
Circle of Sisterhood 101

Fundraising Guide

One World. One Sisterhood.®



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A Note from the Circle of Sisterhood Foundation

As sorority women, we understand the value of working together to make a difference and the value of education. There is an opportunity for all sorority women, regardless of our affiliation, to come together as a powerful force to provide opportunities for girls and women worldwide who need our help now.

The Circle of Sisterhood Foundation's efforts will unite more than five million women who have in common a college education, a sorority experience, and a philanthropic spirit to improve the lives and livelihood of women around the world. We have the wherewithal and determination to improve the health and prosperity of girls and women for generations to come.

We hope this Fundraising Guide empowers YOU to raise awareness and funds on behalf of the Circle of Sisterhood Foundation. Each of us has the ability to create change...here's your opportunity to start! Thank you, in advance, for propelling this movement forward. Sorority women will change the world.

One World. One Sisterhood.®

Introduction

This Guide is meant to place tools in the hands of those who want to support the mission of the Circle of Sisterhood Foundation. It is a menu of possible ways an individual or group could raise funds to support our vision of "making education a reality for girls and women around the world". All efforts, big or small, are sincerely appreciated and can be completely customized to meet the interests of anyone wishing to support the mission of the Circle of Sisterhood Foundation.

Funds raised through your efforts are to be donated to the Circle of Sisterhood Foundation, a 501(c)(3) non-profit, charitable organization, which will then grant funds to provide those girls and women who have little chance of ever achieving a quality education on their own, the opportunity to do so. All gifts made directly to the Circle of Sisterhood Foundation are tax-deductible to the full extent of the law.

This Guide highlights talking points, general fundraising information, and ideas for:

- Individuals interested in raising awareness and funds
- Groups interested in raising awareness and funds
- Sorority/fraternity collegiate chapters and communities interested in raising awareness and funds



Section 1	About the Circle of Sisterhood Foundation
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1.1 Mission

The Circle of Sisterhood Foundation (CofS) 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.

1.2 Vision

Making education a reality for girls and women around the world.

1.3 Leadership

The operations of the Circle of Sisterhood Foundation are currently facilitated by a Board of Trustees, two staff members, several independent contractors and a volunteer pool of 50+ women dedicated to our cause. The Board of Trustees is a team of college-educated sorority alumnae from different affiliations who are committed to removing barriers to education for those who could otherwise not achieve it.

1.4 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

Grants Committee: grants@circleofsisterhood.org
Donations: gifts@circleofsisterhood.org
Campus initiatives: campussupport@circleofsisterhood.org
Alumnae initiatives: alumnaesupport@circleofsisterhood.org

1.5 Grant-Making Process

The Board of Trustees of the Circle of Sisterhood will oversee the distribution of the Circle of Sisterhood Foundation funds and at all times retain control and responsibility over the use of any funds expended in connection with its activities. The Circle of Sisterhood Foundation will ensure each grantee, both foreign and domestic, operates exclusively for educational purposes within the meaning of Section 501(c)(3) of the Internal Revenue Code. The Circle of Sisterhood Foundation will only enter into grant agreements with foreign grantees that agree to use the funds in furtherance of the Circle of Sisterhood Foundation's exempt purposes. It will be agreed that the grantee return the funds to the grantor if they are used for an improper purpose.



1.6 Grant-Making Focus: Making Education a Reality for Women and Girls

1.6a International

The Circle of Sisterhood Foundation will support entities that remove barriers to education. We aim to fund entities regardless of location, but we are particularly interested in the United States and developing countries.

The Circle of Sisterhood Foundation focuses its support on initiatives that provide or enhance educational opportunities for girls and women, including those that teach a trade as a means to earn income. We will support projects that directly provide quality schooling or vocational education, whether existing programs--preferably at a grass roots level--or new programs. And we will provide items or monies necessary for girls and women to succeed in school (supplies, clothing items, tuition grants, etc.) through existing charitable organizations and other entities.

1.6b Domestic

America's schools rarely convey an understanding of the 2.7 billion people (40% of the world's population) who live on less than \$2 a day. While the primary purpose of the Circle of Sisterhood movement is to end oppressive brutality against women internationally by uplifting them from poverty through education, it is also to expose our donor base to problems within our own borders and education system. With one in five children in America living in poverty, there is much to be done to ensure they have the tools and resources to achieve quality education.

The Circle of Sisterhood Foundation will support organizations that provide youth and adult education, particularly for under-privileged girls and women living below the poverty level in the United States. In addition, the Circle of Sisterhood Foundation will support organizations that encourage job training, and we will provide college tuition grants (through the school) to deserving young women who otherwise would not be able to attend college.

Overall, we will:

- Help communities by supporting local nonprofit organizations that help individuals and families get their daughters to school and keep them there.
- Provide educational resources to female students who have less access than other students. An example would be age-appropriate books and school supplies for under-privileged girls and their families.
- Offer teacher grants to schools in need of skilled teachers.
- Commit to the long-term needs of individuals by providing resources a girl needs to get from elementary school to high school to college and/or professional school.
- Offer skills training to women who want a better quality of life for themselves and their family.

"If a girl follows the path laid down by poverty, she'll leave school and enter marriage. As a girl mother, an unskilled worker, and an uneducated citizen, she'll miss out on the opportunity to reach her full human potential. And each individual tragedy, multiplied by millions of girls, will contribute to a much larger downward spiral for her nation and the world."

~Nicholas Kristof & Sheryl WuDunn, *Half the Sky*



We believe the possibilities to fundraise are endless, but we've prepared some resources to assist you. This Fundraising Guide includes lots of ideas from hosting an event at your home, to participating in a walk/ run to creating a personal online fundraising page. Also, be sure to check our website for additional ideas.

2.1 Key Fundraising Information - Best Practices

The importance of your Circle of Sisterhood Foundation event is to raise awareness and funds. Fundraising can be difficult and time-consuming, but a well-organized plan is the key to success.

