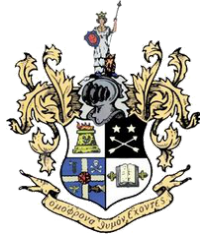


## Bros. United Startup Guide

Purpose, What is Bros United, History ...	1
Why start a program...	2
How to start a program...	3
Funding, Cover Letter...	4
Sample Budget...	6
Activity Plan...	8
Mock Schedule...	10
Registration Documents...	12
Tentative Schedule...	15
Little Bro Form...	16
About Me Form...	17
Participant Release...	18
Selection Process, Advertising...	20
Advertising Letter...	22
Solicitation User Guide...	23
Sample Solicitation Letter...	24



# Bros. United Startup Guide

Created by Samuel M.. Gonzalez  $\Xi^A$  '24 in collaboration with the Grand Lodge

## Purpose

"The Bros United Start Up Guide" serves as a comprehensive resource for individuals interested in starting and running a philanthropy program within their Theta Delta Chi charge that involves mentoring autistic children. The guide provides guidance and resources on various aspects of the program, including training your fellow brothers (big bros) , developing a curriculum tailored to the unique needs of autistic children (little bros), establishing sustainable funding sources, and forming partnerships with local schools and organizations. By using this guide, aspiring Bros U founders can create a positive impact in their community by providing mentorship and support to autistic children, ultimately improving their quality of life.

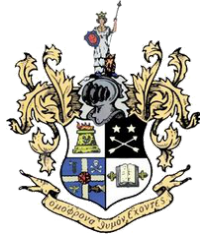
## What is Bros. U?

The Bros UnitedD program or BUD is a service-based initiative that fosters mentorship and socialness between participants and brothers. The brothers of Theta Delta Chi (Big Bros) and male teens (Little Bros) on the autism spectrum spend the duration of the program in a mentor/mentee relationship for the entire duration.

Typically the program lasts around 8 weeks with one session per week; each session in the program lasts around 2-3 hours depending on the activities being performed. Events are a way for Little Bros and Big Bros to be able to bond in a safe and relaxed environment. With this further developed rapport, Little Bros end up reengaging with the program in later years as they make connections with the Big Bros.

## History

The Bros UnitedD program debuted at the Lambda Triton Charge (Rutgers University) in Spring 2010. It was the brainchild of Brother Matthew Cortland AT '11 and Autism Speaks' Executive Vice President of Programming, Peter Bell. In their own words, the purpose of Bros UnitedD is to provide a positive role model in the lives of adolescent boys on the autism spectrum while also shaping each brother's intellectual, moral, and social



being. The program gave the brothers of Lambda Triton a hands-on experience with the autism community.

In its early stages, the Lambda Triton Charge funded Bros UniteD in its entirety. Since, the program has become nationally acclaimed, and is supported by grants through the Theta Delta Chi Educational Foundation, Inc.

In line with the Bros UniteD founders' aspirations of bringing the program to Theta Delta Chi internationally, the program spread to the Xi Triton Charge (University at Albany) in Spring 2013. Today, Theta Delta Chi has hosted Bros UniteD programs at Xi Deuteron (University of Washington), Sigma Deuteron (University of Wisconsin), Gamma Deuteron (University of Michigan), and Nu Triton (Virginia Tech). With others in the works.

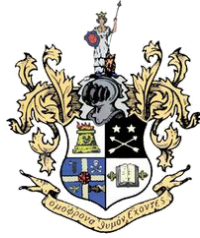
### **Why Start a Program?**

Creating a Bros United program at your university is a statistically proven way to make a positive impact on the lives of autistic individuals and their families, especially for males. According to the CDC, 1 in 54 children are diagnosed with autism spectrum disorder, and the disorder is much more common in males than females, with a ratio of approximately 4:1. Unfortunately, males with autism face significant barriers to education, employment, and social inclusion. By providing mentorship, support, and guidance to male autistic students, you can help them to overcome these barriers and achieve their goals. Studies have shown that mentorship programs can significantly improve the academic performance, social skills, and self-esteem of autistic students. Additionally, the Bros United program can provide a meaningful and rewarding experience for male mentors, who can develop leadership and interpersonal skills while making a difference in the lives of others. By creating a Bros United program, you can help to promote awareness and understanding of autism within the university community, fostering a culture of inclusion and acceptance for male students with autism. Research has shown that inclusive environments can improve academic outcomes and social well-being for all students, including males with autism. By creating a Bros United program, you can make a statistically significant difference in the lives of male autistic individuals, while also building a more compassionate and inclusive campus community.



