



THETA CHI Toolkit



THE USO STRENGTHENS AMERICA'S MILITARY SERVICE MEMBERS BY KEEPING THEM CONNECTED TO FAMILY, HOME AND COUNTRY, THROUGHOUT THEIR SERVICE TO THE NATION.

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Dear Theta Chi Brothers:

Having been founded by two cadets at a military university over 150 years ago, Theta Chi has a long history of supporting our service members. That’s why the USO is so honored to have been selected as one of Theta Chi’s preferred philanthropies. We know working together as force multipliers, our support for America’s service members and families can only be stronger and more profound.

Each day there are people who volunteer to take an oath to protect and preserve our way of life. Our service members are mothers and fathers, sons and daughters, husbands and wives. Often separated for extended amounts of time, they yearn for connection to the people, traditions and country they’ve sworn to protect. For over seven decades the USO has been easing these moments of separation, connecting military men and women to what matters most to them throughout their time of service and beyond—no matter where, how long or under what conditions they serve.

But what else does it take to keep them strong and focused on their mission? It takes a **FORCE**—a **Force Behind the ForcesSM**.

Our Challenge to you!

We want to empower every Theta Chi brother to be a **Force Behind the ForcesSM** so that we can let our service members know we stand strong behind them as they defend our nation. **We challenge you through Operation Military Red to support the USO and let our service members know they are never forgotten!**

In this packet, 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 USO 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.

On behalf of the USO, I want to thank you for your interest in supporting America’s service members and families. I served in the military and know firsthand just how important this support is - especially now. In the following pages, you will learn more about the USO programs and services and how you can be a **Force Behind the ForcesSM**.

If at any time you need guidance with your fundraiser, please call me directly at [571-214-4880](tel:571-214-4880) or email me at emintmier@uso.org.

Sincerely,



Erin M Mintmier
Development Manager

P.S. Check out www.crowdrise.com/USOThetaChi



The USO goes where no other nonprofit can, to keep members of our military connected to everything that gives meaning to their sacrifice.

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 Erin Mintmier. Taking care in these matters helps us protect our brand, just like you protect the Theta Chi Coat of Arms.
- ★ **Keep careful track of the donations that you raise.** Submit the donations directly to USO, Attn: Erin Mintmier, 2111 Wilson Blvd. Suite 1200, Arlington, VA 22201 within 30 days of your event. (Form on page 41)
- ★ **Register your event at www.crowdrise.com/USOThetaChi.** Simply follow the prompts on the website to register your event to support service members and their 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. We also created the webpage www.crowdrise.com/USOThetaChi with all 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 to attend.
- ★ **SPONSORSHIPS:** We can provide you with a letter of acknowledgement that serves to legitimize your event as a benefit for the USO. *Contributions are tax deductible to the extent allowable by federal law. (EIN/Tax ID: 13-1610451)*
- ★ **MATERIALS/ADDITIONAL INFORMATION:** Below are links to key information that can be printed or utilized at your event. If there is something specific needed, please contact us.
 - Link to one-page information sheets and other background information for print: [Fact Sheets](#)
 - Video Link: [What Does It Take?](#)
 - USO You Tube Page: <https://www.youtube.com/user/USO4troops> *there are multiple videos on here to help tell the USO story. I encourage you to use them!
 - Every USO has a Facebook site-use the locations list on www.uso.org/locations and see what each is doing to support! Ex: Camp Arifjan, Kuwait <https://www.facebook.com/USOCampArifjan/>

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?

Erin Mintmier, Development Manager
USO, 2111 Wilson Blvd., Suite 1200, Arlington, VA 22201
210-473-6283, emintmier@uso.org

About the USO

For more than 78 years, the USO has connected America’s service members back to the things they have fought to defend: their family, their home and their country. Established during World War II by national leaders who understood that maintaining high morale in a fighting force is essential to a nation’s military success, the USO continues to be a vital contributor to our military’s strength and effectiveness. And our mission of connection – expressed in our founding documents - endures today.

Why the USO?

History: For more than 78 years, the USO has connected America’s service members back to the things they have fought to defend: their family, their home and their country.