Here are a few tips and tools to planning a financially successful event:

- ☐ Set specific fundraising goals and continually review them. Consider why you want to raise money? How will you measure improvement over time? How will you judge if you are successful?
- ☐ Establish a budget, ensuring you maximize the amount you can raise. Consider location/venue costs. Will food/entertainment be donated or purchased? Will you need to cover expenses from the amount you raise?
- ☐ Determine how much money you want to raise. Does your fundraising goal match your audience's capacity to give? Does your fundraising plan fit within your budget?
- ☐ One person cannot conduct a successful event alone, and even if she could, it would not be a successful way to get many people excited. People want to contribute to something in a meaningful way. Develop a plan for utilizing helpers and be sure to delegate.
- ☐ Create timelines and checklists for the planning process.
- ☐ Sponsorship (this should be planned during the prior year, as many organizations budget once a year the amount they are going to donate to charity).
- ☐ Work with your college or university and community members – donated food, ads in local papers and radio stations, discounts on hall rentals... all of these will save on expenses.
- ☐ Marketing, public relations, media participation, and advertising must be a huge part of your planning process. Your Circle of Sisterhood Foundation fundraiser is a great opportunity for public awareness of our mission, to promote Circle of Sisterhood Foundation, and raise funds. Find ways to involve your community.
- ☐ Be creative. Evaluate your event to make it better for the next year – practice makes perfect!

2.2 Who Can Fundraise?

Many types of groups can help raise funds for the Circle of Sisterhood Foundation. Some are natural groups you are already a part of and others can be formed for fundraising purposes but still leverage affinity connections. **Some** examples of groups:

- | | |
|---------------------------|----------------------------------|
| - Collegiate Chapters | - Book Clubs |
| - Alumnae Chapters | - Alumnae Panhellenic Councils |
| - Panhellenic Councils | - Moms' Clubs |
| - NPHC Councils | - Running Clubs |
| - Multi-Cultural Councils | - Hobby Groups |
| - IFC Councils | - Professional Networking Groups |
| - Church Groups | - Neighborhood Groups |



2.3 Talking Points

Whether you are communicating in writing or in person, it is important to connect donors to our mission and the urgency of the need for their support. Be sure to include facts about why you are supporting the Circle of Sisterhood Foundation. Help donors understand the impact of our mission by including the facts below in your fundraising efforts.

In poor countries across the globe, women are subjected to violence and oppression solely because of their gender. While difficult to comprehend, it is true that...

- A mother would find no other alternative but to sell one of her children, often a young daughter under age 12, for \$300 to be able to feed her other children. In a matter of days that young girl would become a sex slave in another country, held prisoner in a locked room, forced to remain naked to discourage her escape, and drugged into submission so she could be raped 10 to 15 times a day...for the rest of her life.
- In some countries, a man can set his wife on fire because he wants a new wife or throw acid in her face because she spoke to him in a disrespectful manner or wasn't meeting her wifely duties.
- A male child soldier in the Congo is trained to believe it's his right to rape any woman he chooses.
- Barely literate parents could believe that educating a daughter is pointless; therefore, a girl who wants to learn to read and write is sentenced to poverty by her own culture.

When girls and women are educated, the cycle of violence and oppression can be broken.

- Educated women earn 25 percent more income and when women earn an income, they reinvest over 90 percent into their families, breaking the poverty cycle
- Educated women are less likely to become victims of human trafficking
- Educated women are three times less likely to contract HIV
- Educated women are more likely to pursue a trade or start a business
- Educated women have children who are 40 percent more likely to live past the age of 5
- Educated women have smaller, healthier families
- Even one year of education beyond the average, boosts a girls' eventual wages by 10 to 20 percent.

And just a little bit of money can go a long way in the developing world. In some parts of the world the following amounts of money can equate to purchasing these school necessities:

- **\$ 0.24 A notebook and a pencil** —*an essential part of a girl's schooling.*
- **\$ 3.30 A nutritious noon meal** —*often the only food children receive during the day that is essential to students' learning, and sometimes have to walk 3 miles in hot weather to and from school.*
- **\$ 7.00 A set of textbooks**—*to call her own.*
- **\$29.00 A school uniform**—*so a girl can confidently enter school. For some girls, who may have one shirt and shoes that are taped together, a school uniform can significantly boost her confidence and inspire her to achieve.*

The reality is that a small amount of money can equate to a full year of school.

- **\$53.00— School for one year**—*equates to sending a girl in some parts of the developing world to school for one year with everything she needs to be successful – supplies, uniform, tuition and lunch every day.*

NOTE: Many resources are also available to acquire information about the global issues affecting girls and women. We simply ask that you ensure you fact-check the sources to avoid spreading inaccurate information which could in any way damage credibility.



2.4 Fundraising Ideas

Remember, the goal of a fundraiser is to raise as much money as possible. There are lots of “add-ons” that can help your event raise more money than just registration fees and donations alone. Below are some event concepts/ideas for individuals and groups, but get creative to think of lots more!

- *Advertising Sales*
If the event is large enough to publish a program, teams can compete to secure ad sales in addition to those that the sponsoring organization obtains.
- *Auction (Silent or Live)*
While hosting an event, add an auction of popular items. Ask for contributions from businesses in the area like gift cards, movie tickets, sportswear, or a stay at a timeshare.
- *Book Reading/ Club*
Organize a group to read *Half the Sky* and host a discussion. At the gathering, collect gifts for the Circle of Sisterhood Foundation and then challenge each participant to host her own *Half the Sky* book club night.
- *Change Challenge*
Conduct a “Change Challenge” amongst participating teams (Greek and other student organizations). Place jars labeled with team names at a popular campus location or at a community business (you will need to be sure the money is closely watched!). Pennies count as positive points while silver coins and paper bills count against the total. Teams will have to compete with each other’s jars with silver coins or paper bills to stay ahead in the game. Get the community involved, too. Get a matching gift for the winning team from a corporate sponsor.
- *Clean Out Your House*
Have a garage/house sale and ask your friends and neighbors to donate items for you to sell. Explain that all proceeds go to the Circle of Sisterhood Foundation.
- *Contributions Instead of Coffee*
Forego a month's worth of specialty coffee purchases and contribute what would have been spent to help girls go to school.
- *Corporate Recognition/ Sponsorships*
Local businesses can provide both monetary and in-kind support through providing facilities, refreshments, t-shirts, equipment, etc.
- *Delegate*
Gimme \$5 campaign. Ask 10 friends to ask 10 of their friends to support your effort!
- *Entertainment*
Plan an evening of entertainment and invite your friends, family and co-workers. Ask talented friends to perform a benefit concert and charge a minimum gift for entry.



