

THETA CHI

Supporting Troops and their Families
Through the USO



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DEAR THETA CHI BROTHERS:

Having been founded by two cadets at a military university, Theta Chi has a long history of supporting our troops. That's why the USO is so honored to have been selected as one of Theta Chi's preferred philanthropies. We know working together our support for America's troops and families can only be stronger and more profound.

We thank you for your interest in supporting America's troops and families through the USO. College students can make a huge difference when they come together to raise money or do service projects that will let America's troops and families know you are behind them. In the following pages, you will learn more about the USO programs and services you can support.

Our Challenge to you!

Millions of times each year, at thousands of locations around the world, the USO lifts the spirits of America's troops and their families. USO programs and initiatives support our men and women in uniform and their families with special emphasis on those who need us most: wounded, ill and injured troops and their families and caregivers; families of the fallen; deployed troops; and military families, many who have endured numerous deployments. We need your support to ensure we are reaching every troop. ***We challenge you to support the USO and do something in your community, on your campus to let the troops know you have their backs!***

In the next few pages, you will find information about the USO, ideas for service projects and fundraising ideas – all provided to help you and simplify the planning process. Your chapter can host a G.I. Theta Chi event or add its own creative touch to existing ideas or create something completely all your own. Your success is measured by the efforts and generosity of your brothers. We are so thankful for your support in making the lives of our troops better.

If at any time you need help with your fundraiser or support from the USO please call me directly at [703-908-6431](tel:703-908-6431) or email me at kcooke@uso.org

Sincerely,

Kyndelee Cooke

USO Director of Fundraising and Development

Ps. Check out www.teamuso.org/thetachi – the website we created just for you.

WHAT THETA CHI ALUMNI ARE SAYING ABOUT THE USO...

"In my 28 years active duty in the U.S. Army I was entertained many times by the USO Shows - saw Bob Hope in Panama and Vietnam. But it was the smaller less famous folks that we saw more often and appreciated just as much. I'm glad, and proud, that Theta Chi is helping to keep up the good work." – Lt. Col William Waterman (Pi/Dickinson 1957)

"I commend Theta Chi's joint initiatives with the USO. As a retired U.S. Air Force officer, (and grandfather of a current USAF F-15E Strike Eagle fighter pilot), I was entertained by Bob Hope and his USO entourage many years ago during my Vietnam War combat tour. As such, I have always had a healthy respect for the USO and have contributed MONTHLY to help sustain their operations at home and abroad. Accordingly, I have received their quarterly "On Patrol" magazine...The byline on that magazine is "Until Everyone Comes Home." - Col. Ray V. Fair (Alpha Nu/Georgia Tech 1956)

"Glad to hear of Theta Chi's partnership with USO, a great organization. Throughout my Army career, I experienced the terrific worldwide shows sponsored by them, in Vietnam, Germany, Japan and here at home. Thanks for getting involved with them and their exceptional support of our Armed Forces." – Col. Michael Cockill, U.S. Army, Retired (Epsilon Gamma/Widener 1958)

"I am so pleased that Theta Chi is doing this. The USO has given many lonely military people a place to feel at home for a while. I contribute to the USO on a regular basis." – Lt. Col Rex L. Holloway (Tau/Florida 1960)

"It was truly moving to hear of the partnership between the Brotherhood of Theta Chi and the USO. During my over 30 years service on active duty and in the reserve I had the opportunity on many occasions to witness the fine work done by the USO in support of our deployed troops. One of my fondest memories of my service in Vietnam looking forward to, and attending, USO shows that traveled to even the remotest parts of the country. The USO was able to bring a piece of home and a respite of fun to an otherwise often unpleasant situation. The opportunity for the brothers of Theta Chi to be associated with the USO will bring honor to us and allow the USO to extend the reach of their important work." – Col. Jennings F. (Butch) Stright, USAR, Retired (Epsilon Eta/IUP 1966)



"Great to hear! The USO of South Texas on NAS Corpus Christi always feels like a home away from home. They keep the fridge stocked with cold drinks and food and they serve a free lunch every Wednesday for anyone on base who can come by. It's a great place to get away from the stress of flight school and to relax. I'm excited for the opportunity that Theta Chi has to get involved. I look forward to seeing the chapters embrace the USO and help them become even better." - 1st Lt Tread Snedecor, USMC (Delta Rho/NC State 2010)

WHAT THETA CHI FRIENDS ARE SAYING ABOUT THE USO PARTNERSHIP...



"I am so proud of the brothers of Theta Chi for joining forces with the USO to help service members and their families. I know Cadet Freeman and Chase would be proud also. This is in the finest of Norwich traditions, and you all continue to live the spirit of service to Nation and others before self. WELL DONE!" - RADM Richard W. Schneider, President, Norwich University

"My name is Ann Jillian Murcia. I am the President of Beta Tau Parents Club of Theta Chi Fraternity at USC. My son is Andrew Murcia, President of Theta Chi, Beta Tau Chapter. It is my pleasure, as it is for all the parents of sons who are members of Theta Chi, to offer what we know how to do best, and that is to support our sons in all their endeavors and celebrate their achievements.

Some, may also remember me as Ann Jillian. I am a retired actress, three time Emmy nominated, Golden Globe winner. My body of work spans almost 50 years. In a career filled with many highlights, one stands out personally for me with particularly warm memories - my association with Bob Hope and his beloved USO, an organization whose mission it is to boost morale for our military men and women and their families, as well as provide essential support through their generous programs.



As a performer, I always thought that I was not officially in "show business" until I was invited by Bob Hope to entertain our servicemen and women overseas. My turn came in the Christmas of 1983, when Bob asked me to join him on his tour to the Middle East to entertain our fleet off the shores of Beirut, Lebanon - only two months after the attack on our military barracks. I remember standing in the wings of a make-shift stage on our home base, the USS Guam, and watching Bob well up with emotion when he saw the enthusiastic response of his "Guys and Gals" as he called them. I instantly understood his devotion. This was real. These were the brave men and women who sacrifice their all when their country calls. They were our "heroes". Through Bob Hope I had forever become a part of the USO's history, but the USO and the faces of the servicemen and women had forever become a part of my heart.

Today I am 63 years old and mother to a Theta Chi brother. I am so proud that Theta Chi chose the USO to be their official philanthropy, and will be partnered with the USO in lifting the spirits of and lending "an assisting hand" to our military service people and their families around the world. (How fitting that Theta Chi's original founding fathers were two military cadets). I can't wait to see the great things that will come as a result of this union.



My prayers for the military men and women of our country, their families, Theta Chi, and of course, the USO!" - Ann Jillian Murcia, President, Beta Tau Chapter Parents Club, University of Southern California

FUNDRAISING GUIDELINES

The USO asks that you follow these simple guidelines:

- ★ **Use care when using the USO name and logo.** If you would like our logo to add to posters, flyers, etc., please contact the USO office. Taking care in these matters helps us protect our brand; you wouldn't want someone using the Theta Chi Coat of Arms without permission, would you?
- ★ **Keep careful track of money that you raise.** Submit the money directly to USO, 2111 Wilson Blvd. Suite 1200, Arlington, VA 22201 Attn: Kyndele Cooke within 30 days of your event.
- ★ **If you would like any more information** about the USO or any materials to help promote your fundraiser like USO brochures or USO banners, contact [Kyndele Cooke](#).
- ★ **Register your event at www.teamuso.org/thetachi.** Simply follow the prompts on the website to register your event to support troops and families.

How Can the USO Help?

- ★ **GUIDANCE and ADVICE:** The USO is happy to help you with any guidance or advice you may need to create a successful event. We have created this toolkit to help answer many of your questions but please contact [Kyndele Cooke](#) with any further questions. We also created the webpage www.teamuso.org/thetachi with all of the resources you will need.
- ★ **STAFF ATTENDANCE:** While we wish we could attend every Theta Chi event, our schedules and budgets don't always give us that flexibility. It is no guarantee that we can make it to your event, but we will certainly try. Keep us posted on the date/time/location and we will do our best.
- ★ **SPONSORSHIPS:** We can provide you with a letter of acknowledgement that serves to legitimize your event as a benefit for the USO.
- ★ **MATERIALS:** We can send you USO banners and brochures to give your event branding and legitimacy. USO banners can also be signed by event participants with messages to the troops and the USO can ship those signed banners to troops overseas.

What is our Chapter Responsible For?

- ★ **PLANNING and EXECUTION:** It is your chapter's responsibility to plan and execute the event. The USO can provide advice and guidance along the way but ultimately this is your event.
- ★ **ATTENDANCE:** It is your responsibility to get people to your event. The USO cannot publicize your event or share our contact lists. The USO also cannot contact student organizations like the ROTC or military organizations like the National Guard on your behalf. It is best for someone from your chapter to visit with these groups personally.
- ★ **COSTS (expenses, sponsorships, etc.):** The USO is **not** responsible for any expenses you may incur while you plan your event. This can be done by securing sponsorships and/or in-kind donations from local businesses. You are responsible for securing such sponsorships, but please use the tools provided in this kit to put together a compelling proposal.

Who Can We Contact for Help?

Kyndele Cooke, USO Director of Fundraising & Development
2111 Wilson Blvd., Suite 1200, Arlington, VA 22201

The **IMPACT** you can make!



Your Theta Chi Chapter can choose a specific program to support with your donation or you can make a general donation to the USO.

\$300

Could provide troops over **800** phone calls to loved ones back home.

\$500

Could send **33** care packages filled with the comfort of home to troops serving overseas

\$1000

Could sponsor **15** wounded warrior care packs with everyday comfort items our wounded heroes can use on their road to recovery.

\$5000

Could sponsor **500** bedtime stories are sent home as part of United Through Reading's Military Program.

\$7500

Could fund **1** day of operations at the USO Center for Families of the Fallen at Dover Air Force Base

\$25,000

Could underwrite the cost of **2** Career Opportunity Days providing Troops with guidance to help them secure jobs as they reintegrate into the private sector.

UNTIL EVERY ONE COMES HOME.

Millions of times each year at hundreds of locations around the world, the USO lifts the spirits of America's troops and their families. A nonprofit, congressionally chartered, private organization, the USO relies on the generosity of individuals, organizations and corporations to support its activities. The USO is not part of the U.S. government, but is recognized by the Department of Defense, Congress and President of the United States, who serves as Honorary Chairman of the USO.



USO CENTERS



The USO provides programs, entertainment and services at more than 160 USO locations worldwide, including Afghanistan, Kuwait, UAE, Germany, Italy, Japan, Guam, South Korea and the United States. In 2012, USO centers were visited nearly 9 million times by troops and their families. We provide a warm and comforting place where troops and family members can connect with each other via Internet or telephone, play a video game, catch a movie, have a snack or just put their feet up and relax. Currently, the nine USO centers in Afghanistan collectively average more than 150,000 visits monthly. Recently the USO celebrated the opening of our newest centers located in the airports at Nashville and

El Paso and renovated locations in the Columbia, South Carolina and San Diego airports. This summer we will open a USO center at Camp Arifjan, Kuwait, providing troops with a place to rest, relax and connect with their friends and family back home.

USO PROGRAMS: USO2GO



Designed to send much needed electronic gaming, sports/musical equipment, and personal care items to troops in remote locations, USO2GO was launched in 2008 to ensure that troops in the field have some of the small comforts of home. USO2GO deployed bundles, weighing nearly one ton each, have been delivered to more than 600 remote forward operating bases in Afghanistan, Iraq, the Philippines, Egypt, Djibouti and Kuwait. In 2012, the USO celebrated the shipment of our 1,000th USO2GO bundle; that's 2 million pounds of goodness sent directly to troops who need us most. USO2GO continues to be the most requested program directly from the field to help our deployed troops relax and recharge. The USO has supported more than 30 units from 25 states, Japan and Germany to remote locations in the Middle East.

"Thank you from the bottom of our hearts. We appreciate all that you do for us over here. We truly appreciate the time, money and effort that each of you puts into programs like these. These are the things that put smiles on even the most war hardened faces!"