## How to Start a Program

- 1.) Gauge interest in starting a Bros U program during charge meetings. It is advised to have at minimum 10 Brothers committed to serving the program before continuing with the process
- 2.) Assign the task of heading the program to either the existing Philanthropy Chair of the charge or an entirely separate Bros U chair
- 3.) Advertise Bros U. This can be done through social media, school officials, or through local autism organizations
- 4.) Brainstorm ideas for events and what is feasible for the charge's direct location. For events that require reservations (e.g. mini golf or bowling) inquire about costs and reservations
- 5.) Create a budget and procure funding. Use grants or fundraising to fund the program and figure out how much everything will cost. Ensure that the budget reflects the total number of participants.
- 6.) Approve applications and ensure all release forms are signed
- 7.) Ensure all brothers participating are effectively trained to work with adolescents on the spectrum
- 8.) Run the program
- 9.) Collect video interviews of parents and records of the events in order to create advertisements and positive press for the upcoming year.
- 10.) Rinse and Repeat



## Funding

There are several ways in which BUD programs can be funded. As Lambda Triton did, the entire first program was funded through house budget. While that is a possible method for financing Bros United, the most advisable method would be to apply for grants. The Theta Delta Chi Educational Foundation administers grants for charges to be able to run their own programs, and while these funds are readily available many charges don't take advantage of these opportunities.

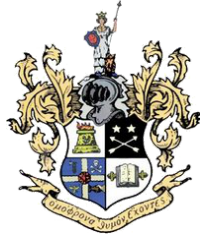
Below is an example grant application to the Educational Foundation used to procure funds for a Bros. United Program

### Cover Letter for Bros United

At the Xi Deuteron charge of Theta Delta Chi, Bros United is an eight-week, seven event mentorship program for local area teenage boys (13-18) with autism. This will be our fourth year organizing the program and participation in our program is looking to gradually increase this year. Due to the incremental growth of Bros United, this year's program is budgeted at \$3600, which is what our experience shows is required to conduct a successful program. As you may have noticed, our budget is smaller than last year. We secured a partnership with the Seattle Seawolves (professional rugby) and UW Rugby Club to host a skills / game camp for the little brothers. This replaces our expensive and chaotic Zoo trip, and allows us to allocate funds better to improve the program as a whole.

We are requesting a grant of \$1300 from the Educational Foundation. The remaining funds will be comprised of \$1000 from the charge's philanthropy budget and \$1300 from the local Educational Foundation. As you may notice, there is less money being contributed from the house than last year. This is due to extremely severe budget restrictions due to the pandemic, and a revised Bros United budget. The grant money will cover major events, materials, training, and t-shirts. Additionally, each line item listed below in this budget is necessary to maximize the effect of the program.

If given the opportunity, this grant will help cover events such as hosting a Seattle Seawolves rugby event, bowling, and Interbay Miniature Golf. These costs will help cover the admission of little brothers (local teenage kids with autism), the Brothers of the house who participate in the program, and parents of the little brothers who choose to attend events as well. Even with discounts, we expect these events to be fairly expensive this year again as we are expected to have 18 little brothers participating in our program, similar to 17 little brothers last year.



Furthermore, we try to establish at least a 2:1 big brother-little brother ratio every year. As a result of having 18 little brothers, we will be having around 35 - 40 big brothers at these events. The funds will also help cover the training of our members. All of our big brothers go through training from the UW Autism Center. This training is essential in educating our members in teaching them how to deal with a variety of scenarios that could arise. We need each big brother to understand first what autism is, and second how to interact with the little brothers that will participate in the program. This is something we are sure to mention when we are presenting at local high-schools and other organizations: each big brother is trained to interact with individuals with autism. This is something that we are strongly emphasizing this year to help build a better understanding between the new freshman big brothers and the little brothers.

Last but not least, this grant will help to cover the purchase of our Bros UnitedD t-shirts. T-shirts sound pretty miniscule, but they uphold the image that we, as a program, are professional and unified. Having Bros United T-shirts will help accomplish several things. When parents come during the Bros UniteD program they will see the t-shirts that represent our program. When I visit local-high schools to recruit little brothers, the special education staff will see us as a professional organization. Additionally, t-shirts will help the future and growth of the program. In order for the program to have success in the future, we need new little brothers to join the program every year. Giving T-shirts to big brothers, little brothers, and parents will help to advertise our program in the future. As the Bros UniteD parents only had positive things to say about our program, it is likely that as more kids and parents learn of our program they may be interested to apply the next year. In addition, brothers of the house will also wear this around campus. This will raise awareness for our program throughout our Greek system and recognize Theta Delta Chi in a positive light.