- *Fundraisers in Your Home*
Invite friends over for dinner and then ask that they contribute what would have been spent dining out to the Circle of Sisterhood or establish a pre-determined gift amount for attendance. Or invite your girlfriends over for manicures and ask them to donate what they would have spent at a salon.
- *Game Night*
Ask a local pool hall, restaurant, bar/club or bowling alley to donate their venue.
- *Individual/Team Pledges*
Organize a fundraising team and plan to achieve a goal (i.e. walk, marathon) together. Ask each team member to make their own pledges. It is much easier to raise money from others when you have already made your own pledge/gift. Team members can be asked to get donors to either pledge a specific dollar amount or a certain dollar amount per [goal, basket, points, lap, etc.]. Plan a way to recognize those team members that raise the most money, recruit the most team members to participate, etc.
- *Jeans Day for a Cause*
With permission from human resources, encourage co-workers to make a gift of at least \$5 in exchange for wearing jeans or dressing casually.
- *Keep the Change*
Ask people to donate their pocket change in jars or bottles at a local business
- *Online Networking*
Use your favorite social media sites (Instagram, Facebook, LinkedIn, etc.) to let others in your network know about the Circle of Sisterhood Foundation and encourage them to support the cause along with you. Include a link to our website so anyone can make a donation.
- *Online Fundraising Page*
Create your own online fundraising page. Visit the Take Action page on our website: <https://circleofsisterhood.org/take-action/raise-money/> Next, click on 'Create Your Online Fundraising Page Here!' and select 'Start Fundraising'. You will have the ability to share your page through social media and email. Donations will go directly to Circle of Sisterhood and are tax deductible.
- *Family Contributions*
Secure donations and sponsorships from family members and their businesses. They can either direct donations or sponsorships to the Circle of Sisterhood Foundation or in-kind donations to cover the cost of your fundraising event. If a check is written by a family member, please have it made out to the Circle of Sisterhood Foundation to ensure tax deductibility.
- *Photos*
Have a professional photographer present who will take pictures at a discounted price, but charge each person more so you receive a profit.
- *Prizes*
Offering prizes (that are donated) are an extra incentive to get participants to raise more money.



- *Provide a Service*
Do extra car pool duty, pet care, baby sit, mow lawns, give manicures, run errands, tailor clothes, organize closets, clean houses, etc. and ask for a donation to the Circle of Sisterhood Foundation as payment.
- *Raffles*
Conduct a raffle and donate 50 percent of proceeds to the Circle of Sisterhood Foundation. Note: Please check with your state to determine if you must complete gaming paperwork to get permission to conduct a raffle.
- *Refreshments for a Donation*
By securing food and beverages at a discount and selling them at a premium, organizations have been able to bring in quite a bit of additional money at their events. You might ask for a “suggested donation” if you cannot sell food and beverage items.
- *Rub Elbows*
Ask a Senior Executive to donate a premium parking space, lunch with the CEO, or time off. Auction the items to raise funds.
- *Run a Race*
Ask friends and family to sponsor you in a race with the Circle of Sisterhood Foundation as the beneficiary of the effort. Create your own fundraising page to collect donations – visit our website, click on 'Take Action', then click on 'Raise Money' to get started.
- *Search with Good Search*
Choose a search engine and/or shopping site that will donate money to the Circle of Sisterhood Foundation every time you search or shop (e.g. Good Search or Good Shop).
 - <http://www.goodsearch.com>
 - <https://www.goodshop.com/>
- *Skip Birthdays*
Send a postcard to everyone in your family asking for a small donation instead of birthday gifts.
- *Social Event*
For a social event with live music, dancing, etc., you can increase the price of tickets and donate revenue to the Circle of Sisterhood.



2.5 Group Fundraising

Fundraising provides opportunities for groups to build a cohesive team, heighten visibility of your group's work in the community and enrich the overall experience of your members. It can also serve as a vehicle to enhance group member participation. When determining a fundraising activity for a group, the following guidelines are suggested to maximize your community visibility, increase the dollar amount raised and conduct an overall successful fundraiser.

- Survey members/groups to establish buy-in with all involved.
- Reach consensus on the type of event desired with a workable theme.
- Generate excitement within the group about the event. Create a sense of ownership.
- Set clear goals for the event.
- Create incentives for participation. Enter the names of all volunteers in a raffle, publish their names in the program or on a banner, and acknowledge them during the event.
- Determine participation expectations of member groups.
- Establish a timeline to ensure progress.
- Ask committee chairs to report progress to all member groups.
- Solicit funding opportunities for the event.
- Consider an honorary chairman (local government official or activist).
- Organize a hospitality committee to make sure everyone at the event is made to feel welcome.
- Take advantage of the event to present checks/awards/recognition to individuals, charities and community service groups.



Fundraising Suggestions for Groups:

- Donate \$1 in honor of all new members on bid day to Circle of Sisterhood Foundation and be sure to tell new members that they are helping girls go to school.
- Food cook-offs where participants pay an entry fee and a winner is determined.
- Restaurant fundraiser (profit share) on a night when chapter houses don't serve dinner or during finals cram sessions...percentage of the proceeds designated to Circle of Sisterhood Foundation.
- Tournaments (tennis, golf, bowling, volleyball, bingo, etc.)
- Designate Circle of Sisterhood Foundation as your Greek Week, Homecoming or Songfest philanthropic beneficiary.
- Sell tickets to a dress rehearsal for a local play.
- Set up a "chapter challenge" in which the chapter that raises the most money receives an award, recognition, etc. Or challenge bake sales.
- Collect a donation of \$1 per person that attends your next council event or program.
- Have a tasting dinner with members bringing dishes and you charge for tastings and recipes.
- "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.
- Letter writing (or email) campaign: each "delegate" writes 2 or 3 letters to women who have inspired them or helped them with their education asking them to get involved. (Examples include: mothers, grandmothers, teachers, advisors, counselors, etc.)
- Have "dress down" meetings and delegates donate \$5 for the ability to dress casually.
- Offer a visit to a museum or historical site.
- Host a used book sale or a white elephant/garage sale or flea market.
- New member challenge...reward/recognize the chapter whose new member class raises the most money for the Circle of Sisterhood Foundation.

For additional fundraising ideas, please reference page 21 Appendix 4.3 - 101 Ways to Raise \$100.



2.6 Raising Awareness

An intentional byproduct of the Circle of Sisterhood Foundation's efforts will be increased awareness about issues affecting girls and women worldwide. The Circle of Sisterhood Foundation wants to help women in America understand the plight of girls and women who live in tin huts, have no running water, and die of malaria and other diseases as often as Americans catch colds.

