

NOTREDAMEDAY.ND.EDU



AREAS OF INTEREST HANDBOOK

PROUD TO BE 



WHEN IS IT?

Date: April 24-25

Start Time: 18:42 Eastern Time (6:42 pm ET)

End Time: 12:00 am on April 26

WHAT IS IT?

29-hour streaming broadcast, digital content, social media engagement and on-campus events inspiring the entire Notre Dame family to give back to the University, specifically to the area(s) of Notre Dame they most love.

The 29 hours of content will showcase compelling stories of the good works being done by Notre Dame Alumni, Students, Family, and Friends.

HOW CAN I PARTICIPATE?

- 1. Give and Vote:** Donate \$10 to your area of choice and receive 5 votes to distribute as you see fit. The votes determine how the \$1 Million Challenge Fund will be distributed. In 2015, each vote was worth \$14.83. The value of each vote in 2016 will depend on the total number of votes cast.
- 2. Watch:** Tune in to our 29 hour broadcast to keep up with the voting leaderboard, and catch all the great content we will be sharing.
- 3. Stop by:** Come by the Social Media Lounge in LaFortune during the broadcast to hangout, be featured in the broadcast, and have the ability to engage with the Notre Dame family through your social networks. Coffee and cookies for all!

HOW DOES THE \$1 MILLION CHALLENGE FUND WORK?

Each person who donates \$10 on Notre Dame Day receives 5 votes. With these votes, each person has the opportunity to choose from over 800 Areas of Interest representing various programs, halls, and initiatives of the Notre Dame family.

The \$1 Million Challenge Fund will be divided among all vote-earning AOs based on the portion of votes they receive. For example: Your preferred area receives 1% of all the votes cast, your area receives 1% of the \$1 Million Challenge Fund (\$10,000).





OK, NOW WHAT?

Again, the portion of the Challenge Fund your group will receive is up to you! Activate your social network and encourage people to cast their votes! Come to the social media lounge with your friends to have the opportunity to reach the broader Notre Dame family!

ON APRIL 18 THE GIVING AND VOTING BEGINS!

NOTREDAMEDAY.ND.EDU will serve as the hub where you can watch, give, and vote!

Each person who makes a \$10 gift will receive five (5) votes to cast for the area(s) of the University they love the most.

Although giving and voting will begin on Monday April 18, the leaderboard will not be visible until the start of Notre Dame Day on April 24, 18:42 ET.



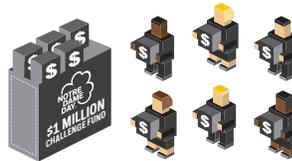
A global celebration of the Notre Dame mission that engages, informs, and inspires people to take action and give back.

BEGINS APRIL 24
18:42 EASTERN TIME
(6:42 PM)

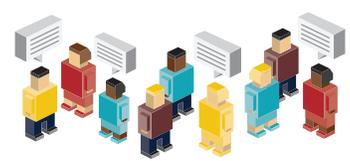
NOTREDAMEDAY.ND.EDU
#NDday

BEFORE NOTRE DAME DAY

1 The ND Day Challenge Fund commits to \$1 Million thanks to gifts from Notre Dame benefactors.

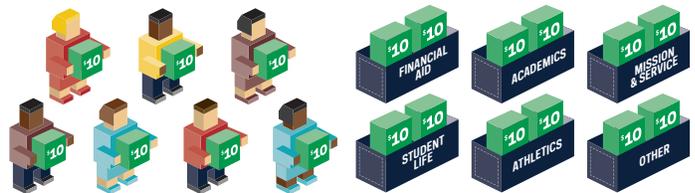


2 ND community spreads the word about the opportunity for areas they love most to earn a portion of the \$1 Million Challenge Fund.



