



## WAR OF THE ROSES

### OVERVIEW

War of the Roses is generally a week-long event that utilizes the competition between groups, primarily Greek organizations, to fuel attendance and fundraising at all events. Each day will have a different event or competition that adds points to a grand total as well as increases overall fundraising. Culminating in a large-scale competition where the overall winner of the event is announced.

Note: while the idea of a War of the Roses is extremely enticing and many chapters would like to have one, it takes a lot of work and planning. The Ability Experience would suggest having a few very successful single day events before attempting a week-long event. Please consult with your Regional Director if this is the right event, as well as for guidance while building out your event.

### EXAMPLE SCHEDULE

- **Sunday:** t-shirt orders open
- **Monday:** dance party friendship visit
- **Tuesday:** Pie a Pi Kapp
- **Wednesday:** Beach volleyball tournament
- **Thursday:** Share it Night
- **Friday:** Competitions (e.g. Lip-sync)

### EXAMPLE SCORING FOR THE WEEK

- T-Shirt sales: 100 points for most sold, 75 points for 2<sup>nd</sup> place, 50 points for 3<sup>rd</sup> place
- Friendship visit: 100 points for highest attendance, 75 points for 2<sup>nd</sup> place, 50 points for 3<sup>rd</sup> place
- Pie a Pi Kapp: 100 points for most pies purchased, 75 points for 2<sup>nd</sup> place, 50 points for 3<sup>rd</sup> place
- Beach volleyball: 100 points for winning team, 75 points for 2<sup>nd</sup> place, 50 points for 3<sup>rd</sup> place
- Share it Night: 100 points for highest attendance, 75 points for 2<sup>nd</sup> place, 50 points for 3<sup>rd</sup> place
- Lip-Sync: 100 points for most tickets sold, 75 points for 2<sup>nd</sup> place, 50 points for 3<sup>rd</sup> place
- Overall week 150 points for most money raised overall (100 points 2<sup>nd</sup> place, 50 points 3<sup>rd</sup> place).
- Winner is chosen based off whoever has the most points out of 900 if there is a tie the winner is decided by whoever fundraised more.

### BUDGET

Make sure that you are evaluating each day and the supplies that you need. This type of event can add up quickly if you have to rent space or need supplies you don't already have for an activity. Please work with your committee and the person over each event to create a specific budget for each day well in advance of the event. If the budget gets to high reevaluate and you can plug in a different less expensive event on one or two days.

## HOLDING THE EVENT

- Step 1: Choose your dates that you plan to have your War of The Rose
- Step 2: Plan out the events needed for each day. We recommend pulling a few events from the resource library so that you can plug those in and not have to reinvent the wheel. A few examples of this are:
  - Pi-A-Pi Kapp
  - Bike-A-Thon
  - Pi Kappa Fry
- Step 3: Make all reservations and reserve the spaces you need on the dates you would like to have these events. If you are finishing the event with a bigger event, make sure the ballroom or auditorium is available because that will drive everything else.
- Step 4: Once everything is reserved begin marketing and advertising for the events. Meet with the philanthropy chairmen/executive council member of each organization you would like to participate to make sure they understand what is going on for the week and what it takes to win/be competitive in the event.
- Step 5: Launch and pre-sales for the event if you have them. Tickets, T-Shirts, or allow organizations to set up their classy page if you are utilizing that.
- Step 6: Make sure all events are planned completely out, please see our event planning resources or resources around some of these other events.
- Step 7: Purchase any and all supplies needed prior to the event and make any last second marketing pushes.
- Enjoy the week it will be a fast event, but you have put in the work and you are ready!