As emphasized before, it is extremely important to uphold our professional and unified image. Parents need to feel comfortable when sending their kids to us. Last year, we were extremely lucky to have a fantastic videographer to film and create our 2019 video. This video is our main contact point for parents and individuals as we share it over social media. Our budget for videographer last year was \$50. We quickly realized that this will not cover a professional video, and will only get a freshman at best. As a result, I have increased the budget to \$150. We were able to secure our last videographer for that price, and it is vital that we uphold and continue what he started last year. This money will help to cover materials and miscellaneous fees that are necessary for the success of each event. These materials include decorations, props, toys, food, and more. Each Bros UnitedD day, aside from the actual event, have several games and icebreakers that fill each day.

We need to buy materials and props to make these games possible. Additionally, each event alone has expenses that make it possible. For example, on Halloween Day, we take the little brothers trick-or-treating throughout the Greek system. We would need to buy candy for that



event. Lastly, for this year's program I added a few more materials that I believe is essential to improve the program as a whole. For example, I increased the prices for the Nerf Gun Day as we did not have enough nerf guns and bullets for each participant, providing BBQ foods for the meet and greet, providing snacks and accessories for the Seawolves Day, and added a cost for the arcade along with bowling because many little brothers showed interest in playing friendly-oriented video games last year (i.e. Wii Sports).

I understand \$1300 is a lot of money to ask for, but I also understand the necessary budget we need in order for the program to fund not only the increase of little brothers, but in participation of all Brothers of Theta Delta Chi. We are not asking the Educational Foundation to fund our entire program, about 28% (\$1000) of the budget will be funded locally. You may notice that the percentage is down from last year, and it is a necessity due to the impact of coronavirus. The house is struggling to stay afloat. We have a remarkably smaller budget currently as many people are not living in, and the rush process is severely impacted. This grant would help us accomplish our goals with this program, help little brothers grow in a safe, fun, and social environment, and reflect Theta Delta Chi in a positive light.

It is also important to talk about our plan due to covid-19. We are currently planning for our normal dates and events, and will implement the strictest measures to ensure the little brothers safety. If the state is not reopened or the second wave extends into fall, we have discussed pushing out the program. However, this change will be something to discuss in the future as we approach fall.

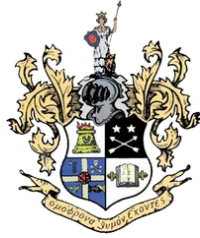
### Itemized Budget

Categories	Autumn 2020
<b>Events</b>  <p style="text-align: center;"><b>~\$890</b></p>	<b>Interbay Miniature Golf</b> <ul style="list-style-type: none"> <li>• (\$9 adults x 60 tickets = <b>\$540</b>)</li> <li>• (\$6.50 for 18 &amp; under x 18 tickets = <b>\$117</b>)</li> </ul> <b>Bowling at the HUB + Video Games</b> <ul style="list-style-type: none"> <li>• (\$15/hr per lane x 1.5 hrs x 4 lanes = <b>\$90</b>)</li> <li>• (\$40/hr Arcade x 1.5 hrs = <b>\$60</b>)</li> </ul> <b>Halloween Sorority Trick-or-Treating</b> <ul style="list-style-type: none"> <li>• <b>-\$80</b> for assorted candy (Costco)</li> </ul>
<b>T-shirts</b>  <p style="text-align: center;"><b>~\$800</b></p>	<b>70 T-shirts</b> <ul style="list-style-type: none"> <li>• (~\$10 per shirt x 80 shirts = <b>-\$800</b>)</li> </ul>