USO2GO delivers a bit of fun, a chance to unwind, a few minutes to connect with friends for those stationed far from any familiar comforts. What else is inside these boxes? A reminder that Americans are thinking of them, every day, no matter where they serve. **IMPACT: \$11,500 will provide 1 full USO2GO KIT. THETA CHI chapters can fundraise to support this program.**

MOBILE ENTERTAINMENT GAMING SYSTEMS (MEGS)

Packaged in small, ruggedized containers, our Mobile Entertainment Gaming System (MEGS) provide entertainment options to troops in remote locations. Within minutes of opening a MEGS box, troops are watching a movie or playing a video game. A tent is quickly transformed into a movie theater or game room – allowing those in harm's way a chance to relax and recharge. Nearly 40 MEGS have been distributed to troops throughout the world this year supporting more than 8,000 troops. Most have been sent to Afghanistan, however, MEGS have also been sent to support units deployed to Australia, Guam, and the Philippines.

IMPACT: \$2,000 will send one MEGS to one unit. THETA CHI chapters can raise funds to send a MEGS to a forward operating base.



USO OPERATION PHONE HOME®



Operation Phone Home® is one of the most frequently requested services from our forward deployed troops. At our centers located in combat zones, troops use the USO's private phone network to make free phone calls home, access computers with free high-speed Internet bandwidth and free wireless Internet access for troops with their own computers. More and more expectant fathers take

advantage of this free Internet access to virtually accompany their wives in the delivery room for the birth of their children. In Southwest Asia alone, connectivity is the number one reason troops visit our centers. Last year, more than 2.9 million calls were placed by deployed troops – that is more than 28 million minutes of free talk time to reconnect with their families. For those forward deployed troops who are serving in remote areas without access to our centers, the USO provides free international prepaid calling cards.

To date, the USO has provided nearly 3 million free prepaid international calling cards, allowing troops stationed overseas to connect with their loved ones back home. In other places around the world, many USO centers also offer free Internet and free phone calls.

IMPACT: \$1000 could provide troops 2400 calls to loved ones back home.

UNITED THROUGH READING MILITARY PROGRAM

Last year, more than 43,000 recordings were mailed to military families worldwide. One of the most powerful things we can do is connect a deployed parent with their children back home. In 2006, the USO partnered with United Through Reading® to host its nationally recognized program at select USO centers worldwide. Whether troops are stationed at a forward operating base in Afghanistan or deploying overseas, they can visit their participating USO center to read a story aloud to their child. Mom or Dad's special story time is recorded on camera, and the USO mails this priceless DVD and book home. Children can watch and listen to their parent at bedtime, naptime or anytime. In November, the USO celebrated our 250,000th recording.



IMPACT: \$500 will help 50 deployed parents read their child a bedtime story.

OPERATION USO CARE PACKAGE

There is nothing like receiving a care package when deployed in a faraway place. And it's not just the benefit of the goodies that are in the USO care package that makes a difference. Even more significant is the connection to volunteers back home who committed their time and energy to put the packages together. Since 2003, the USO has distributed more than 2.3 million care packages to troops around the world – giving the troops the comforts of home and sending a strong message of support from the citizens they serve. In May, Members of Congress and Sesame Street's Cookie Monster assembled 2,000 care packages on Capitol Hill.



IMPACT: \$1500 will provide 100 USO care packages.

WITH YOU ALL THE WAY



USO partners with The Trevor Romain Company and the Comfort Crew for Military Kids (CCMK) to promote self-confidence and resiliency in military children six to 18 years old. Military families tell us about the power and impact Trevor has in helping military children tackle bullying in schools, adjust to life during and post-deployment, and coping when a parent makes the ultimate sacrifice. Using innovative, inspiring and humorous stories, Trevor has spoken with thousands of children about the difficulties military kids face during his many USO tours. As a complement to his USO tours, Trevor has created a series of helpful kits that include DVDs, journals, resource books and other elements to help families cope with deployment, reintegration and what happens when a parent returns home with wounds, both seen and unseen.

In a recent survey conducted among active duty military and their dependents, Trevor Romain and the *With You All the Way* program ranked as one of the highest valued programs supporting our nation's military families.

IMPACT: \$26 will help a military child cope when a parent is deployed and bring understanding and caring to youngsters who are dealing with more than they should be.

CELEBRITY ENTERTAINMENT

The USO is probably best known for entertainment tours that bring celebrities and performers who donate their time and talents to visit our troops and families wherever they serve. As of May 2013, the USO deployed 65 celebrity entertainers on 36 tours to 18 countries and 11 states, entertaining 87,535 troops and military families. Nine of these tours were to a combat zone. Since January 2012, the USO has deployed 83 celebrity entertainers on 78 tours to 24 countries and 13 states, entertaining more than 310,000 troops and military families. Twelve of these tours were to a combat zone.



"USO touring was one of the best highlights of my career." - Jay Leno

SESAME STREET/ USO EXPERIENCE FOR MILITARY FAMILIES

The Sesame Street/USO Experience for Military Families made its debut in July 2008, to help families deal with the challenges of deployment and homecomings. Since its inception, the tour has taken its message to more than 368,000 troops and military families and performed 631 shows on 145 military installations in 33 states and 11 countries. Additionally, the tour logged more than 122,000 miles and distributed more than 2 million giveaways. This May, the *Sesame Street/USO Experience for Military Families* hit the road and is currently touring the globe, this time to 42 bases in eight countries.



PRO VS. GI JOE

In partnership with the nonprofit organization Pro vs. GI Joe, deployed troops compete against professional athletes in intense video game competitions. Family and friends of the participating troops are asked to join the professional athletes stateside to meet the pros, watch their loved ones compete, and talk with them via webcam. The impact of Pro vs. GI Joe events is felt on both sides- families have the opportunity to connect and troops are provided a break from life in a war zone.



HOLIDAY BOXES

The USO brings a touch of home to troops stationed overseas with the Holiday Box program. USO Holiday Boxes include decorations, snacks, DVDs and games to help men and women serving in remote corners of the world celebrate American holidays. 50 USO Holiday Boxes were shipped to troops to help them celebrate the summer patriotic months from July 4th through Labor Day.

USO WARRIOR AND FAMILY CARE

The USO is in a unique position to lead a first-class network of support for our wounded, ill and injured troops, their families and caregivers, as well as the families of the fallen. The USO developed USO Warrior and Family Care, which is comprehensive, long-term programming that supports these groups, building the hope and confidence of each family member while helping them sustain their journey towards a full and rewarding life. We want to keep these families together and strong. We also want these men and women to have plans for the future and an active support networks in place, them the best chance to heal with honor.



Immediately following 9/11/2001 and the start of the wars in Afghanistan and Iraq, USO Centers around the world began to play a crucial role in the recovery and reintegration of our nation's healing heroes and their families, just as it has since its inception in 1941. Through local community support,

celebrity visits, field trips, concerts, dinners, and other high impact events, USO staff and volunteers have worked tirelessly to ensure that all who have served and sacrificed know just how much America appreciates their extraordinary sacrifice. USO Centers near major military medical facilities such as USO of Metropolitan Washington supporting the two major medical facilities in the nation's capital, USO Warrior Center supporting Landstuhl Regional Medical Center, and USO San Antonio supporting the Brooke Army Medical Center, focus on important programs and activities designed to combat stress and uncertainty of what the future may hold.

In April 2003, the USO embedded a USO Center in the heart of the Contingency Aeromedical Staging Facility (CASF) at Ramstein Air Base, Germany to provide a comforting environment for wounded troops being staged there for transport to the United States following medical treatment at Landstuhl Regional Medical Center (LRMC). Like the CASF USO, the USO Warrior Center that was built in 2008 at LRMC serves the outpatients being treated there and also provides a place to relax for the wounded held at LRMC until they are cleared to return to their units in Afghanistan. More than 20 events per month at the Warrior Center help these healing troops get a touch of home. Both of these USO Centers are proud to maintain the mission resiliency of hard working medical personnel.

In military hospitals across Afghanistan, USO staff provides some of the most common but significant support to healing heroes in the most remote locations. Ranging from often overlooked items like coffee stirrers and magazines to immediate basic needs like clothing and bed sheets, the USO identifies and fulfills requests on a regular basis. The USO also distributes TVs, video gaming systems, and games to hospitals in Afghanistan. While gaming is a leisure activity, research shows that some video games make excellent therapy sessions and help our healing heroes regain cognitive function and focus. In addition, the USO provides puzzles and Lego figures for Traumatic Brain Injury clinics to assist in their healing therapy.

USO's support of wounded, ill and injured troops, their families and caregivers encompasses many critical facets of life, including physical and recreational activities, behavioral health, family strengthening, education and employment transition, and community reintegration support. The following are just a few of the programs the USO offers:

USO WARRIOR AND FAMILY CENTERS:

The USO has made significant progress in the construction of our two new USO Warrior and Family Centers. On February 5th of this year we opened the doors to our largest USO Center, the USO Warrior and Family Center at Fort Belvoir, with more than 22,000 square feet dedicated to serving our nation's wounded, ill and injured troops, their families and caregivers as well as the active duty and military families of Fort Belvoir. On November 7, 2012, we broke ground on our second USO Warrior and Family Center located at Walter Reed National Military Medical Center in Bethesda, Maryland. These centers will offer a comprehensive array of specialized services and programs in a supportive and home-like setting including movie theaters, classrooms, sports lounges, business centers, healing gardens and more, created expressly for our nation's healing heroes and their families.

USO/HIRE HEROES USA TRANSITION WORKSHOPS AND CAREER OPPORTUNITY DAYS:

The USO, in collaboration with Hire Heroes USA, hosts career transitions workshops for wounded, ill and injured troops, their spouses and caregivers. The workshops focus on resume writing, mock interviews, professional work practices and translating prior military experience into a civilian career.

USO CAREGIVERS CONFERENCES:

Caregivers Conferences provide *caregivers* (husbands, wives, parents, hospital staff and other family members supporting wounded, ill or injured troops) practical advice and valuable information about available resources.

FAMILIES OF THE FALLEN:

The USO has supported every dignified transfer at Dover Air Force Base since March 1991. USO Centers are located in the heart of Dover Air Force Base to support families of the fallen as well as inside the Air Force Mortuary Affairs complex to support the troops who are assigned there.

IMPACT: \$200 can purchase 3 wounded warrior care packs. Packs include everyday comfort items our wounded heroes can use on their road to recovery.

USO Fast Facts

1. The mission: “The USO lifts the spirits of America’s troops and their families.”
2. USO stands for the United Service Organizations and it is a private, nonprofit and non-partisan organization.
3. The USO supports our troops and their families with special emphasis on those who need us most: our wounded, ill and injured troops, their families and caregivers; families of the fallen; deployed troops; and military families, many of whom have endured numerous deployments.
4. Our scope, scale, presence, reach, knowledge and trust allows the USO to be always the side of America’s troops and families
5. The USO has more than 160 locations worldwide – including locations in Europe, the Pacific, the U.S., and Southwest Asia, including 9 centers in Afghanistan visited more than 150,000 times a month.
6. USO Centers are visited by troops and their families nearly 9 million times per year.
7. The USO has more than 27,000 volunteers who, last year, gave 1.35 million hours of time and talent to support troops and their families.
8. In 2012, it cost over \$1 million to run a large USO Center at Bagram or Kandahar Air Field in Afghanistan.
9. USO Warrior and Family Care supported 35,000 troops and family member in 2012. USO will offer more than 200 events in 2013 to support wounded, ill and injured troops, caregivers, military families, active duty troops and families of the fallen.
10. The USO has distributed nearly 3 million prepaid international calling cards to deployed troops.
11. Since our partnership with United Through Reading® began in 2006, we have helped thousands of military families stay connected during deployment with the recording and shipment of more than 250,000 United Through Reading® recordings to military families around the globe.
12. USO Warrior and Family Care is the comprehensive long-term program to support wounded, ill and injured troops and their families/caregivers as well as families of the fallen. In addition to programs and services offered at local USO Centers, USO Warrior and Family Care provides 29 programs that support our wounded warriors and their families and caregivers reaching nearly 35,000 troops annually, helping build the hope and confidence they need to heal with honor and work towards a full and rewarding life.
13. As of May 27, 2013, the USO has deployed 65 celebrity entertainers on 36 tours to 18 countries and 11 states, entertaining 87,535 troops and military families this year. Nine of these tours were to a combat zone. To date, the USO has delivered 215 special entertainment events to include concerts, handshake tours, autograph signings, hospital visits and movie screenings.
14. 86% of USO financial resources are program related.
15. At USO, Inc. we estimate that we deliver \$1.52 in goodness for every donated dollar
16. There are more than 2.3 million military personnel.
17. Among our nation’s active duty population, there are almost 2 million family members. 44% of active duty troops have children and 42% of those children are under the age of six.*

1 BROTHER + 1 WEEK = \$300

Day 1	Make a \$20 contribution to yourself.	\$20
Day 2	Ask 5 neighbours to give \$10 each.	+\$50
Day 3	Ask 3 professors for \$25 each.	+\$75
Day 4	Ask 6 study-buddies to contribute \$5 each.	+\$30
Day 5	Ask 3 family members to contribute \$25 each.	+\$75
Day 6	Ask 5 high school classmates to donate \$10 each.	<u>+\$50</u>
Day 7	Check back with anyone who hasn't got back to you!	Total \$300



"I just want to say thank you to all that support the troops. Without your support, I and other soldiers would feel as if what we have was unappreciated."

