



# 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, 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 through Operation Military Red 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 or email me at [kcooke@uso.org](mailto:kcooke@uso.org)

Sincerely,

**Kyndele Cooke**

USO Regional Development Manager

**Ps. Check out [www.crowdrise.com/USOThetaChi](http://www.crowdrise.com/USOThetaChi) – 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 Kyndele Cooke. 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, Attn: Kyndele Cooke, 2111 Wilson Blvd. Suite 1200, Arlington, VA 22201 within 30 days of your event. (Found at the end of this document)
- ★ **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.crowdrise.com/USOThetaChi](http://www.crowdrise.com/USOThetaChi).** 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.crowdrise.com/USOThetaChi](http://www.crowdrise.com/USOThetaChi) 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 to attend.
- ★ **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 Regional Development Manager  
2111 Wilson Blvd., Suite 1200, Arlington, VA 22201  
(703) 908-6431 or [kcooke@uso.org](mailto:kcooke@uso.org)



## Always by their side.

The USO strengthens America's military service members by keeping them connected to family, home and country, throughout their service to the nation. For 75 years, the USO, a private, nonprofit organization, has served the men and women of the U.S. military and their families throughout their service – from the moment they join, through their deployments and as they transition back to their communities. Over time, the USO has become the vital bridge between Americans and their military service members.



### 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: USO<sub>2</sub>GO



Designed to send much needed electronic gaming, sports/musical equipment, and personal care items to troops in remote locations, USO<sub>2</sub>GO was launched in 2008 to ensure that troops in the field have some of the small comforts of home. USO<sub>2</sub>GO 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 1,000<sup>th</sup> USO<sub>2</sub>GO bundle; that's 2 million pounds of goodness sent directly to troops who need us most. USO<sub>2</sub>GO 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.

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*"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!"*

USO<sub>2</sub>GO 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.

### 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.



## 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.

## 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 250,000<sup>th</sup> recording.



## 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.



## 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.

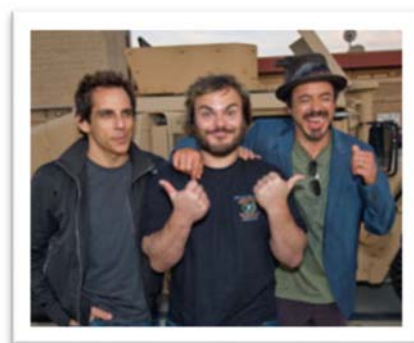
In a recent survey conducted among active duty military and their dependents, Trevor Romain and the *With You All the Way* program ranked as one of the highest valued programs supporting our nation's military families.

## 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.

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*"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 4<sup>th</sup> 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



## Fast Facts

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 5<sup>th</sup> 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.

1. The mission: "The USO strengthens America's military service members by keeping them connected to family, home and country, throughout their service to the nation."

