



(INTRODUCTION / Who we are)

- * Good evening ladies! How is everyone doing tonight?
- * My name is _____,
- * and I am here on behalf of the WIN Foundation
- * WIN is a non-profit outreach located in Southern California and at the foundation we specialize in abuse recovery, self-esteem and Destiny Management for women.
- * Which means that we provide you with the tools to manage your destiny, so that you can live a dream based life versus a default life.
- * *(Pause)*

At a glance:

- Intro of self.
- About WIN
 - o 501C3, So Cal
 - o Abuse, S.E & D.M.
 - o Dream vs. default.



(Why We are Here)

- * We are here to talk to you about a subject called **Alcohol Related Abuse**.
- * What are we here to talk about? *(Audience participation)*
- * Alcohol related Abuse!
- * As sorority girls, you know part of your requirement is to attend programs about **social responsibility**, including a subject on alcohol education. Right?
- * And! I am SURE that at times rather than sit through a mandatory program on the education of *alcohol awareness (emphasize these two words)* you would prefer to poke your eyes out with toothpicks – right?
- * Because sometimes the subject of *Alcohol Awareness* can tend to be a bit boring – right?

At a glance:

- Why we are here:
 - Educate on A.R.A*
 - Required programs.
 - Toothpicks.
 - Boring!



(Why We are Here)

- No disrespect meant to the importance of all programs and the subject matter.
- The education of *Alcohol Awareness* is needed, and we are here to educate you..
- on what?
- (*Audience participation - they hopefully will say Alcohol Awareness*)
- NO! GOTCHA! we are here to educate you on something called **Alcohol Related Abuse.**

At a glance:

- No disrespect meant
- Programs are needed.
- Our goal today: to educate on A.R.A.



(About Alcohol Education)

- If you want to get educated on alcohol, here is quick over view:
- (*Read this in a clinical way*)
- Alcohol comes in beer, wine and hard licquor.
- You must be over the age of 21 to drink it.
- Alcohol can become an addiction.
- If you find that you are someone you know feels in trouble with alcohol, which means that the consumption of alcohol is affecting your life, we recommend contacting a local AA group – Alcohol Anonymous, for help.
- Alcohol, when consumed in too high of a quantities can make you drunk.
- This is called over consumption. And it can be dangerous.

At a glance:

- Read list of alcohol issues.

(About Alcohol Education)

- Any of you ever get **food poisoning**?
- Well, in case you did not know, the same thing can happen with alcohol.
- If you over consume alcohol, you can also get something called **alcohol poisoning**.
- Alcohol poisoning includes the very sexy symptoms of:
 - throwing up,
 - passing out
 - and suffering from black outs.
- In addition, it is also most likely followed by a **trip to the local hospital** for a **stomach pumping** session to possibly save your life.
- Not a highly recommended thing to do on a date or at a party. *(smile)*
- **Question – how many drinks does it take to get alcohol poisoning?**

At a glance:

- ???: Food poisoning
- list of alcohol poisoning.
- Hospital visit
- ???: # of drinks for A.P?

(About Alcohol Education)

- * Continuing: The over consumption of alcohol can not only give you a horrible hang-over but in addition, it can affect your your motor skills.
- * Therefore, don't drink and drive.
- * The next time you are out, if you find you have consumed too much alcohol, remember people want you alive and people want to stay alive so leave your keys in your purse and call 1-800-TAXI-CAB. A Safe Drink & Ride.
- * *(Pause)*

At a glance:

- Drinking and driving
- 1800 taxi cab



- Oh! One final thing to know about alcohol consumption.
- When you get drunk, it can also **affect your decision making skills...** which might cause you to do dumb things... that could cause you harm.
- And if and when you do that...
- That is where **we come in to educate you** on the subject of...
- *(audience participation)*
- **Alcohol Related Abuse**
- Very good!

At a glance:

- Decision making skills
- We come in...
- Educate on A.R.A.