<p><b>Training</b></p> <p style="text-align: center;"><b>\$300</b></p>	<p><b>UW Autism Center Training</b></p> <ul style="list-style-type: none"> <li>• Representative comes to the house to train brothers</li> <li>• What is autism?</li> <li>• How to interact with kids on the autism spectrum</li> <li>• Tips to calm kids down if they experience a sensory overload</li> </ul>
<p><b>Materials / Fees</b></p> <p style="text-align: center;"><b>~\$1750</b></p>	<p><b>Decorations</b></p> <ul style="list-style-type: none"> <li>• Paintbrushes: (~\$5 per brush x 12 brushes = ~\$60)</li> <li>• Streamers (~\$30)</li> <li>• Paint (~\$40)</li> </ul> <p><b>Safety</b></p> <ul style="list-style-type: none"> <li>• Facemasks (~\$25 for 50 masks x 8 events) = ~\$200</li> <li>• Hand Sanitizer / Cleaning Equipment = ~\$200</li> </ul> <p><b>Snacks</b></p> <ul style="list-style-type: none"> <li>• BBQ meat, smores, party games (Meet &amp; Greet) = ~\$100</li> <li>• Snacks, reservations, accessories (Seawolves) = ~\$100</li> <li>• Cookies, crackers, drinks etc. (~\$40 per day x 6 days = ~\$270)</li> <li>• Pizza party (Closing ceremony) (~\$8 per medium pizza x 25 pizzas = \$200)</li> </ul> <p><b>Travel Reimbursements</b></p> <ul style="list-style-type: none"> <li>• Gas money for brothers driving (~\$150)</li> </ul> <p><b>Game materials</b></p> <ul style="list-style-type: none"> <li>• Nerf Gun Day new guns and accessories (targets, etc.) = (~160)</li> <li>• Halloween Day accessories (Pumpkins, candy baskets) = (~\$50)</li> <li>• Opening and closing ceremony games (~\$50)</li> </ul> <p><b>Miscellaneous</b></p> <ul style="list-style-type: none"> <li>• Printed photo gifts (\$20)</li> <li>• Certificates &amp; Awards (~\$20)</li> <li>• In-house photographer/videographer payment - (\$150)</li> <li>• Draw string bags with items (~\$50)</li> </ul>
<p><b>TOTAL BUDGET</b></p>	<p style="text-align: center;"><b>\$3600</b></p>





## 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: \_\_\_\_\_

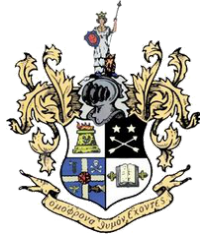
As Greek Systems typically have a philanthropy week, it's normal for BUD to be fundraised for by brothers as well. Brothers can create feeds, bingo sheets (post examples pictured above), and tournaments in order to involve the rest of the Greek system in raising money.

### Activity Planning

The activities listed below are merely suggestions for what activities can be included. Please be sure to exercise caution and gauge the safety of each activity as it is tailored to each Little Bro. If unsure if an activity is safe, either refer to official training or inquire with the parents.

#### Recreation/Social Skills

- Meet and greet
- Trip to a museum
- Bowling
- Sensory-friendly movies
- Theater performance or performing arts show
- Book store
- Coffee shop
- Art class, arts and crafts, finger painting, painting with ice
- Sports scrimmage - soccer, baseball, basketball etc.
- Video game tournament - competition adds social element
- Board games



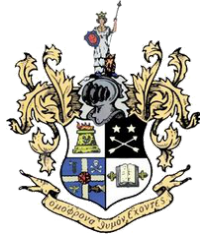
- Holiday celebration
- BBQ with yard games
- Scavenger hunt
- Peer-building games
- Mini-golf
- Tour of campus buildings or athletic facilities
- Attend a sporting event
- Sky Zone, Bounce etc.
- Dancing
- Community gardening
- Pumpkin or apple picking
- Pumpkin Carving
- Trick or Treating
- NERF gun "battles"

#### Life Skills Activities

- Cooking a meal
- Meal at local restaurant
- Laundry day at a laundromat
- Practicing public transportation to run errands

#### Health/Fitness

- Participate in a walk or run for autism
- Jog/nature walk in local park
- Work out at gym or home gym
- Wii video game challenge
- Recreational swimming, and other pool activities; water park
- Yoga, martial arts
- Outdoor recreation (hiking, kayaking, cycling, camping)



Below is the Xi Deuteron Charge's mock schedule used for advertising.