2. USO stands for the United Service Organizations. It is a private, nonprofit and non-partisan organization.
3. The USO supports our forward-deployed; wounded, ill and injured service members, their families and caregivers and service members in transition, military families and families of the fallen.
4. For 75 years, the USO has been a leading military support organization serving the men and women in the U.S. military and their families throughout their service, from the moment they join, through their deployment and as they transition back to their communities.
5. The USO has more than 180 locations worldwide – including locations in Europe, the Pacific, stateside and Southwest Asia, including four centers in Afghanistan visited more than 34,000 times a month. In 2015, these centers hosted nearly 10 million total service instances.
6. Mobile USOs act as USO centers on wheels offering service members the same kinds of support the USO provides in an airport or installation location. These large mobile vehicles travel to big events and military exercises to provide a place for service members to relax during downtime, provide USO service and support to areas without a USO center and support the community in times of crisis.
7. Including all USO locations around the world, the USO has fewer than 700 paid staff.
8. The USO has nearly 30,000 volunteers who, last year, gave almost 1.5 million hours of time and talent to support service members and their families.
9. A little more than one year after its launch, the USO Transition 360 Alliance is leveraging the USO's global reach and the expertise of four nonprofit partners specializing in military-to-civilian transition and providing key services to help service member and military families make a successful transition. The USO Transition 360 Alliance partners are: RP/6, Hire Heroes USA, Stronger Families and Comfort Crew for Military Kids.
10. The USO has distributed more than 3.2 million prepaid international calling card to deployed service members.
11. 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 phone network to make free phone calls home, access computers with free high-speed Internet bandwidth and free wireless Internet for use 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 2015, 778,462 calls were placed by deployed service members through the USO's Operation Phone Home program – that is more than 7.4 million minutes of free talk time for service members to reconnect with their families.
12. The Sesame Street/USO Experience for Military Families, the USO's first-ever traveling tour designed specifically for families and the USO's longest-running tour. As of June 18, 2016, the tour has taken its message to 540,313 service members and military families and performed more than 1,057 shows on 150 military installations in 33 states and 11 countries. Additionally, the tour has logged more than 206,000 miles and distributed more than 2.7 million giveaways. The 2016 tour is scheduled to perform more than 160 shows at 53 military bases in 25 states.
13. In August 2013, the USO launched a partnership with the What to Expect Foundation to host baby showers for military moms-to-be around the globe. Each shower includes a question and answer session with Heidi Murkoff, the best-selling author of the "What to Expect" book series and features traditional baby shower activities. Since launching, the program has supported more than 2,300 military spouses and expectant active-duty mothers. Hosted by Murkoff in collaboration with a USO center, 14 Special Delivery events were hosted in 2015 and 22 are planned for 2016 in the U.S., Pacific and Europe.
14. As of June 18, 2016 the USO deployed 34 celebrity entertainers on 13 tours to 10 countries and 10 states, and entertained more than 38,711 service members and military families. Four of these tours were to a combat zone.

15. USO, Inc. meets all 20 Better Business Bureau Standards for Charity Accountability and is a Gold-level GuideStar Exchange participant, demonstrating its commitment to transparency.
16. Designed to send much-needed electronic gaming, sports/musical equipment and personal care items to service members in remote locations, USO2GO was launched in 2008. This year, we have delivered USO2GO bundles to 28 countries where they have served 12,387 service members.
17. To learn more about the USO and how we serve our service members and their families, visit us at:
  - [USO.org](http://USO.org)
  - [USO.org/connects](http://USO.org/connects)
  - [Blog.uso.org](http://Blog.uso.org)
  - [USOwishbook.org](http://USOwishbook.org)
  - [Facebook.com/theUSO](https://Facebook.com/theUSO)
  - [Twitter.com/the\\_USO](https://Twitter.com/the_USO)
  - [Instagram.com/theuso](https://Instagram.com/theuso)
  - [Plus.google.com/+theuso](https://Plus.google.com/+theuso)
  - [YouTube.com/uso4troops](https://YouTube.com/uso4troops)
  - [Flickr.com/photos/theuso](https://Flickr.com/photos/theuso)
  - [Pinterest.com/theuso](https://Pinterest.com/theuso)
  - Snapchat: the\_uso
18. There are more than 2.4 million military personnel.\* That number includes DoD Active Duty military personnel (more than 1,365,727 million), DHS' Active Duty Coast Guard members (39,454), plus DoD Ready Reserve and DHS Coast Guard Reserve members (1,101,939). The breakdown by service branch, selected reserve and National Guard component is:
  - Active Duty: (1.365m)
    - Army Active Duty- 504,330
    - Air Force Active Duty- 312,453
    - Navy Active Duty- 321,599
    - Marine Corps Active Duty- 187,891
    - Coast Guard Active Duty- 39,454
  - Selected Reserve and National Guard: (1.1m)
    - Army National Guard- 356,220
    - Army Reserve- 306,912
    - Air National Guard- 106,380
    - Air Force Reserve- 106,257
    - Navy Reserve- 107,355
    - Marine Corps Reserve- 109,811
    - Coast Guard Reserve- 9,004
19. Across the DoD Active Duty and Selected Reserve population, there are 2,150,651 military personnel and 2,875,977 family members, including spouses, children, and adult dependents. Of the 1,819,659 total military children in 2014, the largest percentage are between birth and 5 years of age (37.4%).\*

