

How to Start Bros. United





What is Bros. United?

- Quarter or Semester long mentorship program targeted towards middle school and high school boys on the autism spectrum
- Fosters mentorship and social skills
- Brothers of the house form a mentor/mentee one on one relationship
- Weekly program with sessions lasting 2-3 hours



Brief History

- Began in the Lambda Triton charge (Rutgers) in 2010
- Created to provide positive role models for the Little Bros
- Originally partnered with Autism Speaks
 - Is now more so its own entity



Facts About Autism

- 1 in 54 children in the United States are diagnosed with autism
- Males are four times more likely to be diagnosed with autism than females
- Kids with autism are more likely to do poorly in school not because people with autism are less intelligent, but because schools are not equipped to support these students



Why Start a Program?

- Barriers exist societally at every turn for young adults on the spectrum
- Shift perception of fraternity life
- Create a more caring campus community
- Provide significant differences in the lives of Little Bros.
- Studies show meaningful mentorship leads to higher academic achievement, more developed social skills, and self esteem



The Step-by-Step

1. Gauge interest within charge meetings
2. Delegate a chair
3. Advertise
4. Attain funding and budget
5. Plan out events
6. Select and approve applications
7. Ensure proper training
8. Collect video interviews

Funding

- House budget
- Grants
 - Educational foundations, local/national
- Philanthropy week fundraising
- Feeds, other fundraising events

TDX Bros United Bingo

Hey everyone! We're excited to announce our upcoming bingo philanthropy event in support of Bros United, a mentorship program for high school boys on the autism spectrum. ☺

Our 8-week program in the fall offers a safe, fun environment for "little bros" to practice social and communication skills.☺
With the help of "big bros," we participate in fun events like zoo trips, bowling, and Nerf Gun days.☺

So gather your friends, family, and colleagues, and join us for Instagram Bingo to embarrass the Brothers at TDX. All proceeds go straight to the program!

Let's come together to support Bros United and make a positive impact in our community.



BROS UNITED *Bingo*

\$1 Insta Shoutout	\$1 Childhood Throwback Pic	\$1 Embarrassing Photo
\$3 Embarrassing Outfit	\$3 3 Eggs on Head	\$3 TikTok Dance
\$5 Cinnamon Challenge	\$10 Drink Hot Sauce	\$20 Custom Dare

VENMO: _____



Planning out Events

- Events are typically placed into three categories
 1. Recreation/Social Skills
 2. Life Skill Advancement
 3. Health, Fitness, and Wellness
- Create a concrete schedule to advertise
- Plan budgets for each event with quotes from outside locations if necessary
 - Example budget in startup packet



UPCOMING EVENTS

2022 SCHOOL YEAR

MEET AND GREET

Date: 10/9

Time: 11AM-1PM

Address: 4532 19th
Ave NE, Seattle,
WA



BOWLING

Date: 10/16

Time: 11AM-2PM

Address: 4532 19th
Ave NE, Seattle,
WA



HALLOWEEN PARTY

Date: 10/23

Time: 11AM-2PM

Address: 4532 19th
Ave NE, Seattle,
WA



UPCOMING EVENTS

2022 SCHOOL YEAR

NERF GUN DAY

Date: 11/6

Time: 11AM-1PM

Address: 4532 19th
Ave NE, Seattle,
WA



MINI GOLF

Date: 11/13

Time: 11AM-1PM

Address: 4532 19th
Ave NE, Seattle,
WA



CLOSING CEREMONY

Date: 11/20

Time: 11AM-1PM

Address: 4532 19th
Ave NE, Seattle,
WA





Application Selection Process

- Set a maximum number of Little Bros. that can be accepted (half the total amount of brothers participating)
- Give priority to returning applicants
- Group together applications from the same schools/programs
- Do not partially accept applications from groups, all or none



Ensuring Proper Training

- All Brothers need to be properly trained to understand how to work with young adults on the spectrum
- Universities
- Autism Certification Center



Assuaging Parental Concerns

- Recurring programs vs new programs
- Ensuring proper training with evidence of certifications
- Allow alumni and house leadership to communicate with parents
- <https://youtu.be/ZQOUmEvBwgA>



Advertising Bros. U

1. Develop promotional strategy
2. Create promotional materials
3. Spread promotional materials on social media
4. Reach out to school counselors and teachers of programs containing kids on the spectrum
5. Host information sessions
6. Attend education fairs
7. Use email marketing

Questions?

