The Touhou University Network Presents

How to Start a Touhou Club

at *your* university or college!

Join the Touhou University Network!

   @2huUniNetwork

   touhouuniversitynetwork@gmail.com

   Please contact us through Twitter or email with your university and your progress (or lack thereof!) with your Touhou Club! After that, we will provide a Discord invite.

Bring the TouhouFest spirit back with you!

2025 Edition

What is the *Touhou University Network?*

We are an international coalition of Touhou clubs and societies at universities (outside of Japan) who want to promote Touhou Project across the world! We have banded together to share ideas and help new Touhou clubs and societies succeed!

Do you want to start a Touhou club or society at your university? We're here to help!
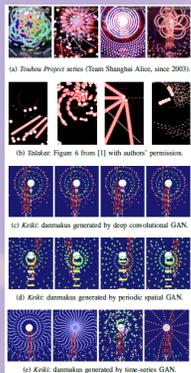
Recruiting!

How do you even start? The first step is to find those Touhou fans!

An easy way is through <u>school Discord servers!</u> Join your school's Discord Student Hub (https://discord.com/student-hubs). Look for Touhou profile pictures or mentions of Touhou and contact those people to pitch your club. It never hurts to ask! Some of the best places to look are eSports, Computer Science, and Anime/Manga Club servers, but looking in all the servers maximizes your chances!

Another good way of recruiting is <u>making posters</u> and plastering them everywhere! There's a lot more Touhou fans out there than you'd think! Here are some tips:
⇒ Show iconic parts of Touhou!
⇒ **Make sure your QR codes are permanent and don't expire!!!**
⇒ What activities does your club do? Show them off!

Join the Touhou Club!
東方 クラブ
Compete in Shoot-em-up and Fighting Game Events
Create derivative works with fellow artists
Explore an expansive Japanese mythology inspired world
Join today!

(a) Touhou Project series (Team Shanghai Alice, since 2003).

(b) Talukar: Figure 6 from [1] with authors' permission.

(c) Keiki: danmakus generated by deep convolutional GAN.

(d) Keiki: danmakus generated by periodic spatial GAN.

(e) Keiki: danmakus generated by time-series GAN.

Finding a <u>faculty advisor/sponsor</u> is often needed for official status. Try looking for:
⇒ Professors who like video games and/or anime
⇒ Professors who have done game-related research
You'll have to talk to professors to find a sponsor! When pitching, you can focus on the cultural aspects of the club and the basis in Japanese mythology, as well as the creative output of the Touhou community.

Wang, Z., Liu, J., & Yannakakis, G. N. (2021). Keiki: Towards realistic danmaku generation via Sequential Gans. 2021 IEEE Conference on Games (CoG), 01–04. https://doi.org/10.1109/cog52621.2021.9619013

<u>Common challenges</u> include:
⇒ Copyright: Point to the lax guidelines, especially about selling fanworks!
⇒ Too niche: Point to other established Touhou clubs and big events like TouhouFest!
If you don't get officially approved, don't fret! You can still run your club unofficially, build support, and try again!

Running!

There is so much you can do in the world of Touhou! Here are some ideas...

<u>Shanghai Teahouse ~ Chinese Tea</u>
The "Teahou Project" series on Adagio has many Touhou character-themed teas. This is a simple but fun event!

Touhou PvP!
Touhou 9, 19, 12.3, and 15.5 are 2P games that even non-Touhou fans can learn! They make for a fun game night!

<u>Karaoke!</u>
Touhou is all about music! Even if you don't know Japanese, we can all chant Help Me Erin!!!

Four of a Kind
Too many players for 2P games? Gensou Skydrift and Rivals of Aether (with Touhou mods) are good 4P games!

<u>Game Development</u>
People of all skillsets can get involved! Enter Touhou Game Jams to create bite sized games, or work on a long term project!

Club Touhou Sorter
Want to find out your club's favorite character? http://readalittle.net/sort/ lets you sort for the Top 10 or 20, which is much quicker than sorting all!

<u>One Key Challenge</u>
Assign everyone a key (ie. one person controls up, one controls left) and play through a game together! Touhou 15 Pointdevice is really good for this!

Expanding!

Being a part of the broader university community is a great way to expand your reach!

<u>Collaborating</u> with other clubs is a great way to get your club's name out there! Some opportunities:
⇒ eSports Club (bring Touhou games to LAN parties!)
⇒ Anime/video game music ensembles (get a Touhou arrangement into the setlist!)
⇒ Fighting Game Club (bring some Soku or AoCF!)

<u>Participating</u> in university events is vital! Take advantage of any chances to recruit.
⇒ Night market event? Run a real-life Mystia's Izakaya!
⇒ Cosplay at the club fair gets all the attention!
⇒ Fumos are very recognizable/marketable!
⇒ PoFV CPU v. CPU catches eyes with danmaku!

While you can limit your events to university students, <u>bringing in</u> the local Touhou community can be fun!
⇒ Local conventions are a great place to meet people!
⇒ Alumni Touhou fans are a great connection!
⇒ Look for fans in spaces like arcades or bookstores!
⇒ Some events at the university are community-wide events, this is a great opportunity to invite people!