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# Circle of Sisterhood 101

Campus Ambassador Starter Kit:  
Leveraging Your Influence

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One World. One Sisterhood. ®



Greetings Heroes,

We are pleased to welcome you into the Circle of Sisterhood (CofS) as a partner in our efforts to answer the call to help end the global crisis in girls' education. Our mission is to remove barriers to education for girls and women facing poverty and oppression. CofS was founded (and is powered) by sorority women who believe the sorority community – as one of the most educated communities of women in the world – is well-positioned to come together to help end the crisis of gender inequity in education. According to the United Nations, more than two-thirds of the world's 796 million illiterate people are women. We have much work to do.

In your role as a Circle of Sisterhood Campus Ambassador, you will serve as a leader and educator within your sorority community, chapter or organization. We are grateful for your enthusiasm and determination to answer our call to action and invest in the **monumental** task of engaging your peers.

The goal of this Starter Kit is to jump start your term in office by providing the tools and information necessary to create awareness about the critical need to and impact of uplifting girls and women through education. As a leader, you can leverage the collective influence of your sorority community by inviting 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](#).

Another invaluable resource is our Circle of Sisterhood Campus Team of volunteers, which was established to support YOU – our Campus Ambassador. The Campus Team serves as a resource to answer questions, brainstorm ideas, and propel and maintain momentum within your sorority community. Our volunteers are continually impressed by the work of our CofS Campus Ambassadors and the role you play in helping us stay true to our mission and exceed our goals. Please let us know how we can support your work by emailing your Campus Relationship Manager or contacting CofS directly for contact information at [campussupport@circleofsisterhood.org](mailto:campussupport@circleofsisterhood.org).

Thank you for making this commitment to CofS and for the important work you will do in your role as a CofS Campus Ambassador. We are thrilled to be working with you!

For the girls,

Circle of Sisterhood Campus Team



# Table of Contents

About the Circle of Sisterhood Foundation ..... 3

Why Support the Circle of Sisterhood? ..... 4

Becoming a Circle of Sisterhood Campus Partner ..... 6

Sorority Women are Making an Impact ..... 7

Additional Resources ..... 8

How to Contact Us ..... 9

Starting a Circle of Sisterhood Committee ..... 10

Circle of Sisterhood Sixty Second Commercial..... 15

Answering the Call to Help Diminish Educational Injustice ..... 16

What Can We Do on Our Campus? ..... 18

Virtual Awareness & Fundraising Ideas ..... 19

The Facts About Girls' Education ..... 22



## 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 100 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 families, 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. 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 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. We also believe 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. Our community holds a significant amount of influence. As a unified community of educated women, we can use our influence to help not only our campus and alumnae communities, but also those around us, to understand the global issues affecting women and the **critical need** to help girls achieve an education around the world.

When not even 7% of the world earns a college degree and 70% of out-of-school youth are girls, there is more than enough work to do to create change. As women with access to post-secondary education, 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/chapter/sorority community's programming.

### **Why?** - *Why Sorority Women?*

The Circle of Sisterhood (CofS) was founded by a sorority woman seeking to activate her sorority network. That network, representing nearly 30 different sororities, continues to devote time, energy, attention, money, and resources to CofS.

Most sororities were founded in the late 19<sup>th</sup> and early 20<sup>th</sup> centuries because of obstacles facing women desiring to achieve a college education. Sorority founders bound together fiercely to fight for their right to participate in higher education. Today, more than 170 years later and millions of members strong, we vow to continue the legacy of our founders by joining 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 and women. This movement by sorority women has already had an impact in 31 countries on 4 continents.

Sororities across North America partner with numerous philanthropic organizations and invest in causes providing significant assistance across the United States. This is an important aspect of sorority that remains evergreen to the experience. Circle of Sisterhood offers the opportunity to contribute globally—across oceans and organizations. While most of CofS impact is in under-resourced countries where it is more likely for girls and women to be prevented from going to school, we also grant money to organizations in the U.S.

The Circle of Sisterhood Foundation is a mechanism by which all sorority women can come together across affiliation, age, race, and ideology 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 abundant 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. And, as a community of educated women, our collective efforts will be transformational 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.