Trust: Military leadership trust the USO to deliver. Partner organizations trust the USO to reach the people who need assistance. Military families know the USO understand their needs and trust the organization to provide support and services.

Global Reach: At more than 200 locations around the world, the USO supports our service members wherever they are, including on a stateside base, deployed abroad or passing through an airport.

Commitment: If there is one thing that distinguishes the USO, it is the organization’s readiness to go wherever our service members are serving.

About the Force Behind the ForcesSM Campaign

The USO launched the **Force Behind the ForcesSM** campaign to encourage Americans to stand behind “The Force” as a community of supporters committed to connecting service members to the things they hold dear. Our military men and women yearn for connection to family, home and country—and the strength that comes from it. Yet today these connections can be hard to come by for those who serve. With less people serving, there is more of a disconnect between those who serve and those who don’t. By uniting an American “force” to meet the needs of service members and their families, the campaign forges a meaningful connection between service members and those they protect. To learn more about the **Force Behind the ForcesSM** campaign, visit USO.org/FORCE.

Key Facts

- Not part of the U.S. government, the USO is a nonprofit, congressionally chartered, private organization. The USO relies on the generosity of individuals, organizations and corporations to support its activities.
- The USO’s strength comes from over 30,000 volunteers and less than 500 employees globally.
- 4.9 million active duty, guard and reserve and their family members are served by the USO.
- There are more than 200 USO locations on seven continents, 14 countries and 31 states and territories around the globe providing services and support to our service members and their families.

Who We Serve:



Active Duty Service
Members



Transitioning
Service Members



Military Families



Wounded, Ill and
Injured



Families of the
Fallen

USO CENTERS

The USO provides programs, entertainment and services at more than 200 USO locations worldwide, including Afghanistan, Kuwait, UAE, Turkey, Germany, Italy, Japan, Guam, South Korea and the United States. In 2017, USO centers were visited nearly 11 million times by service members and their families. We provide a warm and comforting place where service members and their families 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. Our locations are the foundation for our connection to the military community and enable the USO to provide outreach support to surrounding areas where no physical facility exists.



USO Stateside

America's service members and their families are spread across our country supporting their deployed brothers and sisters, training to counter new threats to our freedoms or awaiting deployment overseas to remote and combat. [Click to see inside just one USO here in the US.](#) and [unique programming in the field, or in recovery.](#)

USO Pacific

U.S military personnel in the Pacific play a critical role in keeping the peace and supporting American interests in this vital and rapidly changing part of the world. Through USO locations in Japan, Okinawa, South Korea, Guam and Hawaii, and through expeditionary programming sent wherever they deploy in the region, the USO strengthens our service members and their families so they can focus on their mission. [Click to see inside the USO in Guam.](#)

USO Europe

U.S. forces serving in Europe play a critical role in deterring traditional military threats to our country and provide vital support to others deployed in combat operations in Southwest Asia, Africa and beyond. USO personnel at locations in Germany, Bavaria, Spain and Italy support these critical areas and directly support troops exercising with our allies in more remote European locations.

USO Southwest Asia (SWA)

U.S. forces are engaged in counterterrorism and combat operations throughout Southwest Asia. For service members deployed to this region, the USO has personnel and centers on the front lines in Iraq, Afghanistan, UAE, Turkey, Jordan, Kuwait and Djibouti where our military members serve. [Click to tour Camp Arifjan](#) , or [Pat Tillman Center, Baqram.](#)




- Our Global Reach -
 MORE THAN **200**
 Locations around the globe

7
 continents
14
 countries
32
 states and territories

2017 Foot Traffic and Program Participants

Pacific	1,469,547
Europe	1,022,134
SWA	1,168,773
U.S.	6,631,271

USO DELIVERS



We deliver support to service members stationed abroad, training in isolated locations and to those deployed in remote areas around the world. Through expeditionary outreach support including care packages, snacks, holiday celebration items and internet services provided throughout challenging deployments, we help ensure service members stay connected. America is by their side, wherever their assignments take them.

Care Packages

The USO Care Package Program is designed to provide service members with a connection to home through a snack or toiletry care package designed to best suit the needs of our military men and women.