-Staff Sergeant Michael C. U.S. Army (Ret)

CHAPTER 2 : EVENT PLANNING

G.I. Theta Chi

WHAT IS G.I THETA CHI?



G.I. Theta Chi is a philanthropy event created by the Iota Theta Chapter at the University of Central Florida. Because of its overwhelming success, other Theta Chi chapters around the country have replicated the event.

G.I. Theta Chi is a great way to raise money to support our troops and their families. It is a week-long campaign of various activities that culminates in the G.I. Theta Chi. During the week, each participating teams completes for points and in the end the teams are awarded prizes based on the amount of points scored.

Teams can be formed from different campus clubs, fraternities/sororities, ROTC, honor societies, campus dorm floors etc. Be creative and rally a wide variety of groups for your event!

THE EVENTS

Sample Event Plan

Monday

High Five Frozen Yogurt Fundraiser

Attendance: 1st =100 points 2nd place= 75 points 3rd=50 points

Place based on number purchases.

Tuesday

Partial Proceeds from Restaurant Night

Wednesday

Partial Proceeds from Restaurant Night

Attendance 1st =100 points 2nd place= 75 points 3rd=50 points

Place based on number purchases over the two-day span.

Thursday

Dunk Tank on campus/ Karaoke Night

The dunk tank will be placed in front of the student union. Each team will be assigned a time slot for both days. During that time, each team must have a team member in the tank. While that team member is in the tank, it's the team's job to dunk him/her. Remember, each dollar gets you a chance to dunk a team member and if you dunk him/her it's worth double points! 2 points will be awarded for every \$1 donated.

Karaoke Night – teams receive one point for each person that shows up and mentions their team name. The Team receives 10 points for each team member

that participates by singing a song or duet. Judges will decide who gets first, second and third place. Third place will receive 25 points, second place will receive 50 points, and first will receive 100 points.

Friday

BBQ - Place based on number of tickets sold

Saturday

G.I. Theta Chi

All scoring will be head to head scoring. The winning team per each event will be awarded 10 points, 2nd place 5 points and 3rd place 1 point. (Further point values can be added like a team paying \$50 to steal another team's points).



G.I. Theta Chi Events

All teams will compete in head to head matchups with other teams in competition events. Some events may have a time limit to complete a certain objective and other events may be a straight competition. There should be a 1-2 minute explanation of each event before the time for the event starts.

CHECKLIST FOR ORGANIZING A G.I. THETA CHI

- _____ Appoint a person in your chapter to take the lead on this project.
- _____ Determine what events you will hold during the week including the G.I. Theta Chi events
- _____ Find a location to host your G.I. obstacle event and pick a date.
- _____ Register your event on TEAM USO (teamuso.org/ThetaChi).
- _____ Set a specific goal for fundraising and team recruitment. Use the sample budget for guidance.
- _____ Recruit teams. Each team/player can set up a page/become a member of your G.I. Theta Chi event through teamuso.org/ThetaChi. This will allow them to send out emails to their friends, family and alumni asking for donations to support their team.
- _____ Find sponsors.
- _____ Obtain donations, including food, drinks, prizes, etc.
- _____ Market your event on campus – banners, campus radio, newspaper, etc.
- _____ Host your event.
- _____ Send thank you notes to all participants, team captains, donors and sponsors
- _____ Deposit money and send check(s) to USO.

This packet of information includes more details for each of these items. You will also find a sample budget and timeline to help you stay organized during the planning of your event.

WHO DOES WHAT?

Competition Planning Committee

- ★ Establish what the entire week's competitions will be
- ★ Make the rules for each competition
- ★ Set up the point values for each event
- ★ Tournament seeding of competitors
- ★ Blue print lay out of where main day events will take place
- ★ Day of main event scheduling
- ★ Trophy orders
- ★ Job positioning for brothers
- ★ Keep track of all points and winning teams. (Make it visible. Competitive teams will want to be informed so they can win!)

Logistics Committee

- ★ Inventory, what we have and what we need
- ★ Negotiating with vendors (inflatables and like rentals)
- ★ Banner hanging
- ★ Utilities: electrical outlets, water hoses, etc
- ★ Music: DJ or radio station
- ★ Food: what to serve and how to serve it

Promotion & Recruitment

- ★ Coordinating with other sororities/fraternities (chapter visits)
- ★ Try to get participation from non-Greek groups. (Honors/LEAD/ROTC)
- ★ Facebook page
- ★ Making sure brothers are well informed so that they can effectively help with word of mouth promotion
- ★ T-shirt design and sales
- ★ Button on Google checkout for shirt sales
- ★ T-shirt distribution

Sponsorship and Fundraising

- ★ Potential sponsor list
- ★ Get needed items donated from local businesses (inflatables, tents, food, prizes)
- ★ Set up a partial proceeds night at a restaurant or dessert establishment.
- ★ Acquire as many donations as possible
- ★ Set up fundraising team page on www.teamuso.org/thetachi
- ★ Accounting and donation tracking
- ★ Thank you letters

THE POINT SYSTEM: HOW DOES IT WORK?

The point system is simple. Once you determine the activities for the week, assign point values to the various activities throughout the week. Tip: Along with prizes, create incentives for teams to collect points.

For instance, if you are hosting a restaurant night, you might assign points for attendance. Example: If all team members attend the restaurant night the team receives 50 points. And for every extra person the team brings with them they get an additional ten points. You can raise the stakes by offering an incentive like – the team that brings the most people gets free dessert or an additional 50 bonus points.

If you are hosting a BBQ as part of your week of events, you might ask all teams to sell BBQ tickets. Every ticket sold = 5 points. You can do the same with t-shirt sales. Another incentive might be the team who sells the most BBQ tickets get a 30 second head start on a G.I. Theta Chi race.

Many G.I. Theta Chi events also have a dunk tank as part of the week's events. Give teams points for the per ticket sold and offer teams additional points for every person they dunk.

The USO will send your chapter USO plastic banners. You can provide the banners to each team and ask them to decorate the banners with messages to the troops as part of your event. The most creative banner or the banner with the most messages wins that team 50 points. These are just a few ideas but you can be as creative as you want with the point system.

Sample Point Chart

Monetary donations: (due before G.I. Theta Chi)	1 dollar = 1 point
BBQ tickets (7dollars)	1 ticket = 5 points
Presale shirts (10 dollars)	1 shirt = 10 points
Dunk tank	1 dollar = 2 points 1 dunk = 3 points
Banner Competition	50 points for participation 50 points awarded to winner
Attendance at High Five and Sushi Ninja.	1 st =100 points, 2 nd =75, 3 rd = 50
Partnering with another organization	100 points
Attendance at the main event	2 points each attendee
Bonus point for wearing a G.I. Theta Chi Tee	1 point each attendee
Obstacle course, joust, Tug of war	1 st =100 points, 2 nd =75, 3 rd = 50
Relay Race	1 st =100 points, 2 nd =75, 3 rd = 50

SAMPLE POINT SCORING SYSTEM

Teams	% Night	BBQ	Karaoke	Karaoke Winners	Day of Event	Day of Event Bonus	War Flag	Total Points
Alpha Phi 1	48	40	38		57	10		112
Alpha Phi 2	28	12	24		55	3	10	156
AEPHI 1	22	12	16		25	11		103
AEPHI 2	24	30	40	50	23	3		215
ADPI 1	50	28	30		58	0		97
Sigma Kappa 1	32	38	20	10	54	9		143
DKE 1	10	26	28		14	10		107
ROTC 1	26	34	32		51	14		97
FIJI 1	26	20	18		16	1	15	121

Award Structure

You may consider recognizing the following achievements:

Most Donations 1st, 2nd, 3rd place

Best Attendance 1st, 2nd, 3rd place

Best Banner/costumes 1st, 2nd, 3rd place

Most Athletic 1st, 2nd, 3rd place

TEAM RECRUITMENT

Think about how many teams you want to participate and how many team members per team. We suggest 10 people per team.

Tip: Host a G.I. Theta Chi Team Kick off or a draft party. Invite all your friends and prospective team leaders to a kick off or draft event where teams will be chosen and the battle begins.

Keys to Recruiting Team Captains:

- ★ It's always better to ask in person. Contact all fraternities and sororities on campus. Reach out to ROTC, Honor Societies and other campus organizations.
- ★ If you can't meet someone on your target list in person, call. The last choice is email/mail because it is very easy for someone to say no.
- ★ Remember that you are not asking people to help you. You are asking them to help support our troops and their families!



How do I recruit teams?

- ★ Call the presidents of other organizations on campus and ask to speak at their next meeting about forming a team. Speak at the IFC and Panhellenic meetings. Talk to the Honor Society, ROTC, your alumni and your friends.
- ★ It is important to speak to the entire group so you are able to reach more people to form a team. Bring a team kit with you to leave with the president, so anyone in the group can get the information.
- ★ Each Team Kit should include: • Event overview one pager • USO one pager • Team Registration Form • How to Raise \$300 in One Week one pager • Sample fundraising letters/emails • Awards categories (top fundraising team, highest point scoring team, craziest t-shirts, etc.)
- ★ Have extra team kits on hand in case the organization is interested in creating more than one team. Remind them that each team needs 10 team members, including the team leader.
- ★ Teams can include fraternities, other sororities, honor clubs, band, spirit groups, or even groups of friends. Think about asking dorms or floors on each dorm to compete against each other. Each

team will have a team leader. He or she will be your contact person to communicate information about the event.

- ★ Fun prizes can be awarded to the teams with the best team costumes, highest point score, the team that raises the most money and the individual who raises the most money.

TALKING POINTS WHEN RECRUITING TEAMS



- ★ With the extended and multiple deployments, our military families need our support more than ever.
- ★ Many of our troops are leaving behind children who have only seen them in pictures.
- ★ Others serving in forward operating bases in war-torn Afghanistan are looking for any bit of normal life or piece of home.
- ★ Wounded, ill and injured troops need our help as they heal and reintegrate back into society.
- ★ That's why Theta Chi has decided to join the USO in supporting our brave men in women in uniform.
- ★ By participating in G.I. Theta Chi, we are raising money to help the USO support our troops and their families

- \$15 can provide one care package with the comforts of home
- \$50 can provide 140 phone calls to loved ones back home
- \$100 can help ten deployed parents read their children a bedtime story
- \$200 can provide 3 wounded warrior care packs that include every day comforts our wounded heroes can use on their road to recovery.

Theta Chi is proud to be partnered with a charity that is so responsible with the funds it raises. Nearly 90% of resources and donations received goes directly to support the troops and their families.

G.I. Theta Chi is a fun way to get multiple groups on campus together. Remember to talk about team rewards for things such as the craziest costumes. Encourage other members of the organization who are not going to be on the team to come out and cheer for their team.



G.I. Theta Chi

Benefiting the USO

Team Registration Form

- ★ A minimum of 5 women and 5 men are required for each team, with a maximum of 8 men and 12 women. A successful team gets support from their entire organizations.
- ★ There is a \$200 dollar registration fee per Team
 - Cash or check; please make checks out to the USO
 - Please turn in this registration form and payment to the Theta Chi House

Organization: _____

Team Leader: _____

Phone number: _____

Email: _____

Partnering Organization; _____

Team Leader: _____

Phone number: _____

Email: _____

Names of Team Members:

For Additional Information, Please Contact:

(Include your contact information here)

FUNDRAISING

Participant Fundraising

In addition to the entry fee ask each team to fundraise and the team that raises the most money wins a certain amount of points.