## Who?

Identify your resources—do not go at 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. Consider the following as you brainstorm *who* to engage.

- Who needs to be involved in each step of the process?
- Do you need a committee?
- What role should your sorority/fraternity advisor play?
- What about the other Greek councils on campus? Do they have similar causes or initiatives?
- Are there additional organizations on campus that would support this cause? How can you work together?

And remember, the Circle of Sisterhood assigns a Campus Relationship Manager (CRM) to you to support your efforts in this important work. CRMs can assist you to identify resources internal and external to your community or share ideas they know to have worked on other campuses.

## What, Where, and When?

Once you have "the why" and "the who" down, the rest will come more easily! Start thinking about ways to engage the sorority women and organizations in your community. Design events that promote awareness about the gender inequity related to access to education and share explicitly how community members can help. Some important considerations are:

- 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 witness and engage in what you are doing?
- What time of day are people most likely to attend your programs?

Many sorority communities struggle with over-programming. Try to think about ways you can add Circle of Sisterhood efforts into what you are already doing. An example: 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. Perhaps you can incorporate CofS into community-wide philanthropic efforts or Greek Week. Additional opportunities might be:

- A weekly coin collections competition at council meetings where chapters send their delegates and share facts about girls' education.
- Asking potential new members (PNMs) to donate \$1 for this important cause after sharing why your community is choosing to uplift girls and women from poverty and oppression.
- Inviting all chapters to donate \$1 per member to help better the lives of girls and women worldwide.

You do not 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:

1. Adopt the Circle of Sisterhood Foundation as your chapter/council/sorority community philanthropic focus.
2. Assign a campus ambassador(s) to lead your Circle of Sisterhood initiatives on campus.
3. Email Annie Labo at [annie@circleofsisterhood.org](mailto:annie@circleofsisterhood.org) to let her know you have officially adopted the Circle of Sisterhood as a philanthropic partner and to introduce the campus ambassador. Annie will assign you a Campus Relationship Manager.
4. Form a Circle of Sisterhood committee (*See page 10, Starting a Circle of Sisterhood Committee*) to support your ambassador, engage more sorority women, and 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 awareness and fundraising initiatives to complement current chapter/council/community programming. Work smarter, not harder! (*See page 19, Virtual 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, education-related organizations, teacher training programs, 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! You could also take over our [Instagram](#) account for your event to show our other campus partners what you have accomplished (just DM us).



## Sorority Women are Making an Impact... With Your Help, Our Impact Will Continue to Grow!

### As of June 2024, the Circle of Sisterhood Foundation has:

- Granted over \$2,000,000 to remove barriers to education in 31 countries on 4 continents,
- Engaged 200+ sorority communities on campuses as official philanthropic partners,
- Engaged 25+ alumnae organizations,
- Funded the construction of more than 40 schools in villages/communities in Guatemala, Haiti, Malawi, Mali, Nepal, Nicaragua, and Senegal,
- Provided scholarships, tuition, uniforms, boarding school fees, malaria nets, libraries, teachers training, tutors, electricity, computers, hygiene products, and much more...to remove barriers to education.

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

- Unaffordability (costly tuition, uniforms, boarding, books, etc.)
- Child marriage (forced into adult relationships and denied access to education and support systems)
- Inadequate infrastructure (unsafe or insufficient structures, latrines, electricity, etc.)
- Lack of programs encouraging parent, family, and community participation
- Shortage of school supplies (scarcity of textbooks, desks, chalkboards, supplies, etc.)
- Absence of support for girls going through puberty (inadequate menstrual hygiene education, facilities, supplies)
- Sex trafficking and under preparation for women and girls reintegrating into communities
- Untrained and underfunded teachers