Space is always at a premium for our service members. They're weighed down with gear to keep them prepared for any challenge they might encounter. The Snack Pack and Toiletry Pack are 'desert tan' in color and constructed with a durable nylon material that has a M.O.L.L.E. (modular lightweight load-carrying equipment) system on the back of the pouch for attachment on most military issued gear. This allows them to save space on the inside of their back packs for mission essential items. [Click to see 360 video of Care Package Program!](#)

To date, the USO has shipped:



95,346
Snack Packs



79,558
Toiletry Packs

USO2GO

Designed to send much-needed electronic gaming, sports and musical equipment and personal-care items to service members in remote locations, USO2GO was launched in 2008 to ensure they have some of the small comforts of home. USO2GO boxes have been delivered to more than 1,000 REMOTE PLACES in Afghanistan, Iraq, Philippines, Egypt, Djibouti, Jordan, Australia, Kuwait and North Africa. To date, the USO has shipped more than 1,750 KITS and USO2GO continues to be the program most requested directly from the field that helps our deployed service members relax and recharge.



"Thank you and your team for what you do for us — it truly helps bring a piece of home to the Soldiers, and lets them know that they are not forgotten."
— Service Member, U.S. Army



"I wanted to give you a huge thank you on behalf of my very grateful unit for the two USO2GO Kits (Electronics and Furniture) you sent us. I have had many people in my very large squadron give me a personal thank you for the assets you given us. — Service Member

USO UNITES



We unite service members and their families while they are stationed abroad, training in isolated locations and to those deployed in remote areas around the world. Through programmatic support including Operation Phone Home, Bob Hope Legacy Reading Program, and many other programs we help ensure service members stay connected.

Bob Hope Legacy Reading Program - In the spirit of Bob Hope and his dedication for bringing military families together, the program is largely driven by virtual, on-demand story time offerings that will help the USO extend its reach and connect an estimated **23,000 MILITARY FAMILIES** around the world through reading in 2017. The Bob Hope Legacy Reading Program focuses on: [Click to see Video.](#)



Bringing story time on demand around the globe. The USO is able to bring this program to service members so their children can have story time on-demand. Service members can walk into participating USO locations, record themselves reading and have that recording shipped home from halfway around the world.

Helping military kids stay connected through reading. Recognizing the challenges military children often face when dealing with separation, this program makes it possible for them to share story time with someone they love by recording themselves reading. The USO sends the recording to the child's special loved one.



No matter where service may take our nation's military families, the Bob Hope Legacy Reading Program is dedicated to helping bridge that distance.

Operation Phone Home® - Even in today's digitally advanced society, a simple phone call to a loved one can bring joy, peace and strength to families separated by service. But expensive international phone rates and service plans are often out of reach for many service members. Communication is often cited as one of the greatest challenges of deployment. That's where the USO steps in. **Operation Phone Home® is one of the most frequently requested services from our forward-deployed service members.**



At our centers located in combat zones, service members use the **USO's private satellite network** to make **FREE** phone calls home, access computers with **FREE**, high-speed internet and wireless internet for use with their own devices. In addition, more expectant deployed parents take advantage of free internet access to witness the birth of their children.

In 2016, the USO deployed its first-ever mobile satellite kits with technology designed to enable service members to access a dedicated Wi-Fi connection at remote and isolated bases in combat and combat support areas where no USO locations exist.



USO ENTERTAINS



We bring entertainment, recreation, and celebrations to the doorsteps of service members and their families through a diverse range of activities. By providing programs that focus on America's culture and pastimes, we bring a grateful nation closer to them in times of both separation and celebration.

Celebrity Tours

The USO is probably best known for entertainment tours that bring celebrities and performers who donate their time and talents to visit our service members and families wherever they serve. In 2017, the USO deployed **95 celebrity entertainers** on 36 tours to 20 countries and 17 states and **entertained 55,023 service members and their families**. Five of these tours were to a combat zone. The Sesame Street/USO Experience for Military Families tour kicked off in September and featured shows centered around the transition from military to civilian life, as well as moving to a new base.

Pitch Perfect 3

The USO and Universal Pictures welcomed more than 200 service members to the world premiere of "Pitch Perfect 3" on Dec. 13 at the Dolby Theater in Hollywood. Five service members walked the red carpet alongside the cast of the film, including USO tour veteran and "Pitch Perfect 3" star and producer Elizabeth Banks.