- ★ TEAMUSO.org/Theta Chi – Join TEAM USO and start an online fundraising campaign using emails and social networking.
- ★ Reach out to friends, family, neighbors, coworkers, etc., and ask them to make a donation to support the troops and their families. Include them in the fundraising process by asking them to pass along the message (and a link to your personal TEAMUSO.org page) to everyone they know!
- ★ Hold fundraising events/activities such as a dinner party, backyard barbecue, bake sale or jeans for GI's day at work. Be creative and have fun with whatever you choose!



Spectator Fundraising

- ★ Have a donations jar/jug the night of the event for spectators attending the event.
- ★ Have a 50/50 raffle the night of the event so spectators can participate. Everyone throws in \$5 and their name into the pot. One winner is chosen. They receive 50% and the USO receives the other 50%.
- ★ Invite fans to come out and support their favorite team. Sell tickets to spectators for \$5 or \$10 each.
- ★ Host a draft party. Players can be selected for teams. Players not selected can sell tickets to the event. Get a commitment for how many tickets each person will sell.

T-Shirt Design and Sales

- ★ Design and sell t-shirts for your event. Sponsors may pay to be included on the back of the t-shirt design. Be sure to negotiate the price of your t-shirt from a local or national vendor. Custom high quality t-shirts shouldn't cost more than \$5 or \$6 per t-shirt. You can sell your t-shirts for double the price.



FUNDRAISING IDEAS: SPONSORSHIPS

Sponsorships Help to Increase Your Revenue!

Sponsors are a great way to **increase** your event's fund-raising dollars! Brainstorm all the businesses your chapter would like to approach to be a sponsor. Think about all the establishments where your members shop, dine and visit. Split the list up among chapter members. Have the brother that knows someone at the business or visits the business often take the sponsorship proposal in person to ask for his or her support.

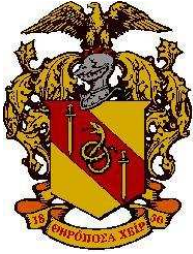
The brother that takes in the sponsorship proposal into the business should also follow up with a phone call within a few days. Send a thank you note right away if they agree to be a sponsor.

*A sample sponsorship proposal is in **chapter 3: tools and tips**.* Stay on top of all the benefits the sponsor should receive. Make sure someone is collecting the necessary items from the sponsor, such as banners. Recognize your highest-level sponsors by adding them to your TEAM USO event page! Don't be afraid to ask!

Ideas for Sponsors

- ★ Greek store
- ★ Pizza places that deliver to campus
- ★ Gyms
- ★ Barbers/hair salons chapter members go
- ★ Clothing stores near campus
- ★ The bank your chapter has its account with
- ★ A restaurant or hotel where your chapter hosts functions
- ★ Local businesses owned or managed by alumni

SAMPLE SPONSOR LETTER



{XX NAME} Chapter of Theta Chi Fraternity, {Address} {Contact}

Dear (Name of potential sponsor),

Theta Chi Fraternity at {University name} will be hosting its first annual philanthropy event this Fall, G.I. Theta Chi, an obstacle course style event that engages the entire campus community. Theta Chi was founded over 150 years ago by two military cadets at Norwich University and has a long history of supporting our troops. Since 1856, our fraternity has been guided by the principle of “Extending the Helping Hand,” and this is one way in which we exemplify that vision. We would like to honor troops serving our country and fighting for our freedom by hosting this event to benefit the USO.

The USO, a non-profit organization, offers all Americans a way to say THANK YOU to our troops and their families through delivering highly valued programs, morale-boosting services and engaging entertainment. Their **scope, scale, presence, reach** and **knowledge**, and the resulting **trust** of the U.S. military, gives the USO the unparalleled capacity to meet the wide range of changing needs of troops and families. With 160 USO locations and nearly 9 million visits to USO centers from South Korea to Germany, from Okinawa to Afghanistan, at training bases and airports across the country and for those serving on ships and squadrons deployed around the world - today’s USO is *always by their side*.

The philanthropy will be a three day event. The main event is on {Date} at the {location}. It will be a competition between various campus groups and students featuring military inspired activities.

We are asking for your company’s help through sponsorship, either with monetary assistance or an in-kind donation. All monetary donations are tax deductible. *The USO is a 501(c)(3) organization with tax ID 13-1610451* and donations to their organization are eligible for a charitable tax credit, to the extent permitted by law. Your generosity will be felt around the world—helping a child cope with their parent not being at home, connecting a new wife to her husband or helping provide wounded, ill or injured warriors with hope and confidence on their journey towards a full and rewarding life.

The following page outlines a list of several ways in which your company can help make a difference. Please look forward to a call from one of us in the coming weeks to confirm your support.

Sincerely,

{Name}

{Email}

{Phone}

SAMPLE SPONSORHIP PACKAGE



G.I. Theta Chi Sponsorship Packages

All donations will receive verbal appreciation at commencement and closing ceremonies.

Platinum: \$500

- Booth at each event for advertising/promotion
- Large logo on T-Shirt and Banner

Gold: \$250

- Large logo on T-Shirt and Banner

Silver: \$100

- Small logo on T-Shirt and Banner

Bronze: \$50

- Small logo on Banner



T-Shirt Spots

All T-Shirt spots will be displayed on the back of this shirt which we are making for the event. Shirts will be sold to brothers and those participating in the event.

Banner Spots

All banner spots will be displayed on this banner around the center logo. This banner will be present at every event during the week of G.I. Theta Chi, as well as our percentage nights and any other related events we will host.

Target Market

There are expected to be a least 1,000-1,500 people directly involved in the event. This is not including those who will be walking along the UA Mall, which has traffic of around 5,000 per day. The target demographic is 18-22 year old males and females at the University.



Please mail checks to: _____

SAMPLE BUDGET

Revenue

From Sponsors

1 Platinum Sponsor	\$500
5 Silver Sponsors	\$500 (5 X \$100)

From Teams

15 Teams -\$200 each	\$3,000 (\$200 x 15)
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T-Shirt Sales

\$15 for brothers, \$18 for others	\$2400 (70 x15)+(75x18)
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Revenue from Events

BBQ Ticket sales	\$512 (\$8 x 64)
Karaoke Competition tickets	\$75 (\$3 x 25)
Retry an event (one per team)	\$150 (\$15 x 10)
Bonus Event	\$30 (\$3 x 10)
Percentage Night Revenue	\$2800
Dunk Tank	\$300
Collection Jar	\$100

Other

Donations from Parents	\$1700
Donations from Alumni	\$600

Total Revenue: **\$12,767**

Expenses

Events and Equipment

Inflatables	DONATED (JumpMaxx)
Rope, Wire, Lights	DONATED (Sam's Club)
Lumber, stakes and materials	DONATED (Lowe's)

Water Balloon Grenades, Twine	DONATED (Michael's)
Tires	FREE (Dump, Tire stores)
Inflatable Kid's Pool, Netting	DONATED (Toys R Us)
Military Vehicles	FREE (ROTC, National Guard)
Trophies/Prizes	\$100
Whistles, blow horn, stop watches	\$100
Venue	DONATED
Stage Materials	DONATED (Home Depot)
Karaoke Machine	BORROWED
Dunk Tank	DONATED (JumpMaxx)
BBQ/Food	
Sodas and Water	DONATED (Local Pepsi vendor)
BBQ Food	\$100 + DONATED (Safeway)
Paper Plates, Napkins, forks	DONATED (Safeway)
Other	
T-shirts	\$400
Banner	\$100
<i>Total Expenses:</i>	\$800

NET REVENUE	\$11,967
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**In-Kind Donations -
Helping to Keep Your Costs Down!**

- ★ Find a field willing to host your event for **no cost**—fields on campus would be a great place to host the event.
- ★ Get **food donated** from area restaurants or grocery stores.
- ★ The **soda/food distributor for your campus** would be a great place to start.
- ★ **Local food trucks** may be willing to come out for the added exposure to students.
- ★ **Ask inflatable companies, ROTC, the National Guard** to help with the obstacles
- ★ You can get movie passes or restaurant gift cards donated as prizes ***See Sample in-kind request letter in tools and tips.***

TIMELINE

FOUR MONTHS OUT

- ★ Determine the role each brother will play in planning the event like chairperson, accountant, logistics etc..
- ★ Determine which events to hold each day, scoring, and point values.
- ★ Budget out Expenses. Outline all sources of expenses and revenue.
- ★ Secure a venue. Negotiate the price. Hopefully its free.
- ★ Create Sponsor Letter and Packages
- ★ Create list of potential sponsors with contact names and addresses
- ★ Create list of campus organizations for potential team recruitment. Create team registration forms and team captain packet. Mail initial team recruitment letter. Follow up with in person visits/phone calls.
- ★ Create a mailing list of parents and alumni. Draft letter and mail to parents and alumni for support.
- ★ Create t-shirt and banner design.
- ★ Contact businesses regarding percentage nights. *Choose those w/best potential turnout i.e. closest location to campus & those w/ highest percent rate - BARTER!
- ★ Register your event on www.TeamUSO.org/ThetaChi.
- ★ Request USO banners and brochures from the USO (Contact Lisa at kcooke@uso.org)



THREE MONTHS OUT

- ★ Mail sponsorship letter and follow up with personal visits/calls.
- ★ Revisit budgeting spreadsheet. Make a list of places that might donate needed equipment, food, prizes etc and visit each place personally with your in-kind donation letter.
- ★ Host team recruitment Draft Party
- ★ Create flyer for promotion of the event
- ★ Order t-shirts. (Negotiate the price! \$4 to \$5 is reasonable per t-shirt)

- ★ Make sure team leaders have materials they need to recruit members – info sheets, envelopes for money collection and a sign up sheet for team members

TWO MONTHS OUT

- ★ Check on Fundraising. Teams should have 50% of their fundraising completed.
- ★ Create and send out press release. Work with campus and all local newspaper, radio and TV stations to promote the event.
- ★ Design Banner and be sure to include all sponsor logos.
- ★ Reserve equipment rentals.
- ★ Pick up in-kind donations – lumber and materials – if you are building some of the obstacles.
- ★ Confirm with team leaders that they have recruited 10 team members for their team.
- ★ Select a Theta Chi brother to be the coach for each team.
- ★ Begin soliciting in-kind donations prizes and supplies like food and drink.
- ★ Send out an email to all of your volunteers and teams giving them an update on the event, recognizing individuals who have had great success and keeping their spirits high.
- ★ Make list of necessary equipment and supplies
- ★ Make sure any permits/equipment rentals are secured or donated

ONE MONTH OUT

- ★ 100% of teams should be recruited.
- ★ Visit court/field with the logistics team and map out the layout for the event:
 - Check in/registration
 - Score Keeping
 - “Staging area” for announcements and awards
- ★ Send press release to local and student media
- ★ Have brothers sign up to volunteer at the event. You will need volunteers to pick up donated items, work the registration table, help the venue with any needs, help determine winners and clean up after the event.

TWO WEEKS OUT

- ★ Have organizing committee call each team to give them an update and ask if they have any questions and get them excited and motivated. Remind them that there is

still time to raise money and exceed your goal! Focus on teams who are having great success and create/encourage friendly competitive spirit on the fundraising side (i.e. which team or team member will raise the most money).

- ★ Write opening and closing remarks. Be sure to include sponsor recognition in your speech.
- ★ Hang posters, banners or flyers around campus to promote the event.

POST EVENT

- ★ Send thank you's to all donors, participants, team leaders, and sponsors. Share a video or pictures from the event.
- ★ Send photos and update to the USO (kcooke@uso.org) so we can include a story about your event on Team USO and also update Theta Chi International Headquarters at news@thetachi.org.
- ★ Invite winning team (team with most points) to after party

EVENT DAY OUTLINE

Planning Committee Duties

- ★ Ensure all volunteers understand their responsibilities
- ★ Print list of registrants and print list of spectators who have purchased tickets
- ★ Make sure all participants have signed the event waiver
- ★ Keep track of points earned, winners, etc
- ★ Be sure photographer is taking pictures of each team for team thank you's. Also, have him take photos of the sponsor banners and t-shirts with logos to send to sponsors after the event.