Imagine what our impact will be 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 related to hosting events. This page of our website is equipped with more information about raising awareness and funds. You can also create your own online fundraising page [here](#).
- **[News Around the Circle](#)** – Our blog and vlog will 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 is a great way to stay in touch with the foundation. It would be great if you would write a blog about your successes and submit for publication. Blog submissions should be sent to: [blog@circleofsisterhood.org](mailto:blog@circleofsisterhood.org)
- **[Fundraising Guide](#)** - This guide shares promising practices for CofS fundraising on campus. It is full of ideas for fundraisers and gives suggestions for people and organizations with which to partner.
- **[Circle of Sisterhood YouTube Channel](#)** - Use the videos found on our YouTube channel to promote 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](mailto:info@circleofsisterhood.org)  
Website: [www.circleofsisterhood.org](http://www.circleofsisterhood.org)

## Division Specific Contact Information

Grants Committee: [grants@circleofsisterhood.org](mailto:grants@circleofsisterhood.org)  
Donations: [gifts@circleofsisterhood.org](mailto:gifts@circleofsisterhood.org)  
Campus initiatives: [campussupport@circleofsisterhood.org](mailto:campussupport@circleofsisterhood.org)  
Alumnae initiatives: [alumnaesupport@circleofsisterhood.org](mailto:alumnaesupport@circleofsisterhood.org)

## Social Media Links

Facebook: <https://www.facebook.com/CircleofSisterhoodFoundation>  
Instagram: <https://www.instagram.com/circleofsisterhood/>  
YouTube: <https://www.youtube.com/user/circleofsisterhood1/featured>  
LinkedIn: <https://www.linkedin.com/company/circle-of-sisterhood-foundation-inc->



## 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 hard work of women from 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 Forms. Share the application link with chapter presidents on listservs and on all social media channels used in your sorority community to ensure everyone is aware of the opportunity. Set the final date when applications will be accepted through and be sure to frequently share the application link and reminders about the deadline up until that date.

Sample question ideas for the application form:

- Name
- Email address
- Year in school
- Affiliation
- Other commitments throughout the term
- Any positions the applicant has held within her chapter, council, or on campus
- 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 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) currently managing all things Circle of Sisterhood on your campus should review the applications 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 chairperson. 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.



### **Committee 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 philanthropic partner, you might decide that the committee should fall under the auspices of the council and a council officer can serve as a committee chairperson. This helps eliminate any potential disconnects between the Panhellenic/Sorority Council and the committee members, which could occur with a free-standing committee. Below are ideas for a potential chairperson:

- 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 ideas for the committee 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 chairperson.
- The typical layout of a month might be:
  - Week 1: Meeting with entire committee
  - Week 2: Off week (schedule meeting, if needed); Committee members work on any related assignments
  - Week 3: Off week (schedule meetings if needed); Committee members work on any related assignments
  - Week 4: Meeting with entire committee

#### **Medium-to-large committee:**

- The committee chairperson can select workgroup leads who will serve, collectively, as an executive board of the committee. Ideas for work group leads are:
  - Chapter Liaison(s)
  - Fundraising Lead
  - Communications/PR Lead
  - Education/Awareness Lead
  - Community Outreach Lead/Liaison (involving others in the campus community to work with CofS Committee)
  - Event Planning Lead
- The committee chairperson can assign committee members (who are not leading workgroups) to participate in each workgroup, which can be done based on member preferences and skills.
- Each workgroup member will communicate directly with the workgroup lead and each workgroup lead will communicate directly with the chairperson of the CofS Committee.
- The typical layout of a month might be:
  - Week 1: Meeting with committee chairperson and workgroup leads
  - Week 2: Respective workgroup meetings
  - Week 3: Off week (schedule meeting if needed); Committee members work on any related assignments
  - Week 4: Meeting with entire committee



## COMMITTEE EXAMPLE B

### Greek/Sorority Unity Board/Committee

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 a Circle of Sisterhood Week each academic year (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 conducive to the development and sustainability of the ongoing commitment to CofS

The primary focus of this committee, and of Circle of Sisterhood Week, is to bring council members together by focusing on topics commonly related to women's empowerment, but primarily Circle of Sisterhood.

The chair of this committee is one of the Council's Vice Presidents. The chairperson's role is to administer the plans and goals of the committee and to hold the committee accountable for follow through. Ideas for committee workgroups are:

- Chapter Liaison(s)
- Fundraising
- Communications/PR
- Education/Awareness
- Community Outreach/Liaison(s) (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 (or a representative and an alternate) 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,
  - Note: Any member of the sorority community can attend general meetings to be updated on events and get more information about involvement with CofS.
- Are consistently involved in events and as a pathway to future roles as a committee or council leader.