(WHAT IS RAISE)

- Our program tonight is called "Raise Your Standards".
- So **what is Raise Your Standards?**
- Raise Your Standards is a national program about **Alcohol Related Abuse** that empowers women with tools on how to negotiate their worth.
- The goal of Raise Your Standards is **to #1: deliver a message about responsible drinking** and the subject of *(Audience participation)* Alcohol Related Abuse. Very good!
- And number **#2: to deliver a message about responsible dating.**
- First thing I want to let you know: Raise is not a moral message.
- We are not here to cast judgement, or to tell you NOT to drink
- Because ummmmm.... THAT, like, will NEVER happen in college. *(smil)*

At a glance:

- What is Raise?
- Goal #1: responsible drinking
- Goal #2: responsible dating.
- Not moral message
- "Not going to happen!"

(The status of college partying scene)

- * “College norm” is to party and have fun – right?
- * That is part of your passage rights and we know that.
- * *(Pause)*
- * But here is the thing.
- * College Partying is getting out of control and too many young college women are being exposed to... *(audience participation)*
- * Alcohol related abuse....
- * And as a result they are getting harmed. Meaning, girls in your situation are getting abused –
- * meaning the over consumption of alcohol is exposing you all to things such as **verbal attacks, emotional and physical attacks, to rape and being drugged.**
- * It is something called... *(audience participation)*
- * Alcohol Related Abuse
- * And our goal today is to hopefully equip you with some **tools** that will keep you **safe** when you or your other sisters are out on the party scene.

At a glance:

- College partying ‘norm’ has changed.
- A.R.A. is creating harm to women.
- We want to give you tools that will keep you safe on the party scene.

(HOW RAISE WAS BORN)

- * I want to share with you how Raise Your Standards got started.
- * All of you are familiar with Colorado State University – right?
- * Well, I am not sure if you are aware but a few years ago, there was a young college girl who went out to a frat party with her sorority sisters and after drinking a lot, she was allegedly raped at a party by a group of football players.
- * *(Pause)*
- * After the very public grand jury investigation of the rape incident, the Coors Miller Brewing Company, which is one of our sponsors...
- * Who is one of our sponsors? *(Audience participation)*

At a glance:

- How Raise was born
- Coors is a sponsor;

(HOW RAISE WAS BORN)

- Correct, Coors Miller was contacted by the football department and asked for a grant to educate the boys on what NOT to do. -
- The leaders at Coors just could not find peace in funding a male based prevention program.
- Guess why not?
- Because at the end of the day, they could not get passed the fact that after an *(audience pratication)*
- Alcohol Related Abuse incident...
- it was the precious young girl whose body was violated.
- It was the precious young girl who had to go through life with the memories of what happened.
- And probably worse...it was the precious young girl who had to go through life with the *void* of memories of what happened.

At a glance:

- Coors decision to fund a program for women.

(INTERNS)

- That is when they came to WIN and asked us to develop a program geared for women to educate them about *(audience participation)*
- Alcohol Related Abuse.
- At the time Coors came WIN, Dr. Tracy, who is the founder of WIN, had two female college interns.
- So after the meeting with Coors Dr. Tracy went to the two female interns and told them their task for the week.
- She told them, "We need a program that address *(audience participation)*
- Alcohol Related Abuse and the authentic issues regarding alcohol over consumption for college age women.

At a glance:

- Interns connection to A.R.A.

(INTERNS)

- In other words, we need a program about responsible drinking and responsible dating geared toward a woman.
- One of the interns name was Michelle.
- And in truth, if Raise Your Standards had an initial heart beat, our intern Michelle, who through her courageous story helped us realize the importance of this program.
- At this time, we would like to introduce to you 'Michelle", one of the WIN interns responsible for devloping Raise.
- She is coming to you via a letter she has written.
- Today our letter is being read by

(Speaker: _____)

At a glance:

- The heartbeat of Raise, Introduction of Michelle

The Letter

Hi, my name is Michelle. Thank you so much for the opportunity to share Raise Your Standards. It is both compelling and inspiring for me to be the voice in this project. As a college student and first hand witness *and* victim of Alcohol Related Abuse, I feel I have a duty and responsibility to share and educate others. So here I go...

I need to start by sharing that prior to this time (I am 22 at the writing of this letter) I had never been educated about alcohol or sexual abuse.

I entered college at 18. Like many college age girls, I followed the "social norm" as a young college student and joined a sorority for connection and image. Shortly after, I began drinking every week-end.