As well, our efforts are clearly aligned with the Council for the Advancement of Standards in Higher Education's (CAS) revised student learning and development outcomes, specifically the "humanitarianism and civic engagement" domain. By their involvement with the Circle of Sisterhood Foundation, collegiate sorority women will become global thinkers who understand and appreciate cultural and human differences, who promote social responsibility, and who strengthen their sense of civic responsibility, all while gaining a global perspective. This is yet another reason that sorority communities are integral and relevant to the educational experience of young women—these women graduate to become contributing citizens of the world.

The Circle of Sisterhood Foundation's efforts will unite more than five million women who have in common a college education, a sorority experience, and a philanthropic spirit to improve the lives and livelihood of women around the world. We have the wherewithal and determination to improve the health and prosperity of girls and women for generations to come.

Ways to create awareness about issues affecting girls and women worldwide:

- Co-sponsor an educational program with your campus women's center or gender & women's studies department. (Sample topics: education for girls in developing countries, educational disparities for girls and women, human trafficking, etc.)
- Buy *Half The Sky*...read it...sign your name in it...then give it to a friend. Hopefully every book will have over 100 signatures of women who now understand the issues girls and women endure daily.
- Make a bracelet with simple leather cording. Perhaps add some beads from your local bead store - they will have hand-made, fair trade beads. If not, go to a local store that does have them. When someone asks you about it tell him/her a fact about educating girls and women and then give the bracelet to that person. It is now that person's turn to share the message and pass it on.
- Tell every sorority woman you know to visit our website: www.circleofsisterhood.org.
- Post the Circle of Sisterhood Foundation video on your council and chapter websites.
- Distribute Circle of Sisterhood Foundation flyers at a council meeting. They can be downloaded from our website.
- Show the Circle of Sisterhood Foundation video at a chapter or council meeting...break up into small groups and discuss.
- Spread the word about the Circle of Sisterhood Foundation every time you send an email by adding one of the below messages in your email footer. (Also include the link to our website: www.circleofsisterhood.org).
 - Circle of Sisterhood Foundation: One World. One Sisterhood.®
 - Circle of Sisterhood Foundation: We Are Removing Barriers to Education!
- Follow us on [@circleofsisterhood](https://www.instagram.com/circleofsisterhood) and "Like" us on [Facebook](https://www.facebook.com/circleofsisterhood) and encourage colleagues and friends to do so as well.

Questions?

For specific questions about fundraising, please use at: info@circleofsisterhood.org



3.1 Gift Acceptance

Consider the Circle of Sisterhood Foundation the clearinghouse of sorority giving. Our collective effort will have a more significant impact than any individual donor could alone. We will pool the contributions of millions of sorority women—and the friends of sorority women—who desire to work together to make education possible for girls and women across the globe in significant and transforming ways.

Your gift also connects you to millions of other sorority women who are united to make a difference—across affiliation. When you give, we'll stay in touch and keep you informed about future opportunities to get involved with the Circle of Sisterhood Foundation.

The Circle of Sisterhood Foundation is accountable to our donors and we commit to operating with transparency. Our financial statements are public information and are available on Guidestar for review (www.guidestar.org). Questions related to finances should be directed to the Board of Trustees for a prompt response. To contact the board, please send an email message to info@circleofsisterhood.org.

3.2 Gift and Payment Types

When every sorority women contributes to the Circle of Sisterhood Foundation in a meaningful way, our efforts will be transforming for generations to come. And the world will know the true power of a sisterhood of women.

When conducting a fundraising event, most donations will be made via cash, checks and credit cards. It is important to handle these funds carefully to properly account for all monies raised. Please reference page 18 Appendix 4.1 – CofS Gift Form

○ Cash

Cash is an acceptable method of payment, particularly at fundraising events. Appropriate controls to ensure the security of donated funds are expected to be in place. A record of each contribution and the donor's contact information is necessary in order for a tax receipt to be issued. It is also nice to know if the individual has an affiliation with a sorority and to which organization so that we can promote the power of the sorority movement.

After a fundraising event, if cash funds cannot be personally handed to a member of the CofS Board of Trustees for cash deposit, one check can be written for all cash gifts and mailed to the Circle of Sisterhood Foundation provided that it is remitted with a list of every individual contribution and each donor's contact information for individual tax purposes.

○ Checks

Checks must be made payable to: "Circle of Sisterhood Foundation" in order to qualify for a tax deduction. Please mail checks in a timely manner to P.O. Box 551, Belmont, NC 28012.

In the case of fundraising events, checks should be forwarded to the Circle of Sisterhood Foundation immediately afterward for processing. The Circle of Sisterhood Foundation will mail each individual



donor a tax receipt, so please ensure the information on the check is current. If your donors want tax receipts, do not “pool” funds and write one check on behalf of all donors (except in the case of cash—see Cash above). If possible, please also include the individual’s affiliation with a sorority if known.

○ **Credit Cards**

The Circle of Sisterhood Foundation accepts American Express, Discover, VISA, and MasterCard transactions as one-time gifts or recurring payments through the Circle of Sisterhood website: www.circleofsisterhood.org. Donors can also write their credit card information on a gift form to mail to the Circle of Sisterhood Foundation. If you accept credit card information from donors, please guard it carefully! If at an event, you may consider setting up a laptop with access to the Circle of Sisterhood Foundation website so donors may enter their credit card information securely.

○ **Online Fundraising**

The Circle of Sisterhood provides donors with the ability to create their own fundraising page through our website. Visit the Take Action page on our website: <https://circleofsisterhood.org/take-action/raise-money/>. Next, click on 'Create Your Online Fundraising Page Here!'. You will have the ability to share your page through social media and email. Donations will go directly to Circle of Sisterhood and are tax deductible.

○ **Matching Gifts**

This is an easy way to double or even triple your funds by encouraging donors to ask their employers for matching gift forms. The advantages of using matching gifts are:

- You can double (or more) the amount of money contributed.
- The Circle of Sisterhood Foundation will be able to fund more educational opportunities.

○ **Gifts of Products or Services**

Gifts of products or in-kind services are sometimes more readily available than gifts of cash from professional services firms and some corporations. In the case of a fundraising event, in-kind gifts can be very valuable in helping to create a more successful event by lowering costs and providing better opportunities to raise cash gifts. For those reasons, in-kind support should not be overlooked, but it must be handled appropriately for tax compliance.