The Committee's 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.

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

- 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 a main contact for the CofS Committee

Ideas for committee work groups are:

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



## Sample Circle of Sisterhood Committee Application

(for ease of collection, use a platform like Google Forms)

Circle of Sisterhood is a U.S.-based charitable organization 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 joining together to help girls and women achieve education around the world. When two-thirds of non-literate adults in the world are women, there is much to be done!

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](http://www.circleofsisterhood.org)

Applications are due by XXX (date).

(\* Required)

- 
1. Name \*
  2. Email \*
  3. Year in School \*
  4. Affiliation \*
  5. What other commitments will you have for the XXX semester? \*  
(i.e. course load, position in sorority, other organizations you are affiliated with, work)
  6. Have you previously held positions in your sorority, council, or other organizations in the past? If so, what position(s)? \*
  7. What is your availability during the XXX semester for hour long meetings? \*  
(i.e., Mondays 1-2pm, Tuesdays 5-7pm)
  8. Have you read the book or watched the documentary *Half the Sky: Turning Oppression into Opportunity for Women Worldwide*? \*
  9. 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? \*
  10. Please share one (or more) fundraising idea(s) for Circle of Sisterhood. \*
  11. Please share one (or more) idea(s) for an educational event or awareness program for Circle of Sisterhood. \*
  12. Please share any experience you may have with fundraising, event planning, social media, or any other skill that would benefit the committee. \*
  13. Would you like to add anything else?





## Circle of Sisterhood Sixty Second Commercial

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.



## Answering the Call to Help Diminish Educational Injustice

There is a global crisis in girl's education. Over 100 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's population holds a college degree. As a community of women, we can and should use our privilege to help our spheres of influence understand the critical need to remove barriers to education around the world. We have a responsibility to help girls and women gain access to the one thing we all have—education.

Women across the globe 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.”

### Why get involved?

**Strategically**, the Circle of Sisterhood would be a great organization for sororities on your campuses—collectively—to support because:

- You already do amazing domestic philanthropic work and through this effort will become global citizens providing humanitarian impact beyond your campus, local 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 be confronted.
- You will become global citizens and 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.”

Visit our website for more resources and ideas at [www.circleofsisterhood.org](http://www.circleofsisterhood.org).

Email us at [campussupport@circleofsisterhood.org](mailto:campussupport@circleofsisterhood.org). 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!



## **Build awareness by educating others about the oppression of girls and women worldwide:**

<b>Human trafficking</b>	According to UNICEF, an estimated 1 million children, mostly girls, enter the sex trade each year. The United Nations estimates that 4 million women and girls are trafficked annually.
<b>Discrimination</b>	Two-thirds of the world's 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. [3]
<b>Poverty</b>	"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." [4]
<b>Brutality</b>	Violence kills and disables as many women between the ages of 15 and 44 as cancer. [2] And 50 % of sexual assaults in the world victimize girls under the age of 15. [5]
<b>Gendercide</b>	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] UN Women (<https://www.unwomen.org/en/news/in-focus/commission-on-the-status-of-women-2012/facts-and-figures>)
- [2] N Millennium Project. 2005. Taking Action: Achieving Gender Equality and Empowering Women. Task Force on Education and Gender Equality. London and Sterling, VA: Earthscan.
- [3] The world's adolescent girls. (2013, March 30). Retrieved
- [4] NDP (United Nations Development Program)
- [5] UNFPA, 2005.

## **As college educated women, we have a responsibility to come together to assist in the provision of education for girls and women around the world because...**

- Educated women are more likely to overcome poverty.
- Educated women positively impact their community's economy.
- Educated women earn 25% more income than those not educated.
- 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 years old.
- Educated women are three times less likely to contract HIV.
- Educated women help to 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.**



## What Can We Do on Our Campus?

Introduce the work of the Circle of Sisterhood to your community at a meeting or through chapter visits ([use the video on our website](#)). Host 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 and realistic potential collaborators to create awareness such as women’s resource center, other Greek Councils, local alumnae, etc.)