 <h2>UPCOMING EVENTS</h2> <h3>2022 SCHOOL YEAR</h3> <p><b>MEET AND GREET</b> Date: 10/9 Time: 11AM-1PM Address: 4532 19th Ave NE, Seattle, WA</p>  <p><b>BOWLING</b> Date: 10/16 Time: 11AM-2PM Address: 4532 19th Ave NE, Seattle, WA</p>  <p><b>HALLOWEEN PARTY</b> Date: 10/23 Time: 11AM-2PM Address: 4532 19th Ave NE, Seattle, WA</p> 	 <h2>UPCOMING EVENTS</h2> <h3>2022 SCHOOL YEAR</h3> <p><b>NERF GUN DAY</b> Date: 11/6 Time: 11AM-1PM Address: 4532 19th Ave NE, Seattle, WA</p>  <p><b>MINI GOLF</b> Date: 11/13 Time: 11AM-1PM Address: 4532 19th Ave NE, Seattle, WA</p>  <p><b>CLOSING CEREMONY</b> Date: 11/20 Time: 11AM-1PM Address: 4532 19th Ave NE, Seattle, WA</p> 
---	--

### Assuaging Parents/Ensuring Safety

Being a parent of a child with autism leads to protectiveness and caution, especially when it comes to interacting with fraternities. Since the reputations for fraternities grew to being "party pads", fraternities are synonymous with excessive drinking and violent behavior. While this is a valid assumption for many organizations, Theta Deltas are always examples of responsible sobriety and that can be reflected in the way parents see TDx.

The best way for established programs to assuage the concerns of concerned parents is to have statements from past parents from the program at the ready. It's typical for



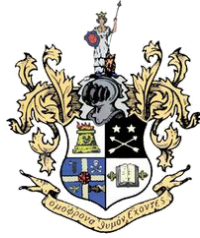
programs to combine videos of parental statements into advertisement videos as the best way to convince a parent is with other parents.

Understandably, for charges attempting to charter their own BUD program for the first time, these kinds of statements will not be available. The best way to convince parents of the safety of the program would be to have brothers directly talking to parents, but if the parents will not be convinced by active brothers, it's advised to have alumni brothers speak to them.

It is required within programs that all active brothers participating must go through necessary training in order to volunteer. Kids and teens with autism carry different sensitivities to different stimuli than neurotypical people do. It is imperative that Big Bros exercise extreme prudence when it comes to the safety and comfort of the Little Bros.

Colleges will most likely supply training through Autism Centers, and if there are none available there are private programs that can provide training.

The [Autism Certification Center](#) (ACC) is a free resource that allows certification in being able to handle autistic children and teens. While there are other paid services, the ACC is federally regulated and provides the legal standard while other resources may not ensure the same protection.



## Registration Documents

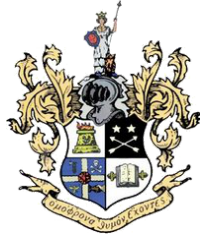
Below is an example of registration documents that the Xi Deuteron charge employs in order to process the applicants for the program.



## ***Bros United** by Theta Delta Chi -Xi Deuteron*

### ***Our Mission Statement***

With the Bros UnitedD (B.U.D.) program, Theta Delta Chi at the University of Washington aims to provide local-area teenage kids with autism with responsible, sociable, and intelligent male mentors. At the same time, we hope to foster a true friendship between those participating in the program (Little Brothers) and the brothers of Theta Delta Chi (Big Brothers) through a series of six events spread out between eight weeks, encouraging relaxed socialization, team building, and having fun!



### ***Theta Delta Chi Background Info***

Theta Delta Chi at the University of Washington (Xi Deuteron Charge) was founded in 1913. Since its inception, the men of Theta Delta Chi have been committed to improving themselves morally, intellectually, and above all socially. In 2010, the Bros UnitedD program was founded at the Theta Delta Chi charge at Rutgers university. In 2016 we decided to give back to our community a step further than many fraternities by launching our own program of Bros UnitedD at the University of Washington.

### ***How Can My Son Get Involved?***

The Bros UnitedD program is designed for local area teenage boys between the ages of 13-18. There are many ways to get involved. To start, fill out the registration form below, and send it back to us by email. All contact information including phone numbers, e-mail, and mailing address are located at the end of the packet.

### ***Frequently Asked Questions (FAQs)***

- ***How much does it cost to enroll in Bros UnitedD?***

Nothing! Enrolling, participating, and graduating the Bros UnitedD program is totally and completely free! We have been fundraising year-round to be able to support this program and your son. All program members will receive a T-shirt as well!

- ***When does the program begin?***

Bros UnitedD will begin in the Fall of 2022. The first day of the program begins on October 9<sup>th</sup> and will continue every



following Sunday up until November 20<sup>st</sup> (Excluding Sunday, October 30<sup>th</sup>).

