
Circle of Sisterhood 101

Sixty Second Commercial

One World. One Sisterhood. ®



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If you are reading this, then you are already excited about the possibility of establishing a relationship with Circle of Sisterhood. With your passion for CoFS and its cause in conjunction with this elevator pitch, you'll be able to build interest and gain buy-in for CoFS on your campus.

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 fighting for the right to earn a higher degree against 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 sorority 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 dedicate ourselves to the legacy of our founders 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 an inaccessible privilege and not a right. Seventy percent (70%) of out-of-school youth in the world are girls and two-thirds of non-literate 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 globe will never have the opportunities we have had—and continue to have— unless we invest in their communities and remove obstacles to equity in education. 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 support our sisters globally. We know that:

- Educated women are more likely to overcome poverty.
- Educated women positively impact their country's economy.
- Educated women earn 25% more income than those not receiving an education.
- Educated women reinvest over 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 advocate 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 money 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.