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

**Where Are “Our Untapped or Under-utilized People Resources”?**

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

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

**Beyond Raising Awareness, Move to Raising Money**

CofS values grass-roots efforts, so we want to empower you to do IMPORTANT things that will work on your campus. Make them Quick. Simple. Effective. Fun!

*Fundraising Ideas:*

For more information:

- Visit the CofS website for ideas and a Fundraising Guide: [www.circleofsisterhood.org](http://www.circleofsisterhood.org).
- Email us at [campussupport@circleofsisterhood.org](mailto:campussupport@circleofsisterhood.org) when you decide to become a partner campus!



## Virtual Awareness & Fundraising Ideas

You can make an impact by raising awareness and funds for Circle of Sisterhood **virtually**. CofS Campus Ambassadors can engage their campus communities through online events and social media. Below are ideas for virtual engagement. *Please remember to review and follow the recommendations/policies made by your host institution (campus) for all events.*

1. **Social Media Campaign** - Use this resource, [The Facts About Girls Education](#), to spread awareness on social media. Use the statistics to create compelling posts and share them on your community's social media accounts. Ask each chapter to share the post on their social media channels. Challenge members to share the post by tagging them. Imagine the awareness you can create if every member of your community participates in the campaign and help educate their peer groups about the global crisis in girls' education. Consider creating a unique hashtag to share and help track your posts. Here are some suggestions: #CofS, #circleofsisterhood, #beherhero. Do not forget to tag Circle of Sisterhood. You can add a donate button to your posts on Facebook or a donate sticker on Instagram to turn your campaign into a fundraiser, too! Your social media campaign could also include:
  - Selfie cards with sentence starters such as "I support CofS because..." or a co-branded sign sharing why your community supports CofS.
  - A friendly competition amongst chapters with a reward for the chapter that engages with the social media campaign the most.
2. **Venmo Challenge** - Challenge each sorority member of your community to donate to CofS through Venmo. Simply search for [@circleofsisterhood](#) in the Venmo app and use a unique hashtag or phrase in the "What's it for?" box to identify your campus community. We will keep track of donations and you could offer an incentive to the chapter that raises the most money.

Please send an email to Annie Labo at [annie@circleofsisterhood.org](mailto:annie@circleofsisterhood.org) to let her know what hashtag or phrase you will have supporters use when donating. Use the figures below to suggest a gift amount (these figures are an average cost of these items across multiple countries supported by CofS and are not specific to any one country):

- \$.24 equates to a notebook & pencil
- \$3.30 equates to a noon meal for an entire school year
- \$7.00 equates to a set of textbooks
- \$13.00 equates to one year of tuition
- \$29.00 equates to a school uniform
- \$53.00 equates to send a girl to school for one year with everything she needs to succeed

*Note: We are aware that some campuses have created separate fundraising Venmo accounts in the past to collect funds and then transfer those funds to [@circleofsisterhood](#). To ensure funds are received in a timely manner, we recommend that you ask supporters to make their donation public and donate directly to [@circleofsisterhood](#). If you have any questions or concerns, feel free to reach out to Annie at [annie@circleofsisterhood.org](mailto:annie@circleofsisterhood.org).*



3. **Instagram Bingo Board Challenge** - Create your own bingo board for Instagram [here](#) using the suggested donation amounts above. Once you create the bingo board, share it with your sorority community and ask them to post it in their Instagram Story. Ask for donations to be sent directly to CofS via Venmo [@circleofsisterhood](#). Mark off the squares on the bingo board as people donate and keep posting until you get a BINGO. When you do get a BINGO, tag someone else and challenge them to do the same. Want to use this idea to raise awareness rather than funds? Add action items to the squares that relate to CofS activities such as:
- ‘Told a friend about CofS,’
  - ‘Read Half the Sky,’
  - ‘Liked a CofS post this week,’
  - ‘Follow CofS on Instagram,’ etc.

You could also reward BINGO winners with a CofS sticker or button.