- **Are the “Big Brothers” trained with handling autism?**

Yes. All brothers of Theta Delta Chi have been trained by the director of the program on all matters that may pertain to Bros UnitedD, such as information about autism, different ways to support individuals with autism, communication techniques, and redirection tips that may be helpful if a Little Brother is struggling with an activity. Additionally, the majority of brothers have prior experience from previous years.

- **How will the program operate under COVID-19 protocol?**

Bros UnitedD takes the health and well-being of all people involved in the program very seriously and will adhere to all CDC and King County guidelines regarding COVID-19. If you have any questions regarding COVID-19 protocols, don't be hesitant to ask us through email.



## Tentative Bros United Schedule Oct 9<sup>th</sup> - Nov 20<sup>th</sup>, 2022

Date	Event	Location <b>(all events begin at the Theta Delta Chi house!)</b>	Time
Oct 9 <sup>th</sup>	Meet and Greet	<b>Theta Delta Chi</b> 4532 19 <sup>th</sup> Ave NE Seattle, WA, 98105	<b>11am - 1pm</b>
Oct 16 <sup>th</sup>	Mini Golf	<b>Interbay Golf Center</b> 2501 15th Ave W, Seattle, WA 98119	<b>11am - 2pm</b>
Oct 23 <sup>rd</sup>	Halloween Party	<b>Theta Delta Chi</b> 4532 19 <sup>th</sup> Ave NE Seattle, WA, 98105	<b>11am - 2pm</b>
Nov 6 <sup>th</sup>	Nerf Gun Day	<b>Theta Delta Chi</b> 4532 19 <sup>th</sup> Ave NE Seattle, WA, 98105	<b>11am - 1pm</b>
Nov 13 <sup>th</sup>	Bowling	<b>HUB</b> 4001 E Stevens Way NE, Seattle, WA 98195	<b>11am - 1pm</b>
Nov 20 <sup>th</sup>	Closing Ceremony	<b>Theta Delta Chi</b> 4532 19 <sup>th</sup> Ave NE Seattle, WA, 98105	<b>11am - 1pm</b>







## About Me

I have fun when I...

---

The thing I like to do most of all is...

---

I do not like to...

---

When I get mad or upset, I may...

---

My favorite food is

---

I joined Bros UnitedD because...

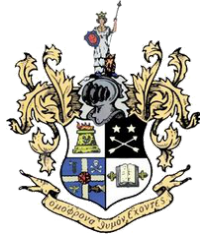
---

One goal I have during Bros UnitedD is...

---

One thing you should know about me is...

---



**Bros UnitedD**  
**Participant Release**

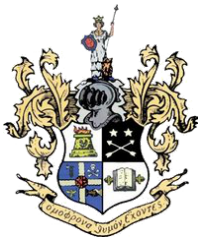
In consideration for my child's opportunity to participate in the Bros UnitedD mentor program coordinated by Theta Delta Chi International Fraternity and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, I agree as follows on behalf of myself and my child:

1. I, the undersigned, hereby warrant that I am the parent or guardian of \_\_\_\_\_ [print child's name], a minor, and have full authority to execute this Release.
2. I acknowledge that my child is a participant in a program (the "Program") of activities with respect to which Theta Delta Chi International Fraternity has provided advice but with respect to which such entities are not responsible.
3. I understand that the Program of activities can involve bowling, ice skating, rock climbing, hiking and other physical activities. I recognize that the physical activities have an inherent risk of bodily injury and hereby assume all risks on behalf of my child. I hereby waive and release, for myself, my child, my and his heirs, executors and administrators, any and all rights, claims, liabilities and causes of action whatsoever that I or my child may have against the Theta Delta Chi International Fraternity and each of their respective officers, directors, employees, members and agents relating to or arising from my child's participation in the Program, including but not limited to personal injury.
4. If my child causes injury to any person or damage to any property while participating in the Program, I hereby indemnify and hold harmless Theta Delta Chi International Fraternity from and against any and all claims, suits, actions, losses, damages and expenses related to or arising from such injury or damage.
5. I hereby give my consent to Theta Delta Chi International Fraternity to use my child's name and photographs, video and film ("Photos") of my child taken before, during or after the Program in advertising and promotional materials for Theta Delta Chi International Fraternity, including but not limited to the Internet, without compensation. I agree that no advertising or other material need be submitted to me or my child for approval. I agree that photos of my child may be used by Theta Delta Chi International Fraternity. I hereby release, discharge, and agree to save harmless Theta Delta Chi International Fraternity from any liability, including, without limitation, any claims for libel or invasion of publicity/privacy, by virtue of any use of my child's name and/or Photos, including, any alteration of such Photos, whether intentional or otherwise.