In-kind gifts deemed truly useful in support of fundraising activities should be accepted, accompanied by a letter from the donating company, individual or organization, on official letterhead describing the gift and its value. Or, you could ask the provider to complete the “Fundraising Event In-Kind Gift Form” on page 25 of this Guide. The burden of valuing the in-kind gift is on the donor of the product or service. The Circle of Sisterhood Foundation will not assess the value of the donated goods or services nor should anyone accepting them on behalf of the Circle of Sisterhood Foundation for a fundraising event, due to possible tax issues.

Because the Circle of Sisterhood Foundation relies on grant recipient organizations to provide distribution networks where necessary, gifts of clothing, food, educational materials, etc., are not accepted by the Circle of Sisterhood Foundation. Our best opportunity to help girls and women in the developing world is to provide financial support.



3.3 Fundraising Disclaimers and Tax Considerations

The Circle of Sisterhood Foundation does not provide tax advice or legal counsel. The following information is for general reference and should always be discussed with a qualified professional.

- *Percentage of Proceeds*

“XX% of proceeds will benefit the cause.” The burden is on organizers of a fundraising event to report the actual amount of a donation that will be used for the stated purpose. When checks are written directly to the Circle of Sisterhood Foundation, there is no concern. However, if funds are collected, with some used to pay for the event and proceeds forwarded to the Circle of Sisterhood Foundation, there must be disclosure as to the actual amount that will go to the cause. Saying that “a percentage of the proceeds will benefit the cause” is insufficient. For example, if you host a benefit concert, you must disclose how much of the amount that was actually raised will be given to the charity.

- *Quid Pro Quo – Benefits in Exchange for Contributions*

When a donor receives a “substantial benefit” in exchange for a gift, the IRS requires that the Fair Market Value of the benefit be disclosed to the donor in a specific way. Fair Market Value is not the same as the cost of the item—it is indeed the “going rate” for the item in the marketplace. The burden is on the fundraising event organizers to make a “good faith estimate” of the Fair Market Value of a benefit received in exchange for a contribution and to report that to the donor.

If a donor will receive a substantial benefit for their gift, such as a dinner, t-shirt, or other item, please place the following statement on the solicitation materials:

The amount of the contribution that is deductible for federal income tax purposes is limited to the excess of any money (and the value of any property other than money) contributed by the donor over the fair market value of goods or services provided by the charity. Our good faith estimate of the fair market value of the goods or services that the donor has received is \$.

For more information, please contact the Circle of Sisterhood Foundation and/or visit:

IRS Publication 526: <http://www.irs.gov/pub/irs-pdf/p526.pdf>

IRS Publication 1771: <http://www.irs.gov/pub/irs-pdf/p1771.pdf>



3.4 Stewardship - Giving Thanks

3.4a Individual Donor Recognition

All donors who write checks to the Circle of Sisterhood Foundation will be thanked and recognized for their generosity by the Circle of Sisterhood so they have an acknowledgement of their gift for personal tax records. However, when hosting an event, we cannot thank a donor unless you keep accurate record of donations (donor full name, amount, address, etc.). In order for the Circle of Sisterhood Foundation to acknowledge donors quickly, it is essential for all gifts received to be sent immediately to the Foundation.

On your end, a thank you to your donors should be sent promptly. A hand-written note or a personal phone call of genuine appreciation is highly valued by donors.

3.4b Corporate Recognition/Sponsorships

Businesses—large and small—provide vital support for charitable work. Whether a sole proprietorship, a family-owned local business, or a massive conglomerate; the term “corporation” is used throughout this guide to reference donors whose support is not directly from an individual.

Sometimes, the gifts made by corporations elevate them to special levels of recognition due to the sheer size of a gift, the level of awareness it can create for our mission, or due to the relationship with the business or corporation. Corporate gifts are not advertising agreements or purchases and they do not generate any kind of benefit beyond appropriate recognition for their level of support.

Although the phrase “charitable sponsorships” is commonly used in reference to corporate gifts for fundraising events, the Circle of Sisterhood Foundation prefers the phrase “corporate recognition.” This most clearly illustrates to the corporate donor and the public that the intent of listing corporations is simply to thank them for their generosity, not to provide advertising.

NOTE: just like all other 501(c)(3) non-profit organizations, the Circle of Sisterhood Foundation cannot issue a refund of gifted money from any source.

3.4c Use of Corporate Logos for Recognition

Fundraising organizations frequently differentiate levels of support through their recognition efforts and sometimes use the corporate logo in place of corporate name. On printed materials, the top contributors’ logos could be bigger than the others to acknowledge their support and generosity, but the purpose of the listing is never to advertise a brand, company or product. The fine line between advertising and charitable recognition (a.k.a. “sponsorship”) is on the IRS radar. Please adhere to the following recommendations to ensure you are within the spirit and letter of the law:

- The purpose of listing a corporate name and/or using the logo is to provide recognition for giving, not to provide advertising
- There are no endorsements or comparable statements made about the corporate donor’s products
- There are no exclusive agreements with the corporate donors
- The corporation should not receive a substantial benefit for having made a donation
- Logos should not dominate the printed material; a “rule of reason” should be applied in making sure logos are moderate

Publishing slogans should be avoided, as some corporate slogans could be interpreted as endorsing products or making product comparisons, which would be considered advertising.



Section 4. Appendices

APPENDIX 4.1	COFS GIFT FORM
APPENDIX 4.2	BRAND STANDARDS/ LOGO, COLOR & FONT GUIDELINES
APPENDIX 4.3	101 WAYS TO RAISE \$100
APPENDIX 4.3	FUNDRAISING EVENT IN-KIND GIFT FORM



Gift Form

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

Donor Information (please print or type)

Name/Organization	
Billing address	
City	
State	
ZIP Code	
Telephone (cell)	
E-Mail	
Affiliation (if applicable)	

Gift Information

I (we) pledge a total of \$_____ to be paid:

_____ now _____ monthly _____ yearly

I (we) plan to make this contribution in the form of:

_____ cash _____ check _____ credit card _____ other

Please make checks, corporate matches, or other gifts payable to:

Circle of Sisterhood Foundation
P.O. Box 551
Belmont, NC 28012

Credit card type	
Credit card number	
Expiration date	
CVV code	
Authorized signature	

Gift will be matched by _____ (company/family/foundation).