“Drunk at the parties” was a normal college week-end. As was hooking up with whoever decided to show me a little attention, being groped by severely intoxicated college boys, men sticking their hands up my skirt or down my shirt and touching me (without my consent), or ending up with a guys throw-up in my lap because he drank too much. It was all part of the partying “norm”.

At first it seemed a little crazy. I was a new pledge when it all began. But my sorority sisters would laugh and tell me, “Hey, this is going to create great memories for others to laugh about!” Over time, I too learned to laugh. That was until the night I was date raped and lost a piece of my soul.

Let me tell you about that night. Many of we college students in Southern California love to go to Newport Beach for the Fourth of July. In my first year of college, I went with a guy I was dating and was pier pressured into drinking the alcohol, equivalent of what my friends could consume. Not knowing how to say “no”, I drank away and let me tell you, I was drunk.



At the time, I was also a virgin, but every one of my sorority sisters told me that I “needed to get laid”. I thought it was funny and “sisterish”. Little did I know how much I had to loose. You see, I didn’t love the guy I was dating, and in truth, I wasn’t treated well by him. But yet again, this was NORMAL to me. In addition, my sorority sisters did not seem phased by it. He was the gorgeous and popular guy on campus! I was to feel “lucky” just to be the one he was dating.

That night, I went to his beach house and he immediately came onto me. Not with kissing or gentleness. He was drunk and rough. In truth, I did not want to have sex with him, but I felt like I *needed* to if I wanted him to stay with me. After-all, “What guy keeps a girl around anymore if she is not going to have sex with him?”



Saying “no” in this case meant blowing an ‘opportunity’ with a ‘hot guy’. “And anyway” I justified to myself, “If it was a mistake to have sex with him, well, I had been drinking. That’s when mistakes are excused for mindless intoxication, Right?”

Wrong. He (my boyfriend) ripped off my clothes and held me down to the bed. Again, he was drunk and rough and it did not feel right. So I begged him to stop. I was a virgin and the pain was unbearable. “Please stop”, I cried. He held me tighter and continued with even greater force. I begged profusely as tears were streaming down my cheeks. My cries were unheard and all he growled to me was, “I’ll pull out!!!”

When he was finished, the white satin sheets on the bunk bed were stained with my own blood. When he saw it he said, “You’re disgusting!” and left to sleep in another room. I wanted my mother. I cried unceasing tears and attempted to get comfortable enough for a few hours sleep, completely soaked in my cold, tangible ramification. Let me tell you. The sex lasted a moment, but it took me a long time to fill the hole inside of me that he created that evening.

I know I am not the only victim of this type of behavior. Many women have experienced strong sexual advances while intoxicated, from which they haven’t the first idea on how to defend themselves.



Tragic instances involving poor dating and poor alcohol choices are *dangerous*, and occur *every* week-end at college parties. One girlfriend of mine blacked out from over consumption and woke up in an unfamiliar room with her underwear off, and not the faintest idea of what happened the night before. Another was humiliated after hearing that a party full of college kids watched her have sex (with someone she didn’t know) upstairs on a bathroom floor. She was apparently unconscious the entire time.

From the other side, a male friend of mine had problems getting along with his father, and used alcohol excessively to numb the pain. He has been arrested four times for assault while under the influence. I asked him, “Do you think you would ever want to learn to control your alcohol intake?” He replied, “I don’t know how”. Yet another male, President of his fraternity, was encouraged to drink *twenty-one* rounds of beer for his twenty-first birthday. He rode in an ambulance that evening with severe alcohol poisoning and spent the night in the Intensive Care Unit. The man’s friends? Too intoxicated to realize their “bro’s” unfortunate fate until they were informed the next morning.



I have so many tragic stories to tell that I feel like could write you a book. Why? Because Alcohol Related Abuse is so prevalent in colleges. Young girls are being treated like something in a meat market, and being too blacked out to notice, or care. Nice guys get drunk and begin raging and fighting while under the influence. The scene makes me sad. It makes me angry. It makes me want to scream at the top of my lungs, “Hey Sorority Sisters! WAKE UP! There is a different way to live!!!”

(Pause)

So what is that way? It is a national campaign called “Raise Your Standards” Sorority Sisters, I must tell you, the program will change your life. It has mine.

