Circle of Sisterhood 101

Virtual Awareness & Fundraising Ideas

One World. One Sisterhood. ®

circle of sisterhood®

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 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.

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 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** - Invite the sorority community to hear from one of our Campus Support Team members 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 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!

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