Volunteer Duties

- ★ Pick up donated food & drinks
- ★ Set up food & drinks at venue
- ★ Set up registration area
- ★ Hang any sponsor banners
- ★ Man registration table
- ★ Collect and count money
- ★ Stand at door with donation jar for attendees to drop money in as they arrive and leave

- ★ Clean up after event

MC Duties

- ★ Welcome everyone
- ★ Introduce teams
- ★ Introduce sponsors and donors and thank them (including the venue)
- ★ Announce winners
- ★ Announce amount raised for USO

Special Guests

- ★ You can invite a USO volunteer, veteran or someone from campus ROTC to event and explain how the USO helps support troops and families.

THETA CHI

**THETA CHI RELAY FOR
TROOPS**

EVENT DESCRIPTION

Theta Chi Relay for Troops is a fun way to raise money and show support for our service men and women. Many fraternity chapters have held successful football runs and relays. For example, fraternities at Rose-Hulman and Hanover have an annual 24 hour /148 mile football run that raises as much as \$10,000 for charity. Fraternities at UVA and Virginia Tech host an annual Run across Virginia that raises as much as \$50,000.

Interested in hosting a Theta Chi Relay for Troops with your fraternity?

In the next few pages we are going to tell you exactly how to get started.

1. Think about the biggest rivalry at your college/university whether it's the legendary rivalry between Virginia Tech and the University of Virginia or the Bean Pot hockey tournament in Boston between Northeastern, Boston College, Boston University and Harvard, consider what sporting event brings out the crowds and the competitive spirit.
2. It **doesn't** need to be football. It can be any sport. Or better yet consider alternatives to sporting events for example on 9/11 the fraternity brothers at UVA partnered with their ROTC and held a dawn till dusk run on University grounds running the United States flag across grounds.
3. Capitalize on that rivalry and challenge your competing university or college to a run for charity. It's a great way to work with Theta Chi chapters at other area universities and helps to increase participation in your fundraising event.
4. Ask the Theta Chi chapter at the competing school to participate in a football relay, hockey puck run or the like where you and your brothers literally run the football from your university to the competing university bringing the ball in right before the big game starts.



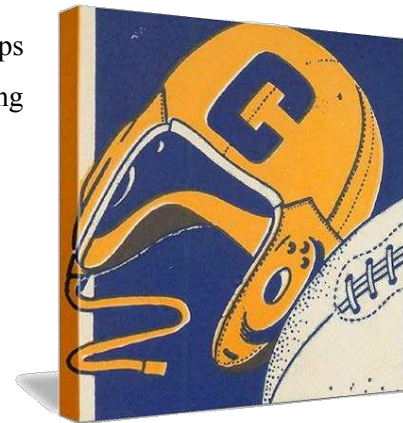
5. The relay for Troops is set up in a relay form and depending on how far away the rivalry school is, brothers will take turns running the ball a mile or more as a bus or car follows with replacement runners. Don't worry. If there is no Theta Chi chapter at the rivalry school you can enlist the help of other fraternities, sororities, ROTC, and other student groups to help you run that ball home.

A Theta Chi Relay for Troops can easily raise \$5,000 to \$25,000, especially if you solicit sponsors.

RAISING MONEY

The raising money part is simple.

- ★ One way to raise money with the Theta Chi Relay for Troops is by asking every participating runner to set a goal of raising \$100 to participate.
- ★ Runners will ask family and friends to make donations in support of their efforts and the USO.
- ★ Another way to raise money is to ask local businesses to sponsor the run.
- ★ Sponsors make a donation in return for a logo on the run t-shirt.
- ★ You can also ask for donations on campus in support of the relay or ask the university if you can have brothers stationed in key places at the stadium as the ball is run on to the field and an announcer can ask spectators to make a donation to Theta Chi brothers stationed around the stadium.
- ★ Selling Relay for Troops t-shirts can also bring in additional funds.
- ★ Another way you can fundraise is through TeamUSO.org/THETA CHI where you can register your event, and e-mail friends and family to help you support the troops.



INGREDIENTS FOR SUCCESS

Date and Location

When? Where? What schools will participate?

The ultimate goal is to create an event that is **fun** for everyone, all while raising money to support our troops and their families.

Be Creative

Does your rivalry school seem just too far away? Instead of running why not have participants **ride bikes**.

No rivalry on your campus, no problem. Set up teams to **run the American Flag** on campus and in your community. Veteran's Day and 9/11 are good days for planning an event like this.

Set specific goals

How much **money** do you want to raise? How **many people** do you want to participate?

Enlist a team to help you.

Create a full list of prospective participants (fraternities, sororities, ROTC and other university student groups). Do not leave anyone off. Consider setting up a table on campus and asking students outside of your normal social groups to participate.

Keep it simple!

More elaborate events don't necessarily raise more money; they just wear out the organizer. And you're in luck because a relay is a fairly simple event to plan and organize.

Create a plan and stick to it.

The more you prepare for your football run fundraiser beforehand, the better it will operate and the more successful you will be.

Set up your TEAM USO Fundraising Page

Go to www.teamuso.org/THETA CHI. Here you can send out e-mails letting people know about your Theta Chi Relay for Troops event; ask people for donations to support the troops; provide updates on the event and track how much money is raised.

Ask local businesses for support.

Local businesses can sponsor the Relay for Troops. For a donation you will put their logo on the t-shirt. Or for a larger donation tell the local business you will run with their banner for so many miles or parade their banner on the field the day of the big game. It's a great way for local businesses to show appreciation for their customers and employees and at the same time show their appreciation for the troops.

VOLUNTEERS: WHO DOES WHAT?

EVENT LOCATION COORDINATOR

- ★ Reserves the location of the event
- ★ Coordinates with the Universities to run the football onto the field on game day
- ★ Works with the university to allow brothers to collect donations in the stands the day of the event.

EVENT RUN LOGISTICS COORDINATOR

- ★ Determines the route of the run
- ★ Determines where check points will be stationed
- ★ Works with local police in securing a police escort for the runners
- ★ Determine whether there will be a bus or car to follow the runners along the route to ensure their safety.

FOOD/SUPPLIES COORDINATOR

- ★ Obtains any needed supplies like a football. **Tip:** Get football signed by local troops who have served in Iraq and Afghanistan or ROTC members who will serve their country.
- ★ Gets food, water, Gatorade donated for the runners.

PARTICIPANT COORDINATOR (AT LEAST ONE FROM EACH SCHOOL)

- ★ Creates a list of potential participants
- ★ Invites people to participate
- ★ Keeps a spreadsheet of responses
- ★ Organizes the runners for run day. Who will run when and for how long? Where will they be picked up?

SPONSORSHIP COMMITTEE (AT LEAST ONE FROM EACH SCHOOL)

- ★ Determines sponsorship opportunities.
- ★ Solicits businesses to sponsor the event
- ★ Ensures sponsors receive all benefits promised
- ★ Follows up with sponsors after the event to say thank you and share photos of the event and of the sponsors banner or logo in action.

PUBLICITY COORDINATOR (AT LEAST ONE FROM EACH SCHOOL)

- ★ Contacts campus newspaper, radio, TV and coordinates stories about the event. Encourage media to do a story before and after the event.
- ★ Contact your local TV stations, radio and newspapers. They will likely cover the event as well.

THANK YOU COMMITTEE

- ★ In charge of saying thank you to all of the participants, donors and sponsors and sending personal thank you notes after the event.

ACCOUNTANT

- ★ In charge of money collection and mails final check to the USO.

DEVELOP EVENT BUDGET

Set a budget for your event. This will act as a guide to ensure you reach your fundraising goal. Your budget includes your expected income as well as your anticipated expenses. In the case of THETA CHI Football run, your expenses may include a football (or other athletic game ball) and t-shirts.

DONORS WANT TO KNOW THAT THEIR MONEY IS GOING TO DIRECTLY BENEFIT THE TROOPS AND THEIR FAMILIES, SO KEEP YOUR EXPENSES AS LOW AS POSSIBLE.

Get items donated.

1. Create a checklist of items you need to make the event a success.
2. Seek out local businesses that sell these items and ask them to make a donation.
 - ★ Police escort. You can ask your local police department or sheriff's department to volunteer their time or perhaps retired police officers in your area would answer the call.
 - ★ Football or other athletic game ball or flag
 - ★ Bus/car. The university may donate the bus if you ask.
 - ★ T-shirts. Try to get these donated or at a discounted price.
 - ★ Determine how many participants you will need to reach your goal. If you want to raise \$5,000 then you will need 50 participants to raise \$100 each. Remember fraternities from two schools will be participating so recruiting enough runners from both schools should be easy.
 - ★ All participants will be asked to not only run in the event but to also raise money in support of troops and families. It is suggested that each participant should raise \$100 to participate. You will find some motivated participants will raise even more.
 - ★ **TIP.** Since this is a rivalry run, **make fundraising a rivalry between chapters.** Challenge your fraternity partner at your competing school to a fundraising challenge. The university that raises the most receives a trophy. The trophy can be passed from winner to winner year-to-year.

EVENT DAY OUTLINE

Make sure participants are informed and understand their role in the event schedule.

- ★ Print final participant list
- ★ Tally latest total of donations so this can be announced at the game and to interested media.
- ★ Have someone be responsible for media requests and coordinating video and interviews on the day of the event.
- ★ Set up registration/check-in area
- ★ Ensure sponsorship banners are packed on the bus and runners know which banner they should be running with.
- ★ Pack the bus with drinks and snacks.
- ★ Make sure you thank everyone involved in the event from the bus driver down to the police officers.
- ★ You can invite a USO volunteer, veteran or local dignitary to explain how the USO helps support troops and families

***MORE DETAILS ON RAISING FUNDS ARE IN CHAPTER 3!**



SAMPLE RUN SCHEDULE

	Runners	Notes
Start: Campus	John Smith, Paul Rogers	Ford sponsor car to follow from start. QB passes football to first runner to start race.
Mile 5-10	Jake Stevens, Peter Carter	Hold sponsor banner Figaro Pizza
Mile 10-15	Terri Pauls, Barb Fuller	Local TV station to meet at mile 15 for video
Mile 15-20	Tammy Brown, Wade Robbins	City Mayor to run with them for one mile.
Check Point		Wawa gas station on Rio Rd. Meeting 2 nd group of runners.
Mile 20-25	Drew Paul and Willy Mathers	Carry sponsor banner Sweat Cream Ice Cream
Mile 25-27	Pat Waters	Carry fraternity banner
Mile 27-30	Mike Jones	Carry fraternity banner
Mile 30-35	Rick Cantor, Gia Prate	
Mile 35-40	Tina Williams, Troy Jacobs	Carry sponsor banner Ford
Check Point	Regroup to prepare for final run into the stadium	Sheetz gas station on Rt. 20 Millbury at Main St.
Mile 40 -41	All runners come together to bring ball into stadium	
End Stadium mile 41	Sgt. Major Paul Malone to meet us at the stadium	Honor local service member at the stadium and present him with game ball.

EVENT TIMELINE

FOUR MONTHS OUT

- ★ Determine which sporting event your Relay for Troops will evolve around and secure the date of your event.
- ★ Contact the Theta Chi chapter or other sorority/fraternity at the competing university to secure their participation.
- ★ Contact both University Athletic Departments to ensure their support and participation.
- ★ Contact your university transportation department and ask if they will donate a bus and driver for the event.
- ★ Contact your local law enforcement for their help in planning the route and their support in providing security the day(s) of the event.
- ★ Set up TeamUSO.org/THETA CHI fundraising team page
- ★ Create a list of potential participants and start contacting them.
- ★ Have participants register as part of your TEAM USO team and start e-mailing contacts and securing donations toward their individual goal of raising \$100.
- ★ Create list of local businesses you can ask for sponsorships and start visiting these businesses and asking them for their support. Set a goal for how many sponsors you hope to sign up.