I have read and understand this Release, and declare all information is truthful and accurate.

Print Parent/Guardian Name: \_\_\_\_\_

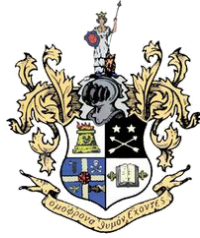
Parent/Guardian Signature: \_\_\_\_\_ Date: \_\_\_\_\_



<u>Name</u>	<u>Involvement</u>	<u>Phone Number</u>	<u>Email</u>
Abel Beach	Bros UniteD Director	(101) 031-1847	<a href="mailto:abeach@gmail.com">abeach@gmail.com</a>
Samuel F. Wyle	Theta Delta Chi Risk Manager	(101) 031-1847	<a href="mailto:swyle@gmail.com">swyle@gmail.com</a>
William Hyslop	Theta Delta Chi President	(101) 031-1847	<a href="mailto:whyslop@gmail.com">whyslop@gmail.com</a>

If there are **ANY** questions do not hesitate to ask:

Send all completed documents (Registration Form and Release Form) to  
[brosuexamplemail@gmail.com](mailto:brosuexamplemail@gmail.com)



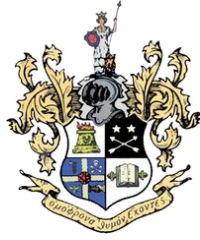
## **Selection Process for Little Bros.**

The number of Little Bros who should be accepted into the program should be calculated as half of the number of Big Bros participating. As for which Little Bros get accepted, priority should be given to returning applicants. Previous experiences attach them to the program and that should be reflected in selection priority. The best way to select the applicants is through a grouping system. Any applicants obtained through similar means should be accepted together. For example, if three applications are received from a single school counselor, if space permits those three applications should all be approved. In doing so, the program already begins with an established rapport between Little Bros. Do not partially accept groups as applicants who apply together often interact outside of the program and in doing so can lead to envy and dissent.

## **Advertising**

How to advertise the Bros United program and disseminate information on the program to high school counselors, teachers, and parents:

- 1.) Develop a promotional strategy: Before you start promoting the Bros United program, it's important to develop a promotional strategy. This will help you to identify your target audience, key messages, and the best channels for promoting the program.
- 2.) Create promotional materials: Develop promotional materials, such as flyers, brochures, and posters that can be distributed to high school counselors, teachers, and parents. Be sure to include information about the program, such as its mission, goals, and the benefits of participation.



- 3.) Share information on social media: Social media is an excellent way to promote the Bros United program. Share information about the program on your organization's social media channels, and encourage your followers to share the information with their networks.
- 4.) Reach out to high school counselors and teachers: Contact high school counselors and teachers directly to inform them about the program. Provide them with promotional materials and encourage them to share the information with their students.
- 5.) Host information sessions: Host information sessions for high school counselors, teachers, and parents to provide more in-depth information about the Bros United program. During these sessions, you can provide an overview of the program, answer any questions, and provide guidance on how to apply.
- 6.) Attend education fairs and events: Attend education fairs and events to promote the Bros United program to high school counselors, teachers, and parents. Be sure to bring along promotional materials and engage with attendees to answer any questions they may have.
- 7.) Use email marketing: Develop an email marketing campaign to promote the Bros United program to high school counselors, teachers, and parents. Create email templates that can be easily customized and sent to each group.

By following these steps, you can effectively promote the Bros United program and disseminate information about the program to high school counselors, teachers, and parents



Example of how to advertise your Bros. U program to school officials:

Dear [Counselor/Teacher's Name],

I hope this email finds you well. I'm reaching out to you today to share information about the Bros United mentorship program, which I think could be a great resource for some of your students.

Bros United is a non-profit organization that provides mentorship to autistic individuals through a community of volunteer mentors who have a deep understanding of autism. The program is completely free of charge for attendees. The organization's goal is to empower autistic individuals to achieve their full potential by providing them with support, guidance, and opportunities to connect with others.

As a counselor/teacher, you may know of students who could benefit from the support and guidance that Bros United can provide. The program offers a range of mentorship programs that are tailored to meet the unique needs of autistic individuals at different stages of life, from childhood to adulthood. These programs can help autistic individuals develop their social, communication, and life skills, as well as build self-esteem and confidence.

If you know of any students who might be interested in the Bros United program, I encourage you to share this information with them. They can learn more about the program and how to apply on the Bros United website with the application PDF attached.