_____ form enclosed _____ form will be forwarded

Acknowledgement Information

Please use the following name(s) in all acknowledgements:

--

_____ I (we) wish to have this gift remain anonymous.

_____ I (we) wish this gift to be in memory of: _____

_____ I (we) wish this gift to be in honor of: _____

Please send an acknowledgment of this tribute gift to (*please provide name and email address or mailing address for letter*):

--



Logo Usage

Circle of Sisterhood logo guidelines

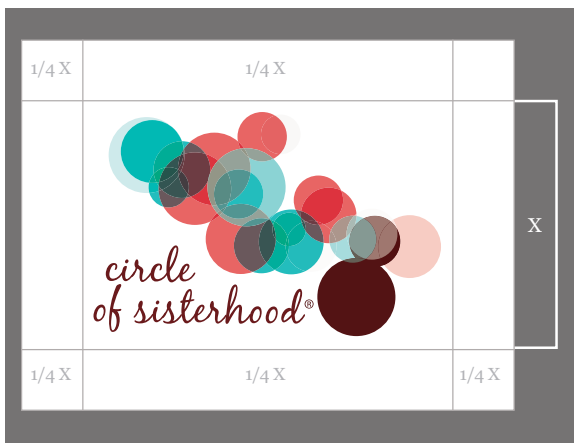
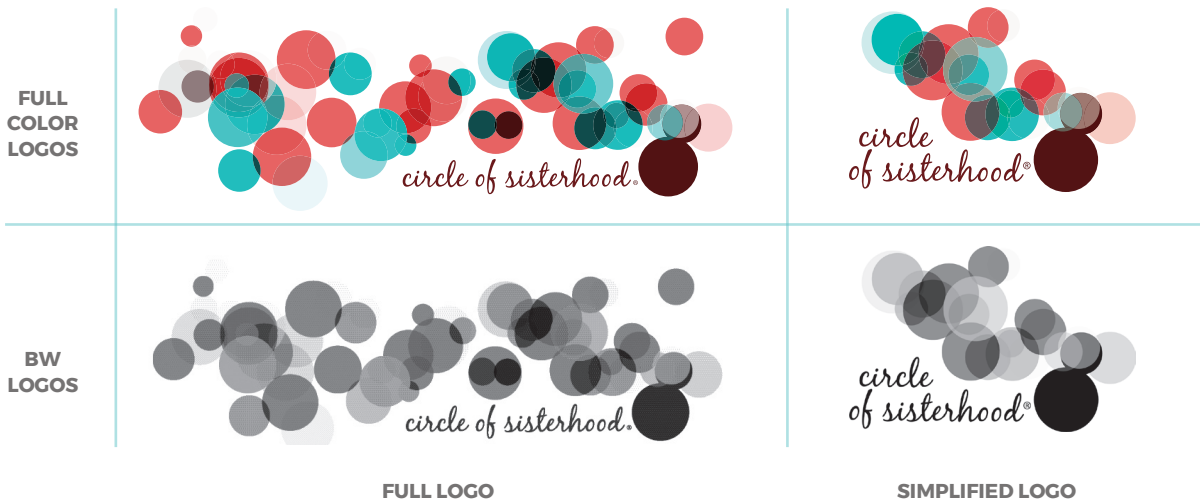
Always display the entire Circle of Sisterhood logo with the circle elements as well as "Circle of Sisterhood" messaging. Two logo formats are displayed below in full color as well as black and white (BW). No matter which logo is chosen, all should be displayed in full form and not altered without appropriate approval.

Logo format

The preferred usage of the Circle of Sisterhood logo is the simplified version shown below. The full horizontal version is shown below on the left and is acceptable for some limited applications.

Black and white reproduction

If full-color reproduction is not available, use the BW logo format.



Logo proportions

The Circle of Sisterhood logo was constructed with an aspect ratio (height to width) of 1.5x by 1x, respectively. This proportion should not be altered. Particular attention should be made when placing the logo in an application (such as Microsoft Word or PowerPoint) where the image proportions can be changed simply by dragging the corners of the picture window box. This changes the aspect ratio of the logo.

Minimum Size: Due to readability, it is recommended that the logo never be used at a size that is less than .75" tall.

Proper File Formats: In order to maintain the Circle of Sisterhood brand integrity, it is important to use the original art file whenever possible. Contact us for an original file.



Official partner logo

The Circle of Sisterhood official partner logo is to be used by authorized campus partners for social media promotions.

Area of isolation

Minimum clear space protection is presented here as a guide to positioning the Circle of Sisterhood logo at a visually safe distance away from distracting elements. The logo must always be the most legible and viewable element in any given graphic space.

The unit of measure "X" equals the width of the Circle of Sisterhood logo. The minimum required clear space is a distance of "1/4 X" surrounding each side of the logo.

Color Palette

Color usage

The color palette for the Circle of Sisterhood play together to help establish a complete look and feel for the organization. These colors are approved to be used on all communication pieces. Below is a brief description of PMS, CMYK and RGB acronyms as well as when to use each of these color profiles.

Print Applications:

PMS stands for Pantone Matching System. These colors have specific formulas that create the most consistent color possible across different print locations. PMS colors are used if you are printing important brand materials like stationery and business cards. Due to cost it is not recommended to print all materials in PMS format.

CMYK stands for Cyan, Magenta, Yellow, and Key (black) sometimes referred to as four-color process. CMYK should be used when creating designs for print applications. Because CMYK colors are mixed during the printing process, colors can vary slightly on various printers or throughout a printing run. Although this is not usually noticeable, it is something to keep in mind when printing designs with very specific colors, i.e. logos or important branding elements. (see PMS)

PMS 325C
CMYK 58 2 23 0
RGB 98 194 200

PMS 177C
CMYK 0 73 49 0
RGB 242 107 108

PMS Cool Gray 9
CMYK 55 48 47 13
RGB 117 115 115

PMS 181C
CMYK 28 90 87 27
RGB 145 48 42

Digital Applications:

RGB stands for Red, Green, Blue. This color profile is used exclusively for digital design. RGB represents the same colors used on your computer, smartphone or TV screen. There is typically some variation in RGB colors from screen to screen as monitors are each calibrated a bit differently. For printing, all RGB colors will need to be converted to CMYK or PMS depending on the project.