THREE MONTHS OUT

- ★ Follow up in person with businesses you have asked for sponsorships.
- ★ Outline the route of your event. (Be sure local police are part of this conversation)
- ★ Determine Check Point area locations.
- ★ Get approval to run the game ball onto the field on game day.
- ★ Get approval to ask game attendees and fans for donations in support of troops and families.
- ★ Set a table up on campus and encourage student participation. Students can either register for the event or make a donation.
- ★ Design your THETA CHI Relay for Troops t-shirts. (Remember if you want to use the USO logo on your t-shirts please contact USO, Inc. for approval of your design.) Ask current sponsors for their logo to be placed on the shirt.
- ★ Determine what other supplies will be needed and ask for the supplies to be donated by local businesses.
- ★ Send an e-mail update through TEAM USO giving contacts and participants the latest updates about your event and reminding them they have three months to reach their goal.

TWO MONTHS OUT

- ★ Start collecting banners from your sponsors.
- ★ Contact your campus media and local community media like TV, radio and newspapers.
- ★ Continue to get sponsors and participants signed up.
- ★ Keep electronic list of attendees and responses
- ★ Send an e-mail update through TEAM USO giving contacts and participants the latest updates about your event and reminding them they have two months to reach their goal.

ONE MONTH OUT

- ★ Drive the route to be sure you know what you will encounter on run day.
- ★ Have t-shirts printed and purchase any needed items like football, etc.
- ★ Confirm bus and driver pick up times and locations.
- ★ Coordinate with runners where they will be running, how long and transportation details.
- ★ Contact the university and local media one more time and coordinate media opportunities for the day of the event.

POST EVENT

- ★ Send thank you notes to all donors, participants and sponsors.
- ★ Tally the donations and mail check to: USO, Attn. Lisa Carter, 2111 Wilson Blvd. Suite 1200, Arlington, VA 22201. Checks should be made out to the USO.

THETA CHI

**THETA CHI
WINGAPALOOZA**

WHAT IS THE THETA CHI WINGALOOZA?



The Theta Chi Wingalooza is a wing eating contest. This fundraiser is easy to plan and is a lot of fun for everyone!

HOW THE COMPETITION WORKS...

1. Ask **EACH TEAM** to raise a minimum of **\$1000**. \$1000 is easy – that’s just \$100 raised per team member on each team! *If each team member asks 5 people for \$20, they have hit their minimum.*
2. Each competitor will start with exactly two (2) pounds of chicken wings covered with hot sauce.
3. The contest will last exactly two (2) minutes.
4. Once the contest starts, the competitors will consume their allotted wings and place the eaten chicken wing bone back into the wing receptacle.
5. If a competitor finishes their allotted two (2) pounds of wings before the contest is complete, they will be given an additional one (1) pound of wings to consume.
6. Once the contest is complete, each competitor’s wing receptacle will be taken to be weighed by the judges.
7. The winner will be determined by the total weight of wing meat eaten, measured by an official contest scale in pounds and ounces by the judges.
8. In the event of a tie between competitors, there will be a 60 second “wing off” to determine the winner.



CONTEST VARIATIONS

- ★ A timed event: Who can eat the most Wings in set period of time. This can be an individual competition or a group competition. Teams of ten working together to eat the most wings.
- ★ **HOT, HOT, HOT** competition. Who can put down 10 of the hottest wings. Water provided! This can also be a group competition. Teams of ten work together to eat a set amount of the world’s hottest wings.
- ★ Who can raise the most funds. After all, this is a fundraiser! This can both an individual competition or a group competition. Provide prizes for the top individual and the top fundraising team.

Choose one or all of the above for your event.

Not into wings? How about...

- ★ Apple pie eating contest
- ★ Hot dog eating contest
- ★ Watermelon eating contest
- ★ Burrito eating contest
- ★ Taco eating contest
- ★ Doughnut eating contest
- ★ Ice cream eating contest
- ★ Crab eating contest
- ★ Pizza eating contest
- ★ Cupcake eating contest

OFFICIAL CONTEST RULES

Eating competitions can be dangerous. All participants should be required to sign a Waiver of Liability Release before participating. The Waiver of Liability Release form can be found in **Chapter 3 Tools and Tips**.

Official Rules

1. The wing eating competition is open to all amateur eaters but sadly professional eaters are not eligible.
2. If you are sick or have a health problem you may not compete in the contest.
3. Competitors may eat sitting down or standing up in their designated areas. Any contestant leaving their designated area during the contest will be disqualified.
4. Keep your hands to yourselves. Competitors may not make physical contact with any other competitor at any time – or risk being disqualified.
5. If a competitor vomits or regurgitates at any time during the competition or during the time period the wing count is being tallied, he or she will be disqualified.
6. The use of utensils is not allowed.
7. Chicken meat must be eaten directly from the bones. Stripping the bones of meat first and eating the meat at one time will not be allowed.
8. Competitors may not touch the wing basket or wings in the basket before the contest begins.
9. Competitors must place each and every finished chicken wing bone back in the wing basket. Failure to place wing bones back into the basket will result in disqualification.
10. The judges' decisions are final.

TEAM FUNDRAISING

Ask **EACH TEAM** to raise a minimum of **\$1000**. \$1000 is easy – that's just \$100 raised per member on each team! *If each team member asks 5 people for \$20, they have hit their minimum!*

- ★ This is the primary way you will be raising money to support the troops and their families. Set your fundraising goal, consider the costs associated with your budget and then come up with the number of participants you will need and what the fundraising goal for each will be.
- ★ If your fundraising goal is \$10,000 and your expenses are expected to be around \$1,000, consider capping your participant field at 12 teams, and requiring each team to raise \$1,000. This will ensure that you will achieve or even surpass your fundraising goal even if you incur unforeseen expenses.
- ★ Each team will be required to achieve or surpass the fundraising goal of \$1,000 in order to participate in Wingapalooza. They can go about doing this in any way they would like or think might be successful.

THETA CHI

RUN...WALK...GET DIRTY!

MARATHONS AND ADVENTURE RACES



How much fun would it be to have a group of your brothers and friends race together in a Rugged Maniac event or a marathon? So just do it! Grab your brothers, your friends or your family and run, walk or get dirty to support troops and families. Join TEAM USO at teamuso.org and dedicate your race to our service men and women. If you don't see the event you would like to participate in, no worries! Any athletic event is an opportunity to fundraise with TEAM USO. Go to www.teamuso.org to register



3/8/2014	South Carolina
4/19/2014	North Carolina
5/3/2014	Virginia
5/31/2014	Portland, OR
6/14/2014	Florida
7/12/2014	New Jersey
7/13/2014	New Jersey
7/19/2014	Northern California
7/26/2014	Denver, CO
8/2/2014	Chicago/Milwaukee
8/16/2014	Atlanta, GA
9/6/2014	Twin Cities
9/13/2014	Southern Indiana
9/27/2014	New England
9/28/2014	New England
10/11/2014	Dallas, TX
10/25/2014	Kansas City, MO
11/1/2014	DC Metro

Team USO Marathons

10/26/14- Marine Corps Marathon

11/2/2014- NYC Marathon

*Check www.Teamuso.org for updates on additional races that may be added later in the year.



BBQ FOR TROOPS

“Barbecue for the Troops” is a community fundraiser where individuals and groups nationwide fire up their grills, invite their friends and neighbors, and raise money to support the men and women that serve overseas. Theta Chi chapters can host their own BBQ in support of the USO. For a how to guide and to register go to www.BBQforthetroops.org.

DANCE FOR THE TROOPS

“Dance for the Troops” will rally communities nationwide to get their dancing shoes on and invite their friends and neighbors, and raise money to support the men and women that serve overseas. Use your imagination and host any type of dance party or Dance-Off. For simple ideas and to register go to www.usodance.org



NO DOUGH DINNER

SERVICE PROJECT

Our USO Centers try to offer service members and their families a break in between paychecks by hosting “No Dough Dinners.”

Get to know some of the troops in your local area by sponsoring a “No Dough” dinner at your local USO. Hot Dogs and Fries, Chili Cheeseburgers or the classic Tacos and Burritos Night. . . a No Dough dinner is always appreciated! Dinners can draw up to 200-300 military members.



- ★ Get food donated from your local pizza or burger joint. Unfortunately for security and health reasons homemade food cannot be accepted.
- ★ Your team members can serve the troops and have some fun!
- ★ USO facilities vary so make certain you get the details from your local Center Director.

Contact Kyndele Cooke at kcooke@uso.org or 703-908-6431 for more information.

LETTER WRITING CAMPAIGN

SERVICE PROJECT

One of the most powerful things we can do is say thank you. The USO offers two ways to say thanks to our troops.

- ★ Thanks the men and women of the armed forces with an online letter writing campaign. Go to uso.org/thanks.
- ★ Write messages of thanks on USO plastic banners. Have you chapter or your campus community participate. Everyone can cover USO banners with messages of appreciation. Send the banners back to the USO and we'll send them to our troops.



- ★ Contact Lisa Ferrari at kcooke@uso.org or 703-908-6431 for your USO banners.

DECORATE A USO CENTER OVERSEAS

SERVICE PROJECT



Help bring some holiday cheer to our troops stationed overseas. Our USO Centers are in need of holiday decorations for every holiday of the year. Your fraternity can collect special holiday decorations and host a holiday decoration stuffing party. Fill your boxes with your items and include notes to our troops. The goal is to be able to offer those serving in dangerous and harsh conditions a touch of home during major U.S. holidays throughout the year. For a list of items needed contact Lisa Ferrari, USO Clubs and Relationship Manager 703-908-6431 or kcooke@uso.org

UNITED THROUGH READING BOOK DRIVE

SERVICE PROJECT

United Through Reading's Military Program links parent with child, helping both deal with separation through the simple power of a story. The USO anticipates using 50,000 books during 2013 through this program.

For young children, the DVD helps them remember what their parent looks like during a long deployment. "A child has a hard time understanding that mom or dad is okay from an e-mail or a letter," a Marine chaplain told us. "A video image reassures the child that his or her parent is doing well."



If you are interested in hosting a UTR Book Drive, contact Kyndele Cooke at 703-908-6431 or kcooke@uso.org. You will receive a list of approved books and information on where to send the books once you are done.

Note: The books must stay to the list provided—which is a broad list of close to 100 books. Only **NEW** books on that list are allowed to be used in the program.

ADOPT-A-USO CENTER

SERVICE PROJECT

From sprucing up a USO Center to healthy snack drives to providing diapers and baby wipes there are many ways groups can support local USO Centers and troops and their families.

Adopt the USO Center snack bar. Imagine coming into a USO center after a long flight back to the states from Germany or Kuwait. There's no food on the plane and now you have another five hour layover before you can head home. Having a snack can mean the world to our troops and families. Here what your group can do:



- ★ Collect prepackaged single serving size snacks like chips, pretzel, granola bars, whole grain crackers, dry soups, and oatmeal. It is very important that what you provide is a single serving prepackaged item. We cannot accept large bags of chips or other foods. Oranges and bananas are also acceptable. There is a minimum donation of 100 items.
- ★ Contact Kyndele Cooke at 703-908-6431 for help in reaching your local USO center.

Adopt the USO Center beverage bar. Having a cold drink is just as important as a healthy snack for our troops and families.

- ★ Collect individual sized bottled water, juices, sports drinks, or canned soda. There is a minimum donation of 50 items.
- ★ Contact Kyndele Cooke at 703-908-6431 for help in reaching your local USO center.

The USO Center Make-Over. Is your group participating in a day of service or maybe you have a few hours for a service project help us make our centers a clean and enjoyable place for troops and families. Some of the duties you may be asked to perform include cleaning chairs and tables, mopping floors, filing paperwork, organizing storage areas or washing windows. How to sign up:

- ★ Contact Kyndele Cooke at 703-908-6431 or kcooke@uso.org for help in reaching your nearest center.

CHAPTER 3

TOOLS AND TIPS

HOW TO GET STARTED USING TEAMUSO.ORG/THETA CHI

CHOOSE AN EVENT

- ★ G.I. Theta Chi
- ★ Theta Chi Relay for Troops
- ★ Theta Chi Wingapalooza
- ★ Marathon or Rugged Maniac Race
- ★ Or create your own event

REGISTER YOUR EVENT

- ★ Go to www.teamuso.org/ThetaChi
- ★ Click on the Register button.
- ★ Select Team Leader registration
- ★ Complete registration process
 1. Create your team/event name – you may want to include your school name in the event title. For example: JHU THETA CHI Football Run
 2. Personalize your webpage link – this is the only time you will be able to do this. For example: www.kintera.teamuso.org/JHU
 3. Click Submit.