Today with the tools of this program, I am spoken to by the opposite sex in a completely different manner than I previously experienced. Men now speak to me with more respect.

Rather than accepting anything, I now send a new message of empowerment. Now I send the message, “You have to work if you want to date me” and guess what? It forces men to be considerate, just to even have a chance.

I am not as pretty, nor do I have as good of a figure as many of the other girls who I go to parties with. But thanks to Raise Your Standards I am verbally and physically treated with ten times the respect.



College is a time that not only defines what you will be, but also defines who you are as an individual. It is a time that molds and shapes one’s character, behavior, and attitude. As sorority leaders, I am here today to tell you about WIN and the need for the Raise Your Standards Program. I am also here to invite you to join us and use your sorority as a positive vehicle to send a new message of empowerment to our younger pledgers, our frat brothers, and ourselves.

We have a nation wide empowerment campaign that is sending a new message about our worth, “You have to work a little bit harder to have access.”

(Pause) I am Michelle. A sorority sister. A survivor of Alcohol Related Abuse and rape.

(Pause) I am one voice who is making a life choice to raise my standards because I deserve it. The question is, will you join me?

⊛ (Back to speaker – STATISTICS ON ABUSE)

- ⊛ Thank you _____
- ⊛ Again, I want to say, Raise Your Standards is not a message about morals.
- ⊛ Instead **Raise Your Standards is a message about safety and personal empowerment** if and when you are faced with alcohol related abuse.
- ⊛ *(Pause)*
- ⊛ Fact: Sex with the right person, at the right time, is a right thing.
- ⊛ Fact: Alcohol itself cannot abuse a person.
- ⊛ But! Sex with the *wrong* person at the *wrong* time,
- ⊛ -And the definition of the wrong time is whenever you do not want it and whatever you are not comfortable with.-
- ⊛ combined with alcohol in levels that harm, is a dangerous combination that research shows, is harming women.
- ⊛ But do not take our word for it.
- ⊛ ESPN recently reported that 14 – 20% of all women will experience a rape.
- ⊛ ESPN reported that 54% of college age women have been the victim of some kind of sexual abuse.
- ⊛ And ESPN reported that 15% of men admitted to committing rape.

At a glance:

- Facts on A.R.A. via ESPN.

(STATISTICS ON ABUSE)

- ⊛ I will repeat that.
- ⊛ 15% of men admitted to committing rape.
- ⊛ You know what that tells us?
- ⊛ That tells us that chances are if you felt that it was rape... it was.



(TRANSITION TO RESPONSIBLE DATING)

- * Ok, we one last time, our program today is a about *(Audience participation)*
- * Alcohol Related Abuse / “aka” responsible drinking
- * *(Raise your hand for audience feedback)*
- * How many of you feel a little more educated on what exactly is Alcohol Related Abuse and how you might be easily exposed to it?
- * Good.
- * Goal Number 1 accomplished.
- * Now onto goal number 2, “Responsible Dating. “
- * To educate you on this important subject, we need need to take you to life after college.
- * If you are like most college age kids, you entered college to do what?
- * To get an education so that you can... live off your parents for the rest of your life?
- * DARN!
- * For most of us, the meal ticket ends with the cap and gown therefore, what is one of the goals post graduation?
- * To get a J.O.B. that P.A.Y.S!

At a glance:

- Wrap part I
- Open part II: Responsible Dating.



(FIRST JOB OUT OF COLLEGE)

- * Now, being that I am older than you, let me share a little about that journey and share with you one of the primary tools you will need to make that happen.
- * *(Audience participation) Tell me what some of your majors? (note – listen for art related degrees as they are the easiest to make the comparison with. Repeat back to them as they shout them out. When you find one you can work with, go with it)*
- * Let me tell you a little about your first job.
- * The first job you take out of college that is in the field you studied will be a grunt job.
- * And guess what..
- * YOU WILL LOVE IT!

At a glance:

- Older than you...
- Ask audience about majors.
- Grunt job
- LOVE it!