Banks, who credits her USO tour experience in 2015 as the inspiration behind the new film's story line, said it was an honor to go on a USO tour and her experience was so inspiring that she wanted it to be part of "Pitch Perfect 3." During her USO tour, Banks – along with Joint Chiefs Chairman General Joseph Dunford, USO CEO and President J.D. Crouch II and many others – traveled to Italy, Djibouti, Bahrain, Afghanistan and Germany. ([Click to see just one video of a USO entertainment tour](#))



"We are thrilled that our good friend Elizabeth Banks incorporated her USO tour experience into the 'Pitch Perfect' series, and that Universal Pictures and director Trish Sie brought our entertainment mission to life so well."

"The tour gave me a chance to express gratitude to the most deserving men and women on the planet – our nation's service members and their families."



USO TRANSITIONS



We provide resources for service members, veterans, and military families throughout various transition points of their military service. From the moment their service begins through the time their service is complete—through voluntary separation, the wounds of service, or the ultimate sacrifice— those who serve, and their families, are supported with dignity and respect.

USO Pathfinder

More than **250,000 service members** will transition from military service into civilian communities annually, according to the Department of Defense's Transition to Veterans Program Office. In 2015, the USO launched an initiative to help military personnel and their families successfully navigate these transitions to civilian life. [\(Click for video\)](#)

The USO Pathfinder Program extends the USO experience to service members and their families as they return from their military service and settle into their new civilian communities. By developing personalized programming and state of the art technology, USO Pathfinder offers a unique pathway to the services and resources that individuals need for a successful transition. USO Scouts work one-on-one with service members and their families. They serve as a bridge to the USO's coordinated network of public, private, and independent sector partnerships, connecting service members and their families to opportunities that will help them achieve their personal and professional transition goals via an individualized action plan.



"I was lost, and it was like having a compass and you know where to go but there are a bunch of trees in the way. Being military and going civilian should be simple but it wasn't as simple. They support you so you can stand on your own two feet." - Airman

USO Pathfinder program ensures that service members and their families are connected to opportunities and resources across the nation to empower them to take charge of their transition from the military. At our Transition Centers, "Scouts" are assigned to service members to develop tailored Action Plans around 8 focus areas. Our services are delivered via the USO's network of networks, allowing service members and their families the ability to connect within individual communities no matter where they are located.

Transition is the USO's final phase of connection with active duty service members and their families. It positions service members to become successful veterans, strengthens communities receiving veteran talent and experience, and encourages future generations to support the defense of our nation through military service.

Action Plan Focus Areas:



EMPLOYMENT



FINANCIAL



VOLUNTEER



EDUCATION



LEGAL



VA



FAMILY STRENGTH



HOUSING

Ways to Fundraise

The next few pages will walk through these important fundraising steps:

CHOOSING AN EVENT

- ★ G.I. Theta Chi
- ★ Theta Chi Relay for Troops
- ★ Theta Chi Wingapalooza
- ★ Or create your own event

REGISTER YOUR EVENT

- ★ There are several ways to gain interest within your community and unique ways to gain support

RAISE MONEY

- ★ Be creative in raising money! We provide several fundraising opportunities to take advantage of.

TURN IN DONATIONS

- ★ There are requirements for certain types of donations – via online, cash, and check. Please be sure to send all checks and paperwork to USO Headquarters.

“From the front porch to the front lines, troops and their families sacrifice life’s everyday moments that we take for granted.

Their commitment to serve and protect our country is humbling.”

– J.D. CROUCH II,
USO PRESIDENT AND CEO



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.

Since 1856, our fraternity has been guided by the principle of "Extending the Helping Hand," and this is one way in which your legacy exemplifies that vision. We would like to honor troops serving our country and fighting for our freedom by hosting the G.I. Theta Chi event to benefit the USO. G.I. Theta Chi is an obstacle course style event that engages the entire campus community.

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 team 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 Crowdrise (<https://www.crowdrise.com/USOThetaChi>)
- _____ 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 <https://www.crowdrise.com/USOThetaChi>
- ★ 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. These are just a few ideas, but you can be as creative as you want with the point system.