NOW YOU CAN SET UP YOUR EVENT PAGE.

- ★ Click on log in in the top left hand corner... and login using the user name and password you just created.
- ★ Go to My Headquarters – this is where you can develop your event page, upload photos and send out emails.
- ★ Go to Edit Team Page
 1. Write a brief description of your event
 2. Add photos, logos, etc. and personalize your event
- ★ Go back to My Headquarters
- ★ Use email center to send out emails
 1. To family and friends asking for donations;
 2. Send out emails to THETA CHI brothers and friends inviting them to join your team.

SAMPLE THANK YOU EMAIL/LETTER

Dear [Name],

Thank you so much for **[participating/donating-list what was donated]** in our **[Event]**. You helped us raise **[amount event raised]** to support our troops!

Since World War II, the USO has been the bridge between the American public and the U.S. military. In times of peace and war, the USO has consistently delivered its special brand of comfort, morale and recreational services to the military. By **participating in/donating to [event]**, you have become an important part of this mission. We appreciate your support of our military families.

Again, we would like to express our sincere thanks. Because of you, the USO can continue its support for those men and women who sacrifice daily for our country...Until Everyone Comes Home.

Sincerely,

Name. Title, THETA CHI Chapter, Contact phone and email

SAMPLE FUNDRAISING EMAIL

Hello!

I'm participating in THETA CHI's **[EVENT]** benefiting the USO to support the troops and their families! Please help me meet my fund-raising goal of \$_____ by sponsoring me. Your generous gift will be used efficiently and effectively—nearly 90 percent of resources spent goes directly to support troops and their families.

Making a donation is easy and secure! Just click on the link below to make a donation that will be credited to my fund-raising goal. Any amount you can donate is greatly appreciated. (Of course, I also accept matching corporate gifts, checks or cash!)

With the extended and multiple deployments, our military families need our support more than ever. Many of our troops are leaving behind children who have only seen them in pictures. Others serving in forward operating bases in war-torn Afghanistan are looking for any bit of normal life or piece of home.

That's why Theta Chi has decided to join the USO in supporting our brave men in women in uniform.

\$15 can provide a care package with the comforts of home

\$50 can provide 140 phone calls to loved ones back home

\$100 can provide 40 troops with a warm meal and place to rest in USO centers on the frontline

As long as we have troops deployed around the world there will be a need to remind them that they are not forgotten. Together we will make sure that our service members are always in our hearts and on our minds.

Warmest regards,

Name. Title, THETA CHI Chapter, Contact phone and email

P.S. I encourage you to pass this e-mail on to anyone you know who might want to help the USO. All contributions are appreciated!

SAMPLE PARENTS LETTER

Dear Beloved Parents of the Brothers of Theta Chi,

{Name of Theta Chi Chapter} will be hosting its first annual philanthropy known as G.I. Theta Chi. Theta Chi was founded by two military cadets over a century ago at Norwich University, the oldest private military college in the United States. We are planning this event to give back to the troops and their families who are serving our country and fighting for all of our freedom.

Since 1856, our fraternity has been guided by the principle of “Extending the Helping Hand,” and this is one way in which we exemplify that vision. We would like the proceeds from this event to benefit the USO, a non-profit organization that offers all Americans a way to say THANK YOU to our troops and their families.

The philanthropy will be a **XX** day event. The main event is on *{Date}* at *{Location}*. Teams will compete in military inspired activities, such as a barbed wire crawl (of course it won’t be real barbed wire ☺).

All proceeds will go to the USO, who is ***always by their side***, continuously adapting to the needs of our troops and their families by supporting and comforting, connecting and entertaining in new and imaginative ways.

We are asking for your help, by providing a donation of any amount to help us reach our fundraising goal of \$10,000. If you have a personal business, all monetary donations are tax deductible. *The USO is a 501(c)(3) organization with tax ID 13-1610451* and donations to their organization are eligible for the state’s charitable tax credit, to the extent permitted by law. Your generosity will be felt around the world—helping a child cope with their parent not being at home, connecting a new wife to her husband or helping provide wounded, ill or injured warriors with hope and confidence on their journey towards a full and rewarding life.

If you can extend the helping hand by donating to this noble cause, please write all checks out to “Theta Chi Fraternity” and put “G.I. Theta Chi” in the memo field. All checks can be mailed to:

Theta Chi Fraternity
502 N. Campbell Ave.
Tucson, AZ 85719.

We thank you very much for your generous donations to our philanthropic efforts. For without these donations, we would not be able to reach our fundraising goals.

Sincerely,

Name, Title, Phone, email

SAMPLE FAMILY/FRIEND EMAIL/LETTER

Dear [Name of friend/family member]:

I wonder if you can help me with a very special request.

I recently made a commitment to support the men and women in uniform and their families by helping raise [\$ _____] for the programs and services provided by the USO. I made this commitment because with the additional men and women deployed to Afghanistan, many who are on their 3rd and 4th deployment, I wanted to do something to support them in their efforts. (Or add your story of why you want to support this effort.)

On [Date], I will be participating in the THETA CHI [EVENT] to raise money and support our troops through the USO. As a participant, I have committed to raise [Fundraising goal].

Here's where my special request comes in. I am asking you to help me meet this goal by making a generous contribution that will support the many wonderful programs and services provided by the USO. It's important for you to know that the USO spends nearly **90 percent of resources on programs supporting the troops and their families**...so the money that we are raising will be spent wisely and efficiently.

I have enclosed a self-addressed envelope for your convenience. Please consider making a donation of \$200, \$100, \$50, or whatever you can afford. You may make your check payable to the "USO."

I sincerely appreciate your support and generosity and I will keep you posted on my progress.

Warmest regards, [Enter your name here]

SAMPLE IN KIND DONATION EMAIL/ LETTER

Dear [potential sponsor's name],

The brothers of Theta Chi are hosting a fun event called [EVENT] to benefit the USO. The event will take place at (location) on (date of event). Our goal is raise **\$7,000 (or whatever your goal is for the event) to support our troops and their families.**

With the extended and multiple deployments, our military families need our support more than ever. Many of our troops are leaving behind children who have only seen them in pictures. Others serving in forward operating bases in war-torn Afghanistan are looking for any bit of normal life or piece of home.

That's why Theta Chi has decided to join the USO in supporting our brave men in women in uniform. But I cannot do it alone, and I'm hoping you will be willing to donate to/sponsor my event with a generous contribution of [specific dollar amount/item/items].

Enclosed is a **fact sheet about the USO**. You can feel good that your donation will be well spent. The USO spends nearly 90 percent of their resources on programs supporting the troops and their families...so the money that we are raising will be spent wisely and efficiently.

Together we will make sure that our service members are always in our hearts and on our minds. We appreciate your help in this great effort. Thank you for helping to shrink the distance between the home front and the front lines!

Sincerely, [Name, chapter title] [Contact info]

SAMPLE EMAIL TO TEAM CAPTAINS

Dear (Captain Name),

Wow! We already have seven teams signed up to participate in our [EVENT]! And all are recruiting their best and their brightest!

- [TEAM NAME] already has 7 teammates registered and has raised \$540 so far! WAY TO GO!
- [TEAM NAME] has 12 people registered on their team has set a fundraising goal of \$3000! Way to think big for the troops!
- [TEAM NAME] has signed on and they are raising money to honor one of their alumni, Bob Smith! Welcome aboard!

Here are a few of the details about our event:

[EVENT DETAILS]

We're seeing that those teammates who use the TEAM USO online fundraising are getting donations in quickly—encourage teammates to use it! The average donation is around \$50! See if your company or someone will match what your team raises!

I don't know if you saw the notice in the paper but one of our recent grads from the high school was just deployed to Afghanistan. It's a great reminder of why we are hosting the [EVENT]. We want to give our brave men and women all the support they need—and see that their families are taken care of here at home!

Thank you so much for all that you are doing to help us with this challenge! Please feel free to email or call me if you have any questions.

Name, Title, THETA CHI Chapter, Contact phone and email

SAMPLE RECRUITMENT FLYER

JOIN "THETA CHI CHAPTER NAME"

In supporting our Troops and their families

As we compete in the [EVENT]

Date/Location

1. SIGN UP! It's easy, call [name] at [number] to sign up or go to teamuso.org and look up [team name or team captain's name] to register online! You will receive a packet when you register with lots of easy ways to raise money!

2. RAISE MONEY! Tell your family, friends and neighbors about the [EVENT] and ask them to help you support the troops and their families! We'd like each teammate to raise \$100-\$150 so we can reach our team goal of \$1500! You will receive a packet from your Team Captain with lots of easy ways to raise money! It can be fun, fast and easy!

4. FEEL PROUD! All this fun and we're helping our men and women who bravely protect our country!

SAMPLE BUDGET WORKSHEET

Fundraising Goal: \$10,000

Income Sources:

Revenue from Participants 50 participants (\$200 fundraising goal per participant)	\$10,000 (\$50 x 200)
Sponsorships	\$4,000 (10 sponsors)
Revenue from Day of Event Sale of t-shirts	\$300

Total Income: \$14,300

Expenses:

T-shirts	\$200
Event location	Donated
Bus	Donated
Football	\$30
Supplies	\$40

Total Expenses: \$270

**Total \$ Raised to Support the Troops
and Their Families**

\$14,030

SAMPLE PRESS RELEASE

Theta Chi Chapter XXX Hosts {name of event}

Benefiting Troops and Families Through the USO

FOR IMMEDIATE RELEASE

Contact: (Insert Name, Phone Number and Email)

City, State (Date)—**{Name of Phi Gam Chapter}** will host the **{name of event}** on **{insert date}**. The THETA CHI brothers have come together in support of America's troops and families and hope to raise **{insert goal \$ amount}** for the USO.

{Event leader name} said, "We chose to support the USO with our fundraising efforts because we can't think of a better organization and charity to support. Through the USO we are giving back to America's troops and families. We want our troops to know we recognize their sacrifice and honor and salute them for risking their lives to keep all of us safe." **{or insert your own quote here}**.

{Include event details here. What is the event? Where is it being held? What time is the event? Any other event details important to the media.}

About the USO: The USO is a private, nonprofit organization that relies on the generosity of individuals and corporations to support its activities. The USO Mission is to lift the spirits of America's troops and their families. Today, the USO delivers its programs and services at more than 160 locations around the world including Afghanistan, Kuwait, UAE, Germany, Italy, Japan, Guam, South Korea and the United States. In 2012, USO Centers were visited more than 8 million times by troops and their families.

SAMPLE SPONSORSHIP LETTER

DATE

NAME of OWNER/contact you know
COMPANY
ADDRESS
City, State Zip

Dear NAME:

On **[date]**, (Name of THETA CHI Chapter) is hosting **{name of event}** at **[location]** to support our troops and their families, and we would like your support.

Due to the multiple and extended deployments our troops and their families face, they need our support as much now as ever before. Many of our troops have left behind children who have only seen their parent in pictures. Others serving in forward operating bases in Afghanistan are looking for a piece of home.

This is why I've decided to join the USO in supporting our brave men and women in uniform. But I cannot do it alone. If you could donate [specific dollar amount or item] to our event, we would greatly appreciate it and it would significantly impact the success of the **{name of event}**. In exchange for your donation we will provide your business with significant exposure during the event. Your company logo will be displayed on **(Update with your specific sponsorship benefits)**.

Enclosed is more information about the **{name of event}** and the USO. They have been taking care of our troops and their families for 72 years, and operate where no other organization can go to ensure that our service men and women receive a little bit of home regardless of where they are serving. You can feel good that your donation will be well spent. The USO spends nearly **90 percent of donations on programs supporting the troops and their families**. So you can rest assured that the money we are raising will be spent wisely and efficiently. To learn more about the USO, visit www.uso.org.

As long as we have troops deployed around the world there will be a need to remind them that they are not forgotten. Together, we will make sure that our service members are always in our hearts and on our minds. For more information, please visit **www.teamuso.org/2013/nameofyourpage**.

We appreciate your help in this great effort. Thank you for helping lessen the distance between the home front and the front lines!