PMS 1788C
CMYK 0 91 81 0
RGB 239 61 60

PMS Cool Gray 1C
CMYK 2 14 0
RGB 248 248 242

20

Recommended Fonts

Georgia

Qa

BlackJack

Qa

Montserrat

Qa

Headline

Subhead and callout copy

Body copy. Donec gravida posuere arcu. Nulla facilisi. Phasellus imperdiet. Vestibulum at metus. Integer euismod. Nullam placerat rhoncus sapien. Ut euismod. Praesent libero. Morbi pellentesque libero sit amet ante. Maecenas tellus. Maecenas erat. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Pellentesque habitant morbi tristique senectus. Pellentesque habitant morbi tristique senectus.

Font usage

There are two (3) primary fonts to be used to unify the Circle of Sisterhood brand on printed materials.

Georgia: recommended for use in headlines as well as an accent font used in testimonials or quotes, or to emphasize a particular text element. Various styles/weights of this font may be used with restraint.

BlackJack: recommended for use in subheads as well as an accent font used in testimonials or quotes, or to emphasize a particular text element. Subheads can range from 10-20pts.

Montserrat: recommended for use in body copy. Body copy should be reproduced using 100% of the gray referenced above to create a contemporary, polished look. All of the text used for Circle of Sisterhood should be left aligned or centered with no justification. Font size for body copy can range from 7-9pts according to purpose and the piece is going on.

Substitution fonts can be used on internal pieces only, not on printed material. Substitution fonts include Garamond in place of Georgia and Helvetica in place of Montserrat.

Any questions regarding proper usage of fonts or colors can be sent to the Marketing Team at info@circleofsisterhood.org

101 Ways to Raise \$100

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.

Here are 101 ways you can raise money to support Circle of Sisterhood in our efforts. Be creative and have fun! Success comes from enjoying the experience and knowing you are sharing an important message about the need to provide educational opportunities for girls and women worldwide.

1. First, make your donation at <https://www.circleofsisterhood.org/>.
2. Ask 10 friends to donate \$10.
3. Ask 5 friends to donate \$20.
4. Create a Facebook fundraiser.
5. Host a yard sale.
6. Collect change.
7. Donate one day's wages or tips.
8. Ask a local restaurant to donate one day's tips.
9. Be a pet sitter.
10. Walk dogs.
11. Conduct a bake sale.
12. Babysit or set up babysitting services for an event.
13. Sell candy.
14. Wash windows.
15. Rake leaves, trim bushes, water plants, weed gardens.
16. Shovel snow.
17. Sell lemonade.
18. Clean a neighbor's garage.
19. Do face painting at events (carnivals, festivals, etc.).
20. Get pizza donated and sell it by the slice.
21. Sell bracelets or glow necklaces.
22. Make and sell jewelry.
23. Create and sell holiday cards.
24. Host a silent auction.
25. Create a personalized fundraising page to share with your own circle of influence. Visit [our website](#), click on [Take Action](#), and then click on Raise Money in the left side column. Next, click on 'Create Your Online Fundraising Page Here!' to get started.
26. Set up a birthday or holiday wish.
27. Send a letter to family and friends explaining the mission and purpose of the Circle of Sisterhood Foundation and ask for their support. Always ask for more than you expect. Include a "response needed by" date.
28. Ask the company you work for to match your personal donation.
29. Set up a challenge at a regular meeting you attend (chapter meeting, bible study, club meetings, civic meetings, etc.). Challenge gifts can be quite small. Tell people you'll donate \$1 for every \$5 they give (or \$5 for every \$20). Set a time limit at the meeting: "We now have the Sally Smith challenge. For the next five minutes, Sally will give \$1 for every \$5 that is donated to the Circle of Sisterhood Foundation."



30. Cash in your change. According to Coinstar.com, the average U.S. household has nearly \$90.00 of spare change just sitting around.
31. Sell your old gold and silver (broken jewelry, single earrings, etc.).
32. Sell the stuff you never use on eBay or Craig's List.
33. Invite people to your birthday party and ask that in lieu of gifts, they donate to the Circle of Sisterhood Foundation.
34. Sell books, DVDs, CDs at Half Price Books or other book resellers.
35. Have a used book sale.
36. Host a Karaoke Night -- pay to sing your favorite song, pay not to have to sing.
37. Hold a poor-taste clothing day (Ugly Christmas sweater, bad bridesmaid dress) -- pay to participate or not participate.
38. Collect aluminum cans and sell them at a recycling center.
39. Are you a great cook? Host a cooking class.
40. Host a chili cook-off.
41. Host your favorite "thon" (rock-a-thon, bowl-a-thon, bounce-a-thon, jump rope-a-thon, teeter-totter-a-thon, swing-a-thon, dance-a-thon) -- get hourly sponsors.
42. Host a spaghetti dinner; charge an admission price. Dessert can be extra! (Can also be done as a pancake breakfast, barbeque, etc.)
43. Get three friends to help you host a progressive dinner. Start at one person's home for hors d'oeuvres, progress to the next person's home for soup or salad, go to the next home for the main course and have dessert at the last home. Either charge by course or for the whole package.
44. Find local restaurants that will give you a percentage of sales for every person who uses a Circle of Sisterhood coupon/voucher on a given day.
45. Sell flowers for Valentine's Day and deliver them for extra tips.
46. Turn a personal goal into a fundraiser (i.e. pounds lost, days without chocolate, miles run, miles ridden on a bicycle, miles walked, etc.).
47. Have an "empty your pockets" day and collect change from everyone in your office/chapter/class.
48. Encourage tribute gifts; ask friends to donate in honor/memory of someone special.
49. Conduct a car wash.
50. Have a local business donate an item or gift basket for a raffle.
51. Organize a service raffle. Get four people (one can be you) to donate a simple but valuable service that many people could use. Services can include childcare for a whole weekend or for any weekend night, two weekends in a row, pet sitting, one day of housecleaning, yard work, car washing/detailing, cooking a meal, house painting (interior or exterior), etc.
52. Coordinate a video game/arcade tournament.
53. Hold product sales (cookies, popcorn, candy, candles, first aid kits, etc.).
54. Have a penny run. Organize teams of people to collect pennies.
55. Conduct a "Change Challenge". Pennies are positive points; silver coins are negative. Teams compete to get as much silver donated into the competitor's boxes while collecting as many pennies as possible. The good news: all the change counts for the charity.
56. Have a plant sale.
57. Teach a seminar on a topic you know like knitting, organic gardening, organizing, gourmet cooking, baking, dog grooming, etc. Charge a fee to attend and learn.
58. Hold a "Guess the Baby" photo competition; participants pay a fee to make a guess or vote for the cutest baby.