*\*2014 Demographics Report (<http://download.militaryonesource.mil/12038/MOS/Reports/2014-Demographics-Report.pdf>)*



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: 1<sup>st</sup> =100 points 2<sup>nd</sup> place= 75 points 3<sup>rd</sup>=50 points

Place based on number purchases.

**Tuesday**

**Partial Proceeds from Restaurant Night**

**Wednesday**

**Partial Proceeds from Restaurant Night**

Attendance 1<sup>st</sup> =100 points 2<sup>nd</sup> place= 75 points 3<sup>rd</sup>=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, 2<sup>nd</sup> place 5 points and 3<sup>rd</sup> 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](https://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.

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 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

<b>AEPHI 2</b>	24	30	40	50	23	3		215
<b>ADPI 1</b>	50	28	30		58	0		97
<b>Sigma Kappa 1</b>	32	38	20	10	54	9		143
<b>DKE 1</b>	10	26	28		14	10		107
<b>ROTC 1</b>	26	34	32		51	14		97
<b>FIJI 1</b>	26	20	18		16	1	15	121

### **Award Structure**

You may consider recognizing the following achievements:

Most Donations                      1<sup>st</sup>, 2<sup>nd</sup>, 3<sup>rd</sup> place

Best Attendance                      1<sup>st</sup>, 2<sup>nd</sup>, 3<sup>rd</sup> place

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

Most Athletic                      1<sup>st</sup>, 2<sup>nd</sup>, 3<sup>rd</sup> 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



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:**

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**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 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 <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 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 Crowdrise 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
- ★ Apartment Complexes
- ★ A restaurant or hotel where your chapter hosts functions
- ★ Local businesses owned or managed by alumni
- ★ Major Chain Restaurants



## 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 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.

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**

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## *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**

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## **NET REVENUE**

**\$11,967**

## In-Kind Donations - Helping to Keep Your Costs Down!

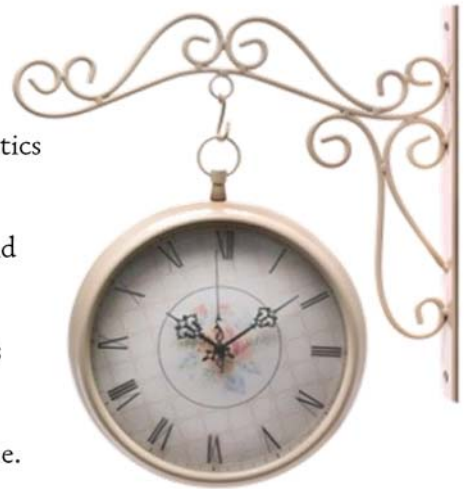
- ★ Find a field willing to host your event for **no cost**—fields on campus would be a great place to host the event.
- ★ Get **food donated** from area restaurants or grocery stores.
- ★ The **soda/food distributor for your campus** would be a great place to start.
- ★ **Local food trucks** may be 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 or gift baskets 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 <https://www.crowdrise.com/USOThetaChi>
- ★ Request USO banners and brochures from the USO (Contact Kyndele at kcooke@uso.org)

### THREE MONTHS OUT

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- ★ 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

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- ★ 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

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- ★ 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

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- ★ 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

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- ★ 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](mailto:kcooke@uso.org)) so we can include a story about your event on Crowdrise and also update Theta Chi International Headquarters at [news@thetachi.org](mailto: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, 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