SAMPLE POINT SCORING 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

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

Awards: You may consider recognizing the following achievements

Most Donations	1 st , 2 nd , 3 rd place
Best Attendance	1 st , 2 nd , 3 rd place
Best Banner/costumes	1 st , 2 nd , 3 rd place
Most Athletic	1 st , 2 nd , 3 rd 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.

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. 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

- ★ Theta Chi is proud to be a *Force Behind the ForcesSM*.
- ★ Military families face many stresses - extended deployments away from their loved ones and some to hostile locations far from home. Whether in our communities here at home or halfway across the world, our service members symbolize a unique level of commitment and service that Theta Chi is honored to support.
- ★ For more than 77 years, the USO has connected America's service members back to the things they have fought to defend: their family, their home and their country.
- ★ By participating in G.I. Theta Chi, we are raising money to help the USO support our service members and their families.
- ★ Find out how you can join Theta Chi to support our service members and their families.
- ★ The USO is dedicated to making connections that keep the nation's service members in the hearts and minds of those they protect. Together with you, the USO can continue to provide the support that

strengthens and comforts service members and ensures that they never feel forgotten. Join Theta Chi and let them know that 'no one left behind.'

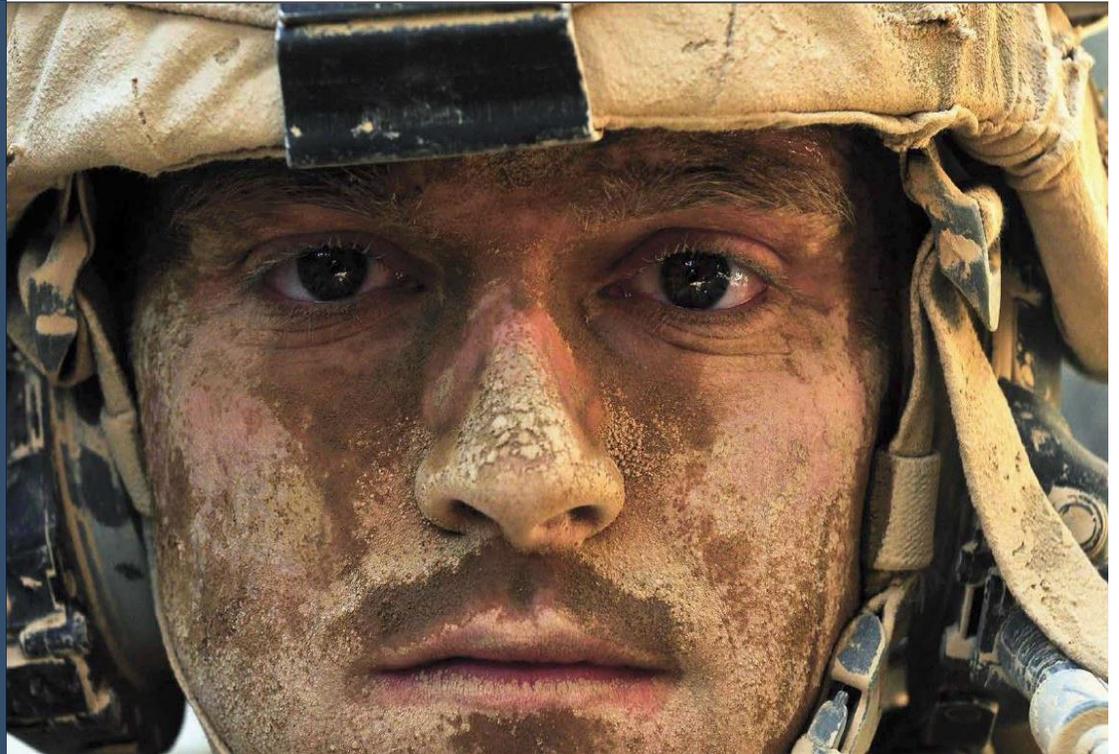
- ★ Each service member's journey is different, but most military careers are linked by a common thread. Our men and women spend the vast majority of their time in uniform separated from the families, homes, and country they've volunteered to defend. The USO is dedicated to giving more of our service members the critical connections they need to be strong and resilient. **Thank you for being a part of this vital effort.**

Today's Wars are Different

Smaller, more diverse types of conflicts

Fewer clear beginnings and endings

More deployments strain our all-volunteer military



The USO goes where no other nonprofit can to keep members of our military connected to everything that gives meaning to their service.