(FIRST JOB OUT OF COLLEGE)

- * You will be so excited about that grunt work that you will do it with a spring in your step and a smile on your face... for about 8 months.
- * For example, at the beginning of your career journey, you will probably start out in the mail room and feel so lucky you are there!
- * You will be like *(act out placing mail in boxes)* Oh! Suzie in Sales got mail! Oh Carl in Copy got mail!. Oh! Nancy in the newsroom... GOT MAIL!
- * Well that lasted about 8 months and all of a sudden something will happen.
- * Suddenly the job that you have been doing will feel beneath you and you will go from someone who puts the mail away like this, "Oh Mary in Marketing got Mail" (make a big smile)
- * To, "OH... who the heck is Mary! Mary Mary quite contrary... may your garden grow poison mushrooms!!"
- * Suddenly you will go from thoughts that say, "OH! I am so glad I have a degree to be able to work in this field!"
- * To "So THIS is what I went to college for?? To stuff mail boxes for Mary quite contrary and her sever dwarfs!"

At a glance:

- 8 months later
- S in S, C in C, N in N

(STANDARD SHIFT)

- * When you reach a point that what you are doing, or how you are being treated no longer works, you experience what is called a **standard shift**.
- * A STANDARD shift is when you have **an internal shift and you raise the expectation level, for your life**.
- * *(raise your hand as though you are goin up one level)*
- * Ladies along your life, as you progress you will reach points where you need **to re-evaluate what you both want, and do not want for your life**.
- * When you reach this point in your life, you need to do what unfortunately we, as women, are not taught to do very well
- * Which is to NEGOTIATE a new set of values for yourself.
- * You need to do *what* for yourself? *(Audience participation)*
- * NEGOTIATE... YOUR NEEDS.

At a glance:

- About standard shift.
- Time to re-evaluate.
- Learn to negotiate your needs.

(THE ART OF NEGOTIATING)

- * When you reach a point that what you are doing, or how you are being
- * Now, here is something I want to share with you:
- * People who run companies do not want pay you very much.
- * BUT, if you learn how to NEGOTIATE...your worth
- * How to what? (*Audience participation*)
- * NEGOTIATE your worth, they will pay you and give you what ask for.
- * Therefore my friend, guess what we at the WIN Foundation want to teach you?
- * HOW to NEGOTIATE your worth!
- * Now, as contrary as it might seem, we want to have a drink with you!
- * So raise your mock glass and let's make a Raise Your Standards Toast to you.
- * Repeat after me
- * **Raise Your Standards Toast: Each of us at any time has the right to want for our life...**
- * **To expect more for our life...**
- * **And to ask for more for our life...**

At a glance:

- Teach how to negotiate their worth.
- Raise your glass
- Toast:

(2nd most important negotiation)

- * Question – how many of you want to be happy? (*Audience participation*)
- * Well, when it comes to happiness, the *second* most important lifestyle negotiation that will affect your joy level will be... the job you take.
- * Do you know why that is?
- * The reason is that a job is like a relationship.
- * How many of you have been in a bad relationship where the person just really started to bug you (*audience participation / raise your hand*)
- * And how many times have you felt like, “OMG, I cannot take one more minute with this person!!!”
- * Well if you take a job you do not like, it will create the same discomfort as being in a bad relationship.

At a glance:

- Want happiness?
- 2nd most important lifestyle choice –your job.

(THE ART OF NEGOTIATING)

- * Which this brings me to the number *one* most important thing you will need to NEGOTIATE...
- * Guess what that is?
- * How you **negotiate your worth within relationships**.
- * Here is something important for you to know:
- * The number one thing that affects women's joy is the status of our relationships.
- * If you are fighting with your boyfriend, or arguing with your sister, or someone is mad or disappointed in you, it TOTALLY affects us!
- * We have a hard time moving forward if a present situation is in discord.
- * How many of you have not been this person (*Role play like you are trying to study for a test*)
- * Ok... the formula for the square root of pie is... "I CANNOT BELIEVE THEY ARE MAD AT ME!"
- * Okay focus, focus... World War II began because... 'WHY ARE THEY MAD AT ME!?'
- * Our relationships affect our life, that is why we must make sure that if we are being treated in a way we do not like, we have the tools to do what?
- * (*Audience participation*) NEGOTIATE our worth.
- * The question is "how?"

At a glance:

- Number 1 important negotiation – how you will be treated in relationships.

