher chance that her child will survive past the age of 5.

Source: UNESCO, 2011.



There are 9.9 million girls out of school in Nigeria, Pakistan, and Ethiopia.

Source: World Bank Education Statistics, 2012.

By attaining a secondary education, a Pakistani woman can earn 70 percent what men earn, as opposed to only 51 percent with a primary education.

Source: EFA Global Monitoring Report, 2012.

In developing countries, the #1 cause of death for girls 15-19 is childbirth.

Source: World Health Organization, 2012.

And 50 % of sexual assaults in the world victimize girls under the age of 15.

Source: UNFPA, 2005.

Education empowers women to overcome discrimination. Girls and young women who are educated have greater awareness of their rights, and greater confidence and freedom to make decisions that affect their lives, improve their health, and boost their work prospects.

Source: Education First: An Initiative of the United Nations Secretary General, 2012.

Child deaths would be cut in half if all women had a secondary education, saving 3 million lives. And all maternal deaths would be reduced by two-thirds if each mother completed primary education.

Source: EFA Global Monitoring Report, 2012.