"If That's Where They Go, That's Where We'll Be."



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.

- ★ <https://www.crowdrise.com/USOThetaChi> – Join Crowdrise and start an online fundraising campaign using emails and social networking.
- ★ Reach out to friends, family, neighbors, coworkers, etc., and ask them to donate to support the service members and their families. Include them in the fundraising process by asking them to pass along the message (and a link to your personal <https://www.crowdrise.com/USOThetaChi> 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 provided in this toolkit. 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 Crowdrise event page! Don't be afraid to ask!

SAMPLE SPONSOR LETTER



[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, strengthens America’s military service members by keeping them connected to family, home and country, throughout their service to the nation. For over 78 years, the USO has been the nation’s leading organization to serve the men and women in the U.S. military, and their families, throughout their time in uniform.

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 if given direct to the USO, 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. It is a powerful way to join Theta Chi and show that you appreciate the sacrifices our military service members make. In exchange for your donation we will provide your business with significant exposure during the event. Your company logo will be displayed on [SPECIFIC SPONSORSHIP BENEFITS]

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. Your generosity will enable the USO to follow our military personnel to wherever they need us most. We are grateful for your consideration towards this request.

Sincerely,

[Name]

[Email]

[Phone]

SAMPLE SPONSORSHIP 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.



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)

T-Shirt Sales

\$15 for brothers, \$18 for others

\$2400 (70 x15)+(75x18)

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
Total Expenses:	\$800

NET REVENUE

\$11,967

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 with best potential turnout i.e. closest location to campus & those w/ highest percent rate.
- ★ Register your event on <https://www.crowdrise.com/USOThetaChi>

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 emintmier@uso.org and 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

Special Guests

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

Theta Chi Relay for Troops

EVENT DESCRIPTION



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

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.

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. Consider what sporting event brings out the crowds and the competitive spirit. It doesn't need to be football. It can be any sport. Consider alternatives to sporting events. *Example: ROTC held a dawn till dusk run on University grounds running the United States flag across grounds.*
2. 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.
3. 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.
4. 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. 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.

The raising money part is simple.

- ★ Ask every participating runner to set a goal of raising \$100 to participate.
- ★ Ask family and friends to make donations in support of their efforts and the USO.
- ★ Ask local businesses to sponsor the run.
- ★ Sponsors donate in return for a logo on the run t-shirt.
- ★ 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 donate to Theta Chi brothers stationed around the stadium.
- ★ Sell Relay for Troops t-shirts.
- ★ Fundraise through <https://www.crowdrise.com/USOThetaChi> where you can register your event, and e-mail friends and family to help you support the troops.

INGREDIENTS FOR SUCCESS

Date and Location	<p>When? Where? What schools will participate?</p> <p>The ultimate goal is to create an event that is fun for everyone, all while raising money to support our troops and their families.</p> <p>Be Creative - Does your rivalry school seem just too far away? Instead of running why not have participants ride bikes.</p> <p>No rivalry on your campus, no problem. Set up teams to run the American Flag on campus and in your community. Veterans Day and 9/11 are good days for planning an event like this.</p>
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 fundraiser beforehand, the better it will operate and the more successful you will be.
Set up your Crowdrise Fundraising Page	Go to https://www.crowdrise.com/USOThetaChi . 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 service members.
- ★ 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

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 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.
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 SERVICE MEMBERS 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 donate.
 - ★ 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



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 <https://www.crowdrise.com/USOThetaChi> 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 donate.

- ★ 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 Crowdrise 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 Crowdrise 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:
ATTN: Erin Mintmier
USO
2111 Wilson Blvd. Suite 1200
Arlington, VA 22201

*Checks should be made out to the USO.

THETA CHI WINGPALOOZA

WHAT IS THE THETA CHI WINGPALOOZA?