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



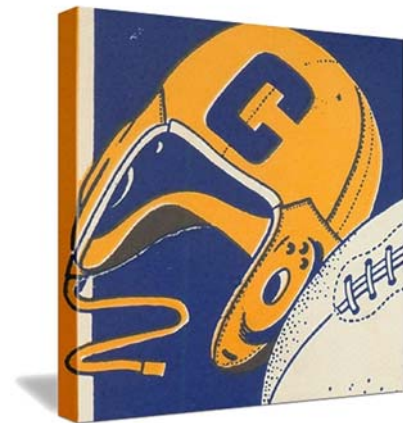
follows with replacement runners. Don't worry. If there is no Theta Chi chapter at the rivalry school you can enlist the help of other fraternities, sororities, ROTC, and other student groups to help you run that ball home.

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 <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

### 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 n 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 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.



### 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 MAILED 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



## SAMPLE RUN SCHEDULE

	Runners	Notes
<b>Start: Campus</b>	John Smith, Paul Rogers	Ford sponsor car to follow from start. QB passes football to first runner to start race.
<b>Mile 5-10</b>	Jake Stevens, Peter Carter	Hold sponsor banner Figaro Pizza
<b>Mile 10-15</b>	Terri Pauls, Barb Fuller	Local TV station to meet at mile 15 for video
<b>Mile 15-20</b>	Tammy Brown, Wade Robbins	City Mayor to run with them for one mile.
<b>Check Point</b>		Wawa gas station on Rio Rd. Meeting 2 <sup>nd</sup> group of runners.
<b>Mile 20-25</b>	Drew Paul and Willy Mathers	Carry sponsor banner Sweat Cream Ice Cream
<b>Mile 25-27</b>	Pat Waters	Carry fraternity banner
<b>Mile 27-30</b>	Mike Jones	Carry fraternity banner
<b>Mile 30-35</b>	Rick Cantor, Gia Prate	
<b>Mile 35-40</b>	Tina Williams, Troy Jacobs	Carry sponsor banner Ford
<b>Check Point</b>	Regroup to prepare for final run into the stadium	Sheetz gas station on Rt. 20 Millbury at Main St.
<b>Mile 40 -41</b>	All runners come together to bring ball into stadium	
<b>End Stadium mile 41</b>	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 <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 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 Crowdrise giving contacts and participants the latest updates about your event and reminding them they have three months to reach their goal.
- ★

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## 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.

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## 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.

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## POST EVENT

- ★ Send thank you notes to all donors, participants and sponsors.
- ★ Tally the donations and mail check to:  
USO, Attn. Kyndele Cooke  
2111 Wilson Blvd. Suite 1200  
Arlington, VA 22201

\*Checks should be made out to the USO.

# THETA CHI WINGAPALOOZA

WHAT IS THE THETA CHI WINGAPALOOZA?





The Theta Chi Wingapalooza 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 there 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.
- 11.

## **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 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.

## 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](mailto:kcooke@uso.org) or 703-908-6431 for more information.

## BANNER SIGNING 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.

- ★ Write messages of thanks on USO plastic banners. Have your 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 Kyndele Cooke at [kcooke@uso.org](mailto:kcooke@uso.org) or 703-908-6431 for your USO banners.



## DECORATE A USO CENTER

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 Kyndele Cooke, USO Regional Development Manager 703-908-6431or [kcooke@uso.org](mailto: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](mailto: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.

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](mailto:kcooke@uso.org) for help in reaching your nearest center.

## USO LOCATIONS



## Operation Military Red Donation Form



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, Regional Development Manager  
2111 Wilson Blvd, Suite 1200, Arlington, VA 22201

### Event Information Form: (please print)

Theta Chi Chapter: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Home Phone: \_\_\_\_\_ Mobile Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Event Description: \_\_\_\_\_

**DONATION AMOUNT Enclosed \$** \_\_\_\_\_

Please Check Program you would like to support:

**General USO Support:**

**Center Support:**

**Please indicate Center you would like to Support:**