4. **Email or Letter Writing Campaign** - Leverage your networks to create an email or letter writing campaign. Ask women from your sorority community to write to other women who have inspired them or helped support their education (examples: mothers, grandmothers, aunts, teachers, advisors, counselors, mentors, etc.). Use [this letter template](#) or create your own message that shares information about CofS and includes an ask to help girls go to school by donating \$20 or a similar amount. Include the options below on how to donate:
- Go to [www.circleofsisterhood.org](http://www.circleofsisterhood.org) and click on ‘Donate’
  - Mail a check made payable to Circle of Sisterhood to P.O. Box 551, Belmont, NC 28012
  - Venmo [@circleofsisterhood](#)
5. **Virtual Watch Party** - Take time to host a virtual watch party with [Teleparty!](#) Choose a documentary that will educate your sorority community about the crisis in girls’ education or the barriers limiting access to educational opportunities. To learn more, click the link above and start creating your party now! Some suggested documentaries are *Girl Rising*, *He Named Me Malala*, *City of Joy*, and *Period. End of Sentence*. After your virtual watch party, host a Zoom meeting to discuss the following questions:
- How can raising awareness of these issues compliment your community’s current philanthropic initiatives?
  - What can you do to keep the conversation going in your community about the crisis in girls’ education?
  - Do you believe the founders of sororities could relate to the message shared in the documentary?
6. **Profit Share with Local Business/Restaurant** - Partner with a small business or restaurant to donate a portion of their proceeds to Circle of Sisterhood. Ask if online shopping/orders can count toward proceeds and/or if the fundraiser can be open for two or three days to increase the opportunity for supporters to participate. Promote the fundraiser on social media and within your own circle of influence. Take your fundraiser a step further and partner with a local business to help increase their social media traffic. Ask to collaborate on a social media post and for every share with a specific hashtag or new follower that the business receives, ask them to donate \$1 to CofS.





7. **Virtual Walk/Run** - It is easy to participate in a virtual walk/run because participants can complete it on their own time. Ask participants to register for the event and let them know that their registration fee will help to remove barriers to education for girls and women around the world. Registration packets can include information about CofS, facts about the crisis in girls' education, and any relevant items you decide to include. When they are ready to complete their walk/run, request that they take a selfie, and post to social media with a unique hashtag, such as #CofSVirtualWalk or #Iwalkforthegirls. Encourage participants to go live on Facebook or Instagram during their walk/run. You could also have participants ask for sponsorships—for example, donate \$10 to sponsor 1 mile to increase your fundraising efforts.
8. **Zoom with a CRM** - Invite the sorority community to hear from one of our Campus Relationship Managers who can give a short presentation and answer any questions about CofS during a Zoom meeting. The presentation can be tailored to fit your community's needs, whether you are just getting started or have been a campus partner for many years!
9. **Other Campus Communities** - Collaborate with other campuses on a virtual event! Work with another campus community that supports CofS nearby or across the country. If you are interested in this idea, we can help pair you with a campus. Send an email to [campussupport@circleofsisterhood.org](mailto:campussupport@circleofsisterhood.org) to let us know!
10. **Alumnae** - Just because they've graduated doesn't mean they can't participate in an event! Offering alumnae the chance to join your event virtually will increase participation & support of your efforts.
11. **Online Fundraising Pages** - You can create your own online fundraising page for FREE on our website. [Click here](#) to create your CofS branded fundraising page now!
12. **Virtual CofS Week** - Any of the ideas shared above can be organized into a successful virtual CofS Week.

We also suggest reviewing the [CofS Brand Standards Guide](#) to help you stay on-brand when creating graphics for social media and other promotional materials.

Have questions? Please take advantage of the remote advising services offered by our Campus Relationship Managers. Your Campus Relationship Manager (CRM) is available for video conferencing and/or phone meetings should you have questions. Not sure who your CRM is? Send an email to [campussupport@circleofsisterhood.org](mailto:campussupport@circleofsisterhood.org) to get connected.





## The Facts About Girls' Education

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.

**132 million girls are out of school around the world.**

Source: Girls' education. (2021, March 16). Retrieved from <https://www.unicef.org/education/girls-education>

**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.