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



1. Ask **EACH TEAM** to raise a minimum of \$1000. \$1,000 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

All participants should be required to sign a Waiver of Liability Release before participating.

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 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 \$1,000. \$1,000 is easy – that's just \$100 raised per member on each team!
If each team members 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.

OTHER IDEAS FOR FUNDRAISERS

USO BBQ for the TROOPS

“**Barbecue for the Troops**” is a community fundraiser where groups 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.



Humvee or Truck Push – The military frequently uses Humvee pushing as a training and team building exercise, so what better way to spur competition and also raise money for the USO? The goal is to get several teams to push a Humvee/truck or other vehicle a certain distance, and whichever team can push it the fastest to the finish, wins!



Charity Car Smash – Stressed out by exams? What better way than to vent than to take a sledgehammer to an automobile in the name of charity! Contact a local junkyard or auto dealer to donate an old beater. Participants donate for the opportunity and you raise money! (*make sure motor, windshield, windows or dangerous fluids are removed ahead of time, all smashers wear safety gear, create a safe perimeter for spectators, and use waivers)



Military Bowl – Strike up to support our service men and women! Spare the excuses and invite teams to join you for a Bowlapalooza to raise funds for the USO. Fun prizes can be awarded to the teams with the best bowling shirts, highest and lowest score, the team that raises the most money and the individual who raises the most money. You can also set up a way for people to improve their score by donating - similar to a ‘mulligan’ in golf. (\$5 adds one pin; \$25 turns a gutter ball into a strike)



Minute to Win It! – A “Minute to Win It” contest is inspired by the game show of the same name, where contestants are given 60 seconds in which to complete a game or challenge using everyday objects. Team can compete bracket style and fundraising can be accomplished through: team entrance fees, sponsorships, spectator admission, concession sales and a 50-50 raffle. Not only will your fundraisers have fun, but they will be participating in games that service members play at our USOs all over the globe!

- [Face cookie challenge](#)
- [Blind musical chairs](#)
- [Junk in the Trunk](#)
- [Frozen T-Shirt](#)

TOOLS AND TIPS

HOW TO GET STARTED

Choose an Event

- ★ G.I. Theta Chi
- ★ Theta Chi Relay for Troops
- ★ Theta Chi Wingapalooza
- ★ Or create your own event

Register Your Event

- ★ Go to <https://www.crowdrise.com/USOThetaChi>
- ★ Complete registration process
 1. Create your team/event name – <https://www.crowdrise.com/USOThetaChi>
 2. **Now you can set up your event page.**

SAMPLE THANK YOU EMAIL/LETTER

Dear **[Name]**,

Thank you so much for being a **Force Behind the ForcesSM**!

We have been so inspired with the participation of **[group/company name]** like you who joined us and the USO to support our service members around the world. Together we raised **[insert amount and include if goal was reach/exceeded, if applicable]**

Your [donations/purchases] are helping to keep our service members connected to family, home and country. Your support also lets service members know that they are never forgotten. Thank you for helping to raise funds and awareness for the USO, and for making this a priority for **[COMPANY]**.

Sincerely,

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

SAMPLE FUNDRAISING EMAIL

Dear **[Name]**,

I'm participating in THETA CHI's **[EVENT]** benefiting the USO to support our service members and their families! Please help me meet my fund-raising goal of \$_____. Donating is easy and secure! Just click on the link below to donate 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!)

Today's service members need the care, comfort, connection and support that can only be provided by an organization that is with them at every point of their military journey, wherever they serve. For over 78 years the USO has strengthened America's military service members by keeping them connected to family, home and country, throughout their service to the nation.

But what else does it take to keep them strong and focused on their mission? It takes a FORCE—a **Force Behind the ForcesSM**!. That’s why Theta Chi has decided to join the USO in supporting our brave men in women in uniform. We want to empower every American to be a **Force Behind the ForcesSM** so that we can let our service members know we stand strong behind them as they defend our nation.

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 [X] day event. The main event is on **[DATE]** at **[LOCATION]**. Teams will compete in military inspired activities, such **[INSERT EVENTS]**. All proceeds will go to the USO, who for over 77 years has strengthened America's military service members by keeping them connected to family, home and country, throughout their service to the nation.

