

## 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 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 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.