Sincerely,
Name/ Contact info

SAMPLE SPONSORSHIP FORM

Name _____ Title _____

Company _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

Email _____

Our company will sponsor the 2013 Theta Chi **(name of event)** at the following level:

_____ “Proud Patriot” Sponsor \$600 (Only three available)

- Sponsor-provided banner held by winners in videos and photos.
- Sponsor-provided banner hung at event
- Inclusion in information given to event participants announcing sponsorship
- Recognition during event award ceremony
- Sponsor logo (large size) on back of t-shirts
- Opportunity to give a give-a-way to participants or provide one level of team awards

_____ “Proud Supporter” Sponsor \$400

- Sponsor-provided banner displayed at event
- Inclusion in information given to event participants announcing sponsorship
- Recognition during event award ceremony
- Sponsor logo (medium size) on back of t-shirts

_____ “Always by Their Sides” Sponsor \$200

- Sponsor logo (medium size) on back of t-shirts
- Inclusion in information given to event participants announcing sponsorship

SAMPLE WAIVER FORM

THETA CHI, WAIVER OF LIABILITY,

ASSUMPTION OF RISK, AND INDEMNITY AGREEMENT (“AGREEMENT”)

In consideration of participating in the Theta Chi event, I represent that I understand the nature of such events and that I am qualified, in good health, and in proper physical condition to participate in such an activity. I acknowledge that if I believe event conditions are unsafe, I will immediately discontinue participation in the activity. I fully understand that such events involve risks of serious bodily injury, including permanent disability, paralysis and death, which may be caused by my own or others actions, or inactions, or those of others participating in the event, the conditions in which the event takes place, or the negligence of the “releasees” named below; and that there may be other risks either not known to me or not readily foreseeable at this time; and I fully accept and assume all such risks and all responsibility for losses, costs, and damages I incur as a result of my participation in the activity.

I hereby release and discharge Theta Chi Fraternity, the USO and its parent and affiliated companies, and their respective administrators, directors, agents, officers, volunteers, and employees, other participants, any sponsors, advertisers, and if applicable, owners and leasers of premises on which the Activity takes place, (each considered one of the “RELEASEES” herein) from liability, claims, demands, losses, or damages on my account caused or alleged to be caused in whole or in part by the negligence of the “releasees” or otherwise, including negligent rescue operations; and I further agree that if, despite this release, waiver of liability, and assumption of risk, I or anyone on my behalf, makes a claim against any of the Releasees, I will indemnify, save, and hold harmless each of the releasees from any loss, liability, damage, or cost which any may incur as the result of such claim.

I have read this RELEASE AND WAIVER OF LIABILITY, ASSUMPTION OF RISK, AND INDEMNITY AGREEMENT, and understand that I have given up substantial rights by signing it and have signed it freely and without any inducement or assurance of any nature and intend it to be a complete and unconditional release of all liability to the greatest extent allowed by law and agree that if any portion of this agreement is held to be invalid the balance, notwithstanding, shall continue in full force and effect.

Printed name of participant

Signature of Participant (parent/ legal guardian signature if under 18 years of age)

Date Signature of Parent/ Legal Guardian

RAISING MONEY 101

Registering Participants

- ★ Ask your fraternity brothers to participate. Ask other fraternities and sororities at your school to participate. How about the ROTC or other campus student organizations?
- ★ Set up a table on campus and ask students to register to participate or to make a donation.
- ★ Think of honorary participants that may get others out to the event. Is there a celebrity on campus, star baseball player, or local community member like the mayor, who can come out for the event, their mere presence may entice others to be a part of the event.
- ★ Don't turn anyone away. If someone can't raise the necessary money to participate can you find another job for them – check-in point host or cheerleader?
- ★ Ask your participants to use Facebook and Twitter to let their friends know about the event and the different ways they can help.
- ★ The best way to encourage participation is to have a face-to-face conversation with people. Participant goals won't be met by emails and Facebook posts.
- ★ Remember, you aren't asking for yourself - you are asking them to help support our troops and their families!
- ★ Keep the enthusiasm high among participants by sending out regular e-mails recognizing their successes, like when they are close to reaching their goal. Keep them informed of how the planning is going. It will keep them motivated and excited!

TEAM USO

- ★ Register your event at teamuso.org/Theta Chi. You can set up a webpage to promote your event and send out emails [**See Sample Fundraising Email**] to your contacts – ask them to attend your event, make a donation to support the troops and update them on the event!
- ★ Your chapter president or philanthropy chair should register as the team captain and all of the participants can register as members of the team.
- ★ All individuals who donate online at teamuso.org will receive an e-mailed receipt verifying their donation.

T-Shirt Sales

- ★ Ask one of your creative brothers to design the official THETA CHI event t-shirt. Make it a competition to see who can come up with the best design.
- ★ Include the names of all of the groups participating on your t-shirt.
- ★ Ask local businesses to sponsor your t-shirt. You'll place their logo on the t-shirt in exchange for a donation. {**See Sponsorship Tools**}
- ★ Ask a local t-shirt vendor to create the t-shirts at a discounted price and sell the t-shirts on campus.

HOW TO RAISE \$200 IN 8 DAYS

- Day 1** Sponsor yourself for \$5
- Day 2** Ask 5 family members to donate \$25 each
- Day 3** Ask 5 classmates/roommates to contribute \$5 each
- Day 4** Send an e-mail to your entire e-mail list (include Facebook friends) informing them about the event.
- Day 5** Put coin jars in dorm rooms of your friends and ask them to collect their spare change for a week.
- Day 6** Ask 4 businesses you frequent to contribute \$10 to your efforts.
(hair salon, dry cleaner, favorite restaurant, etc.)
- Day 7** Hand out yellow ribbons on campus and ask for a small donation in return.
- Day 8** Send an e-mail to all of your friends thanking them for their support and letting them know you have hit your goal even though there is still time to make a donation

10 STEPS TO \$100

1. Make a \$10 pledge to yourself... \$10
2. Ask your significant other for \$10. \$10
3. Ask your big brother/sister for \$10. \$10
4. Ask a co-worker for \$10... \$10
5. Ask a friend for \$10... \$10
6. Ask a dorm neighbor for \$10... \$10
7. Ask a relative for \$10. \$10
8. Ask a professor for \$10... \$10
9. Ask another professor for \$10... \$10
10. Ask another relative for \$10 \$10

\$100

Security of Donated Funds (Recommendations)

A safe location (i.e. home, office, bank, or hotel) should be secured for the verification process of money received and to reduce the risk of misappropriation of funds.

All donations should either be made online through your TeamUSO.org team page or mailed to the USO. All checks should be made out to “USO.”

All checks and cash collected during the event should immediately be placed in a donation lockbox. The key to this box should be maintained in the custody of a pre-assigned individual at all times. As each donation is received, volunteers should issue a receipt to the donor indicating the amount of the donation, the donor name, address, phone number and any additional pertinent information. This information should also be written on a donation log.

At the conclusion of the event, funds should be verified and documented. Cash and checks should be separated. At this point, funds should be counted using the adding machine. Totals should be recorded for both checks and for cash on the donation log. Take cash to the bank and have cashier’s checks cut to be included with other checks sent to USO. Checks should be payable to: **USO**.

Send checks and paperwork to:

USO 2111 Wilson Boulevard,

Suite 1200 Arlington,

VA 22201

ATTN: Kyndelee Cooke

After you have finalized your accounting, compile all donation forms and checks before sending to the USO within 30 days of the conclusion of your event.

Debrief with event committee and volunteers. Discuss what went well, and what could be improved upon. Recognize volunteers for their great efforts (maybe give special recognitions/ thank you gifts to them) and share photos. Most importantly, make sure everyone knows how much their hard work is appreciated and that they played a major role in the success of the event.

Now, start planning your next event in support of the troops and their families!

USO LOCATIONS



How to Contact the USO

Kyndele Cooke, USO Inc., 2111 Wilson Blvd. Suite 1200, Arlington, VA 22201, Office: 703-908-6466, email: kcooke@uso.org. Please contact Kyndele to be connected to your nearest USO Center or for help with your project to support the USO.

DONATION FORM TO ACCOMPANY CONTRIBUTION SENT TO USO



Thank you for supporting the United Service Organizations, Inc.

To make a donation, please complete this form and mail it along with your donation to:

USO, Inc., Kyndele Cooke, Relationship Manager of Clubs and Organizations 2111 Wilson Blvd, Suite 1200, Arlington, VA 22201

DONOR INFORMATION (PLEASE PRINT)

Theta Chi Chapter: _____

Contact Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Home Phone: _____ Business Phone: _____

Mobile Phone: _____

Email: _____

DONATION AMOUNT \$ _____

Please Check Program you would like to support:

Operation Phone Home		Operation USO Care Packages	
Warrior & Family Care		USO2GO	
United Through Reading		USO Center Location	
MEGs		General USO Support	



STILL HAVE QUESTIONS

CALL OR EMAIL

Kyndelee Cooke
USO Director of Fundraising and Development
703-908-6466

kcooke@uso.org

USO THANK YOU GALLERY



"I like to come to the USO and watch movies and play video games. My favorite games are ones on the Xbox like Halo 3 and Need For Speed. They're the best games I know and I play them all the time. I like to hang out with the soldiers, too, because they're really cool and really funny. Sometimes they kid around and tell me jokes and stuff. I like to play pool with the soldiers, too. Sometimes I win, sometimes they win. Sometimes I think they let me win. The USO has a lot of good food and drinks and ice cream and stuff and everything is free. I guess that's why all the soldiers like it so much. And they have telephones and Internet computers they can use, too. When my mom was overseas she used to call me from the USO just to see how I was doing. I always liked to get her calls because sometimes I got really sad because she was away. I think she was sad, too, to be away from us. I'm really proud of my mom because she does a great job in the Army"

CHASE WELBORN, SON OF A US ARMY PARENT

"My first experience with the USO was my visit to the O'Hare airport center on my way to boot camp when I first joined the Navy. I've visited quite a few others during my five deployments from Okinawa to Bahrain. In Bahrain it was just so wonderful to have a place to get out of the heat and relax in the air conditioning. One of the most rewarding programs the USO offers is service members' United Through Reading's Military Program. You can pick a book about Barney or Thomas the Tank Engine or any kids' book and they'll record a DVD of you reading it. Then they mail it back home along with the book so your kids can watch and read along. It's a great way to stay in touch with your family when you're away from home. I've sent at least one home every time I've deployed and I love hearing how the kids react to them. They enjoy hearing the stories, but it also lets them know that I'm not in danger, that I still love them and I'm still thinking about them."

CHIEF PETTY OFFICER DAVID GONZALEZ, US NAVY



"My husband was wounded halfway through his tour in Iraq and was life-flighted to Walter Reed. We spent three months there and honestly, I don't think we would have made it without the USO. You never really think anything like that is going to happen, and when it does, you just don't know what to do. The USO helped us through Operation Enduring Care. They were always right there and showed us what to do, where to go, what to say. When my husband arrived, he had nothing. They gave him a duffel bag full of clothes, books, CDs, anything that would help take his mind off what was going on. For me, I'm just so grateful for how the USO was there in the beginning and stuck with us until we went home. They gave me a hug and a shoulder to cry on when I needed it. Today, he's back on active duty, he's been promoted and he's doing what he loves. We're doing well and our family's doing well because of what the USO did for us."

MEGAN MALONE, ARMY SPOUSE, USO VOLUNTEER



"I'm a full-time soldier and a full-time mom. I have two sons, thirteen and seven, and an eight-year-old daughter. My kids love the fact that I'm a soldier. It's our way of life. It's what I always wanted to do, to defend my country. Staying in touch with them when I'm deployed is so important. Just to say 'hi, how are you doing,' read them a bedtime story. It all helps to ease their fears and let them know I'm safe. The USO is a big part of making that connection for any soldier, but there's more to it than just keeping families connected. I was stationed at a small FOB in Iraq. We got hit a lot. A lot of times, our PX would run out of things that made living out there a little less difficult. We had to take showers with bottled water out there, but you could always count on the USO for baby wipes, tissues, fresh socks, clean t-shirts, and a place to take a break and chill out for a while. It gave everybody an extra boost to keep going. It meant the world to us."

SERGEANT FIRST CLASS CHARLINE HAYWARD, US ARMY