(WORTH RULE NUMBER ONE)

- * I want to give you 3 ways to negotiate your worth.
- * Raise your glass and repeat after me:
- * **Raise Your Standards Women's Negotiation Worth Rule #1:**
- * **I instruct people how to treat me!**
- * Meaning what?
- * Meaning people treat you how you instruct them to treat you.
- * In other words, if you have a repeat offender in your life,
- * That means someone who makes you go 'ouch, ouch, ouch' YOU are doing something to tell this person that it is okay to be inappropriate!

At a glance:

- How to negotiate.
- 3 ways to negotiate worth.
- #1!

(THE ART OF NEGOTIATING)

- * For example if someone hurts you, no matter how much you cry, scream, breakdown or freak out,
- * IF you go back for more, you are giving the thumbs up sign (*give a thumbs up sign*) that it is okay to mistreat you!
- * So cheers to you (*raise your glass*) because from here on out, **the power to be treated good or bad is yours to control.**
- * (*Act like you are thinking*) Hmmmmmmm. The question of “HOW” comes about.
- * HOW do you instruct someone to treat you ?
- * Well raise your glass again repeat after me:
- * **Raise Your Standards Women’s Negotiation Worth Rule # 2:**
- * **If you do not like the way you are being treated, it is time for you to put out a new instruction manuel!**
- * How many of you have purchased a new computer, software for your computer, a new IPOD or something from Ikea that you had to build yourself?
- * And how many of you upon opening your purchase DID NOT take the time to read the instruction manual,
- * And, as a result you could not get the product to run properly or you ended up with too many screws left over and a wobbly table?

At a glance:

- How women communicate.
- Worth Rule #2
- Computer instructions

(OUR PERSONAL INSTRUCTION MANUELS)

- * And how many of you after you took the time to go back and read the manual figured out what you were doing wrong and once you made the changes, things worked as they were intended? (*Pause*)
- * As adults, **we do not come with instruction manuels,**
- * but if you are going to be a successfull woman, it is not just your right, but *your responsibility* to develop, implement and share your instruction manuel with those around you.
- * How do you do that?
- * With your words...

At a glance:

- We do not come with instruction manuals.
- Use your words.



(HOW WOMEN COMMUNICATE)

- Here is a truth telling moment: Do you know how girls typically communicate?
- *(Speaker – use non-verbal words like huffing, pouting, crossing your arms, rolling your eyes, etc.)*
- Ladies, those are not words!
- Words of empowerment and negotiation sound like this:
 - “I don’t do abuse, mis-use or booty call!”
 - “I don’t like this.”
 - “Stop it.!”
- *(Pause)*
- Words are your first line of negotiation for how people treat you.
- So be a good business woman with your life, you need to learn to use your words.
- *(Pause / transition)*
- Now here is something to know.
- Most people do not intentionally set out to hurt you.
- Life collisions with other people will happen on *occasion*.

At a glance:

- How women non-verbally communicate.



(3 time violators)

- But “occasion” is the key word.
- Question.
- How many of you have repeat offenders in your life?
- -And by the ways, a 3 time violator is considered a repeat offender.-
- Meaning, how many of you have people in your life who you are constantly having to say, “OUCH!”
- *(Raise your hand for response, as at this time, you need to start getting the audience participation going)*
- If you have a repeat offender in your life, let us teach you a WIN, Raise Your Standards Response to empower you the next time someone continues to run into your life
- Ready?

At a glance:

- 3 Time violators
- Prep audience for Raise violator response.

(AUDIENCE PARTICIPATION EXERCISE)

- * This is a visual exercise, so at this time I need each of you to picture in your mind's eye the repeat offender in your life.
- * Got them? *(Do not continue until you see that you have some of the audience participating.)*
- * Okay, next. Picture them doing, what they do that is "oh so inappropriate."
- * Got it?
- * Now picture yourself addressing the situation with them, and repeat after me.
- * "OH! I am so sorry!" *(wait for group and make sure they respond verbally)*
- * "Really, I do apologize...
- * that I gave you the impression...
- * that it is okay
- * to mistreat me that way...
- * For the record...
- * It is not okay for you to do that *(and be specific)*
- * And if it continues, it is going to affect my ability to stay in this relationship.

At a glance:

- Audience "I'm Sorry" exercise.