Thank you for taking the time to read this email, and please let me know if you have any questions about Bros United or if there is anything else I can do to support your students.

Best regards,

[Your Name]

## Solicitation User Guide

Adjacent is a sample solicitation letter, this example should be used as a reference for what content should be in a letter to return the best results. This is not a template for you to use.

The structure of the letter needs to be put on organizational letterhead and can be organized in this order:

1. A brief introduction, yourself, the program and goals.
2. Statistics to show the magnitude of the problem (it can be both local and national)
3. Bring in a testimonial, the story of an individual you may be serving, or why you personally feel connected to supporting children on the spectrum (or impoverished kids, if no organization exists)
4. Ask them for support (The Power is in the ASK). If you do not ask, you will not get it. Be direct.
5. Contact information (this can also include the organization that you are partnering with if you communicate it to them in advance)

***GIVE TIME TO RESPOND. This is the most important aspect. Giving the letter 6 months in advance helps. The absolute minimum time to give is two weeks; however, this may significantly hinder the support. Organizations, especially larger chains, look at advanced notice as an indicator of success.***

A good solicitation letter will include the three major components of ethos, logos and pathos:

### **1. Ethos-** Define your credibility

- a) Do you have an organizational letterhead?
- b) Did you talk about the program?
- c) Did you run the program before? If not, what is your goal?
- d) Who are you partnered with?
- e) Do you have letters of support?
- f) Did you give them enough time?

### **2. Logos-** Provide logical reasoning why they should give

- a) Why is this important?
- b) How will this impact the community?
- c) How big is the program? Is the problem growing locally or nationally?
- d) Did you provide statistics and facts?

### **3. Pathos-** Persuade them emotionally

- a) Do you have a testimonial from a parent?
- b) Do you have someone that you are going to serve that you are excited to get to know?
- c) Do you or another brother have a strong connection and passion for the people you are serving?



214 Lewis Wharf  
Boston, MA 02110

October 31st, 1847

To Whom It May Concern,

I am the Philanthropy Chair for my Chapter of Theta Delta Chi Fraternity at Union College. One of our organizational tenants is to promote scholarship, leadership, and a responsible social life. In the spring of 2010 our chapter at Rutgers University took the initiative to start a mentorship program for male teens on the spectrum in their community. The program titled Bros UniteD (B.U.D.) partners the Brothers of Theta Delta Chi with local teens on the spectrum, usually in a three to one ratio. This service initiative is one that has since spread to Chapters around the country and was started by my chapter in 2018. Our Charge has partnered with the Schenectady Autism Alliance to run this program, they connect us to families in the community, train the brothers, and help us pick each semester's events.

This project is set up and run by the undergraduate students of our Chapter. As a men's social fraternity we believe we can support the Autism Community by setting up weekly events for the local teens to attend. Autism disproportionately affects males and a majority of the service providers are female. **In 2018 the CDC noted that 1 in 59 children had a diagnosis of autism spectrum disorder (ASD) by age 8, and boys were 4 times more likely to be diagnosed than girls (1 in 37 versus 1 in 151).** Our organization offers a fun relaxed setting where the big and little bros can engage in a social activity we plan.

As college students we have more time than money to support this program. We seek out funding from grants, donations, and our own Chapter dues. However as the program grows and our events become more ambitious we struggle to finance the project we envision. Ed Weaver a parent of the little bro wrote to us after the completion of the first semester of the program:

*"These exceptional young men volunteered significant amounts of their own personal time to organize/provide a program that allowed Cameron (and other boys) to practice social skills (in a safe environment) and feel genuinely accepted! Cameron looked forward to every Saturday with 'the Bros.' The Brothers provided him with an opportunity to further develop his confidence, self-esteem, and independence!"*

We are looking for assistance from all avenues to not only keep this program running but increase the number of little bros and add new types of events. We would love any assistance that you can provide. We are looking for art and craft supplies, food donations, free or reduced admission to events, monetary donations, or any type of service that can support our program. I have attached the calendar and items we need to make the events successful.

We thank you in advance for your consideration and any support you can provide. My phone number is 800.999.1847 and my email is [cfo@tdx.org](mailto:cfo@tdx.org), I would love to connect to discuss the program, how you may be able to support it, and our goals for this amazing service initiative run by the Brothers of Theta Delta Chi.

Respectfully,

Norm Hackett  
Philanthropy Chair for ΘΔΧ  
Union College