59. Host a house party. Do not charge admission. Invite as many people as you can. During the party, give a short talk about the Circle of Sisterhood and ask everyone to consider a gift of \$10, \$20 or more (depending on the crowd). Either distribute envelopes and ask people to give then, or after the party contact everyone who came and ask for a larger gift. Indicate that you have given and, if appropriate, how much you have given.
60. Make and sell pies.
61. Offer to clean houses.
62. Contribute coupon savings.
63. Set aside single dollar bills each week.
64. Manage a coat check room at an event.
65. Coordinate a concert with local bands in town and/or on your campus.
66. Host a "Make Your Own Sundae" event.
67. Sell Turkey Grams/Ghoul Grams/Bunny Grams for a small fee during various holidays. The grams can be delivered with a message from the buyer. Add a singing telegram for an extra fee.
68. Serve as an usher at sporting events, concerts, plays, etc.
69. Hold a 3-on-3 basketball tournament – Charge a team of 3-4 players \$40 for entrance and ask local businesses for prize donations. If you provide t-shirts for the event, you could raise the entrance fee. (Also try kickball, dodgeball, softball, frisbee golf, etc.).
70. Sell temporary tattoos at a sporting event (i.e. with university logo or team logo).
71. Hold a 50/50 raffle where half the donations go to Circle of Sisterhood, half go to the donor (hopefully, they will donate their winnings to the cause, too).
72. Skip-a-Latte -- Ask friends to save the money they would normally spend on coffee for a month and donate it (could also be pizza, soda, bagel, etc.)
73. Hold a Mud Volleyball Tournament.
74. Hold a Powder Puff football game.
75. Set up a recurring gift or electronic funds transfer for \$10 per month.
76. Conduct an indoor triathlon: laps in the pool + stationary bike + treadmill.
77. Set up an obstacle course for people to pay to go through.
78. Hold a World's Largest/record breaking event; charge an entrance fee to participate.
79. Set up a dunk tank; find "celebrities" to sit in the tank (professors, coaches, bosses, community leaders, etc.).
80. Hold an old-fashioned cake walk. Sell tickets to participate plus ask everyone to bring a cake/pie/cupcakes to present as prizes. The game is played like musical chairs.
81. Host a Guitar Hero or Rock Band competition with prizes for highest score. Participants must pay an entrance fee.
82. Hold a Twister Tournament.
83. Host a miniature golf tournament. Present a "Masters" green jacket to the winner. Get hole sponsorships from friends or local businesses.
84. Instead of a full golf tournament, set up golf events on a golf course practice area. Provide prizes for longest drive on the driving range, shortest drive, longest chip shot, longest putt on the putting green, etc.
85. Hold a Punt, Pass and Kick tournament.
86. Host a Tug-of-War tournament.
87. Host a #BeHerHero education series -- Organize a group to read *Half the Sky* and conduct a discussion; ask everyone for a donation to the Circle of Sisterhood and ask each member to host their own book club. Suggest donations in the amount of \$3.30 so a girl can get a noon meal for a year, \$13 so a girl can go to school for an entire year or \$7 so a girl can have a set of textbooks (remember supplies is not always best as these figures equate to what it costs for a girl to obtain these things).



88. And So On -- ask 10 friends to ask 10 friends and so on and so on. Have a central collection date for everyone to bring their donations.
89. Hold a masquerade party and invite guests to attend and bring a pre-determined gift amount.
90. Email Signatures -- include a link to the Circle of Sisterhood Foundation website (www.circleofsisterhood.org) at the end of your email signature and ask recipients to donate.
91. Manicure Night -- Invite girlfriends over for manicures; ask them to donate what they normally would have spent at a spa.
92. Jeans Day/Casual Day -- Get permission from the human resources department and encourage your co-workers to make a gift of at least \$5 in exchange for wearing jeans or dressing casually.
93. Ask senior executives/administrators to donate a premium parking space, lunch with the CEO or time off. Auction the items to raise funds.
94. Prime Parking -- Get a designated parking space in a prime location restricted for the year. Conduct a silent auction for each month with the winner receiving the privilege of parking in that spot the entire month.
95. Sell official Circle of Sisterhood Foundation 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.
96. Designate a certain dollar amount from each event registration (sorority recruitment, Officer or Leadership Academy, conference, seminar, etc.) for the Circle of Sisterhood.
97. Coupon books -- Many department stores will have coupon books that can be sold as a fundraiser. For \$5, the recipient gets \$50 worth of store coupons.
98. Sing-off -- Invite local a cappella groups to compete or perform; charge an entrance fee.
99. Room Make-over -- Sell tickets for a chance to have a room made over. Get local businesses to sponsor or donate in-kind items such as paint, furniture, curtains, etc. Be as creative as the home shows are. Or set up competitions for the best room make-over.
100. Host a murder mystery dinner party and charge per seat.
101. Silpada/Pampered Chef/Tupperware, etc. Parties -- Host a party; ask the coordinator to donate a percentage of the sales from the event to the Circle of Sisterhood.

Have you come up with your own event or fundraising idea? Share it with us at info@circleofsisterhood.org.



Fundraising Event In-Kind Donation Form

I want to support the mission of the Circle of Sisterhood Foundation to leverage the collective wisdom and influence of sorority women to support entities around the world that remove educational barriers for girls and women, uplifting them from poverty and oppression.

Donor Name

Mailing Address

City

State

Zip

(_____) _____

Telephone Number

E-mail

Organization hosting event: _____

Fundraising Event Name: _____ **Event Date:** _____

Item or Service Donated: _____

The amount of the contribution is based on the fair market value of the goods or services provided to the charity/event. The following statement must be completed by the provider of the goods or services.

My good faith estimate of the fair market value of the goods or services provided to the chapter event is:

\$ _____

Please use this space to provide any additional information regarding this in-kind gift:

Confirmation: _____

Signature

Date

Thank you for Supporting the Circle of Sisterhood Foundation!

This form acts as the donor's receipt for in-kind donations; please remit to donor. Keep one copy for the record.

Circle of Sisterhood Foundation is a 501(c)(3) not-for-profit organization and gifts are tax-deductible to the full extent of the law.