(Worth negotiation #3)

- * Now do you know what I just did as a woman?
- * I empowered you with tools that can change your life.
- * I gave you something to make you a better person.
- * *(Pause)*
- * I know we have given you a lot of information and to honest, all this empowerment makes me want to make another toast!
- * So ladies raise your glass and repeat after me.
- * Everybody say **Raise Your Standards Women's Negotiation Worth Rule #3 :**
- * **"I have the power to change a person's life, immediately."**
- * *(This is when your girls need to come on stage)*
- * Why is this important to you?
- * Because Michelle, one of the real life faces behind "Raise Your Standards" program was a kid when she entered her university.
- * *(Ask "Michelle" on stage w/ you)* She was looking to her older sorority sisters for direction on "how" to do college life.

At a glance:

- Women's Worth #3:
- Reference to Michelle

(THE ART OF NEGOTIATING)

- ✿ But the advise that she was given was that she was supposed to find being drunk and barfed on funny.
- ✿ Or she was mentored to believe that being drunk dialed was a compliment.
- ✿ Hey sorority sisters... that advise got her raped and left scars that took years to un-do.
- ✿ There is a quote that says, “You know that you have met a great person when that person’s life brushes up against yours and you are a better person because of it.”
- ✿ Ladies, **you have the power to change... and empower.**
- ✿ *(Pause)*
- ✿ And sometimes, it is not about what it is *right*.
- ✿ It is about what is your *responsibility*.
- ✿ *(Pause)*
- ✿ Believe it or not, there are eyes watching you for guidance and direction.
- ✿ **And your standards... will set standards, for others.**
- ✿ *(Note – if only Freshmen are in the room, adjust the script)*

At a glance:

- Review of Michelle’s roll models.
- Power to change and empower.
- Not right, but responsibility.

(THE ART OF NEGOTIATING)

- ✿ We at WIN believe you are the special ones:
- ✿ Educated, success bound, good looking, fun loving, fashionable and on your way to accomplishments!
- ✿ *(Pause)*
- ✿ **You have the power...to empower.**
- ✿ So the question is, “How do we do this?”
- ✿ How do we learn to negotiate our value as a woman?
- ✿ How do we learn how to set a standard?
- ✿ How do you learn to send a new message?
- ✿ How to you learn to empower?
- ✿ *(Pause, get a smiling smirk on your face, put your hands on your hips and cock diva attitude)*
- ✿ And most important girlfriends...
- ✿ how to maintain looking *fabulously cute* while you are doing it? *(say this with a smile)*

At a glance:

- You are the special ones.
- Set up for the fashion show.

(THE ART OF NEGOTIATING)

- * Well that my friend is the final part of presentation!
- * We at WIN have discovered a way to send a new message; to set a new standard; and to look fabulous while doing it!
- * It is called the **Raise Your Standards Fashion Statement, Fashion Show** and we are proud to showcase our 2009 collection now!
- * Music Please!
- * **(START FASHION SHOW MUSIC)**
- * Now ladies before we get started, we need to warn you, "Viewers Beware!"
- * The goal of the Raise Your Standards Program is to send a message to college girls, frat boys and your piers across the country.
- * The messages of empowerment you are about to see were created by sorority girls just like you!
- * Here is the exciting news! If you like these T-shirts, you can join us on the in October for the national Raise Your Standards Fashion Statement Day, when sororities around the country will be sending a message about responsible drinking and responsible dating
- * Or you can use them to recruit during Rush to send a message of standards about your sorority!

At a glance:

- The Fashion Show

- * *(7 models to for the show and stand behind you with their backs to the audience)*
- * So let's put your hands together for the Raise Your Standards Fashion Statement Fashion Show starring
- * _____
- * _____
- * _____
- * _____
- * _____
- * _____
- * _____