We are asking for your help, by providing a donation of any amount to help us reach our fundraising goal of **[\$X]**. 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 enable the USO to follow our military personnel to wherever they need us most. We are grateful for your ongoing commitment towards the USO to help us achieve their mission.

If you can extend the helping hand by donating to this noble cause, please write all checks out to “USO” and indicate **[EVENT]** in the memo field. All checks can be mailed to: Theta Chi Fraternity **[ADDRESS]**

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, chapter title] [Contact info]**

SAMPLE FAMILY/FRIEND EMAIL/LETTER

Dear **[NAME]**:

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 **[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 service members 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. At Theta Chi, we know that thousands of service members will need and deserve extra support, encouragement or comfort to maintain their resolve, continue the fight and not feel alone in the face of challenging circumstances most of us cannot imagine. That is why we are partnering with the USO to be a **Force Behind the ForcesSM**. The USO provides programs, and services at more than 200 USO locations worldwide to strengthen our service members and their families. The USO supports our service members at USO centers and through programs and transition support.

You can be a **Force Behind the ForcesSM** too by donating and helping me make this goal. It is a powerful way to show that you appreciate the sacrifices our military service members make. Please join us and let our service members and their families know that you stand strong behind them.

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

SAMPLE IN KIND DONATION OR SPONSORSHIP EMAIL/ LETTER

Dear **[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]**. Our goal is raise **\$(X)** to support our service members and their families.

At Theta Chi, we know that thousands of service members will need and deserve extra support, encouragement or comfort to maintain their resolve, continue the fight and not feel alone in the face of challenging circumstances most of us cannot imagine. That is why we are partnering with the USO to be a **Force Behind the ForcesSM**. The USO provides programs, and services at more than 200 USO locations worldwide to strengthen our service members and their families. The USO supports our service members at USO centers and through programs and transition support.

You can be a **Force Behind the ForcesSM** too by donating **[INSERT REQUESTED ITEMS]** and helping us make our goal. It is a powerful way to join Theta Chi and show that you appreciate the sacrifices our military service members make. But I cannot do it alone. If you could donate **[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 **[SPECIFIC SPONSORSHIP BENEFITS]**

Enclosed is more information about the **[NAME OF EVENT]** and the USO. Your generosity will enable the USO to follow our military personnel to wherever they need us most. We are grateful for your consideration towards this request.

Thank you for being a part of this vital effort!

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 crowdrise 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!

Recently, one of our alumni was just deployed to Afghanistan. It's a great reminder of why we are hosting the **[EVENT]**. We know that for him and for thousands of other service members, they will need extra support, encouragement or comfort to maintain their resolve, continue the fight and not feel alone in the face of challenging circumstances most of us cannot imagine.

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 SOCIAL MEDIA MESSAGES

OPTION 1: What does it take to strengthen our service members? It takes a force. Join Theta Chi at **[EVENT]** [USO.org/Force](#), [#BeTheForce](#)

OPTION 2: Let's show our service members we stand with them! Be a Force Behind the Forces. Join with Theta Chi at **[EVENT]** [USO.org/Force](#), [#BeTheForce](#)

OPTION 3: The USO strengthens service members by keeping them connected to family, home and country. Join with Theta Chi as a Force Behind the Forces at **[EVENT]** [USO.org/Force](#), [#BeTheForce](#)

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 Side" Sponsor \$200

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

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 donate.
- ★ 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 service members 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!

Crowdrise

- ★ Register your event at <https://www.crowdrise.com/USOThetaChi> . You can set up a webpage to promote your event and send out emails 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.

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.
- ★ Ask a local t-shirt vendor to create the t-shirts at a discounted price and sell the t-shirts on campus.

TURNING IN DONATIONS

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 crowdrise 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: Erin Mintmier

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.



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., Erin Mintmier, 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 indicate if there is a program/area (s) designation:

UNRESTRICTED – use where it is needed most!		USO Delivers Programming (ex: USO Care Packages or USO2GO)	
USO Center Location: _____		USO Unites Programming: (ex: Bob Hope Legacy Reading, Operation Phone Home)	
USO Center Location: _____		USO Transition Programming: USO Pathfinder	