FASHION SHOW

- Brought to you by the WIN Foundation, SHOCK Cosmetics, and a special thanks to the CoorsMiller Brewing Company for funding a grant for us to share this message,
- we debut for your campus, our personal Raise Your Standards T-Shirt Campaign!
- It's your sororities way to send a new message, set a new standard, raise funds for your charity and look fabulously cute while doing it!
- Now best of all, in order to make sure you carry these messages with you at all times, you can not only purchase these shirts, but as a parting gift from the WIN Foundation, we have these great fashion statement cards that carry the message of the shirt you see. Raise your hand if you want a card because each model is carrying them!
- *(Speaker, go into a bit of a showy broadcasting voice when announcing the produc. When you give the slogan, have the model use her hand to point out the words and mouth them along with you. Keep the models on the stage for at least 45 seconds so that everyone can see the shirt)*



FASHION SHOW

- *(Model #1)* Please meet Our first model (name of model) _____
- She is wearing our first Raise Your Standards, Fashion Statement T-Shirt! This Fashion Statement T-shirt is **great for the guy who remembers your number *only* after he is completely trashed!**
- Ladies, send a new message of empowerment that says, **“I Don’t do Drunk Dial!” - Cuz I’ve Raised My Standards**

-
- *(Model #2)* Model #2, worn by _____,
 - This Fashion Statement T-shirt is **great for the girl who just caught her guy macking on another girl – without consent – and tries to give you a lousy excuse as to how he ended up lip locked with the chick!**
 - Send a new message of standards by wearing this Fashion Statement that says,
 - **“I Don’t Do Dis-respect”**



FASHION SHOW

- * (Model #3) Worn by _____
 - * This Fashion Statement T-shirt is **great for the guy who just threw a public scene because another guy looked at you, or because he did not like what you were wearing and decided to beat someone up because of it.**
 - * Send a new message of standards by wearing this Fashion Statement that says, **“I Don’t Do Drama”**
-

- * (Model #4) Worn by _____
 - * This Fashion Statement T-shirt is **a definite when Mr. Drank Too Much decided to barf on your new fabulous jeans drinks cuz he could not hold his alcohol.**
 - * Send a new message of standards by wearing this Fashion Statement T-shirt that says,
 - * **“I Don’t Do Barfed On Cuz You Can’t Handle Your Alcohol”**
-



FASHION SHOW

- * (Model #5) Worn by _____
- * This Fashion Statement T-shirt is **a for the boyfriend who thinks it is acceptable to call you that rude names in public or in private!**
- * Send a new message of standards by wearing this Fashion Statement T-shirt that says,
- * **“I Don’t Do Rude”**



FASHION SHOW

- * (Model #6) worn by _____
 - * Our next model is wearing the perfect Fashion Statement **Shirt for the guy who tries to give her less than she deserves.**
 - * **Send a message of your personal value by wearing this Fashion Statement Shirt that says**
 - * **“I’m Not Up For Negotiation!”**
-

- * (Model #7) worn by _____
- * And finally ladies, in a day and age when it seems like a **guy is way to comfortable letting you pay for your own drinks,** **send him a message about what you will really be bringing to the next party by wearing this Fashion Statement Shirt that says, “B.Y.O.S.” Bring Your Own Standards!”**



CLOSING

- * And there we have our Raise Your Standard Fashion Statement T-Shirt Collection,
- * available for use for your college on National Raise Your Standards Fashion Statement Day.
- * Can we please have all of our models back out on stage!
- * (Models stay on stage)
- * (Pause for applause)
- * Now ladies, the goal of the Raise Your Standards Program is to send a message of empowerment across this country.
- * If your sorority is interested in participating in our national Raise Your Standards Day here is how it works.
- * To participate, each sorority will have the opportunity to choose up to 7 messages – aka Fashion Statements - that they would like to send about the value of a woman, and about responsible drinking and responsible dating.
- * Or as requested by many sororites across the country, you can also choose a Raise Your Standards T-shirt campaign to use during Rush!



CLOSING

- These T-shirts, featuring your sorority logo and Raise Message, can be used as a fundraising campaign, a branding campaign

FINALE

- As we close our event we want to thank you for allowing us to be here.
- This project is made possible by several sponsors:
- Thanks to the WIN Foundation., thanks also to the Ms. Globe organization, spokeswomen for WIN
- Thanks to Coors Miller Alcohol Responsibility Department for funding this awareness campaign.
- And to SHOCK Cosmetics,
- Finally, thanks to all of you for having us and remember, if you are over the age of 21 drink responsibly and if you are in the dating age, date responsibly.
- Why?
- Because you are worth it!