ON NOTRE DAME DAY

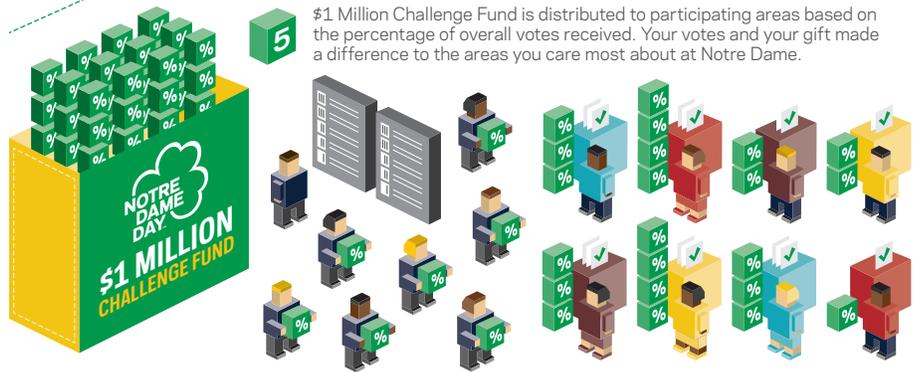
3 Make a gift (minimum \$10) and receive 5 votes for the Challenge Fund Competition. Your gifts benefit areas of greatest need throughout ND!



4 Cast your 5 votes to distribute the \$1 Million Challenge Fund to what you love most at Notre Dame. If you choose to make another gift, you will receive 1 additional vote. Watch the competition heat up!



5 \$1 Million Challenge Fund is distributed to participating areas based on the percentage of overall votes received. Your votes and your gift made a difference to the areas you care most about at Notre Dame.





LETTER TEMPLATE

Dear < > ,

We are excited to announce our participation in the 3rd Annual Notre Dame Day on April 24-25. This day is an exciting time when the Notre Dame family comes together to celebrate and support through giving to what each of us loves the most about the University.

There are various ways in which we encourage you to participate:

Starting at 6:42 pm ET on Sunday, April 24, tune-in to a live broadcast on NOTREDAMEDAY.ND.EDU. The Broadcast will run for 29-hours (Through midnight on April 25). It will showcase stories about the good work being done through Notre Dame Alumni, Students, Family and Friends, as well as live interviews, special musical performances, and surprise guests. It is not something you'll want to miss!

Give and Vote

Visit NOTREDAMEDAY.ND.EDU to make a \$10 gift and receive five (5) votes!* Once you receive these votes, please consider voting for <AREA OF INTEREST>. In 2015, each vote represented \$14.83! This is your chance to make a \$10 gift that has a total impact of over \$70!**

After You Vote

Share your participation on social media by using #NDday to inspire others to vote for <AREA OF INTEREST>! Once again, each vote that you can help us get will directly impact the portion of the \$1 Million Challenge Fund we receive.

Thank you for being a passionate member of the Notre Dame family. It is this unmatched passion that makes everything at the University, including Notre Dame Day, a possibility!

Sincerely,

<YOUR NAME>

*Each additional gift (minimum of \$10) will receive only one (1) vote per gift.

**The value of each vote in 2016 will depend on the total number of votes cast.

NOTRE DAME DAY BRAND STANDARDS

As you put together your marketing materials for Notre Dame Day, please visit <http://proudtobe.nd.edu/notre-dame-day/brand-standards>. There you can find all graphic assets necessary to effectively promote your Area of Interest on Notre Dame Day!





FAQS

When will Notre Dame Day take place?

Notre Dame Day will be broadcast for 29 hours and 18 minutes. The event will begin at 18:42 Eastern Time (6:42 pm ET) on April 24 and end at 11:59 pm ET on April 25.

How do I watch?

To watch the LIVE broadcast, go to NOTREDAMEDAY.ND.EDU. Starting at 6:42 pm ET the opening kick-off for Notre Dame Day will begin. Exciting stories, live musical performances, and competitions will be featured throughout this 29-hour LIVE broadcast. Notre Dame Day will conclude at 11:59 pm ET on Monday, April 25th. You will not want to miss a minute of the broadcast!



How do I make a gift?

To make a gift during Notre Dame Day, go to NOTREDAMEDAY.ND.EDU, click the "Give & Vote" button, and follow the directions provided. Thank you!

What do I do with my votes?

For each minimum \$10 gift, you will receive five (5) votes*. You can cast your vote for the areas of the University that mean the most to you - whether it be a college, department, program, residence hall, student club, Notre Dame Club, or sport. *Note: each additional gift (minimum of \$10) will receive only one (1) vote per gift.

Why do votes matter?

Your votes will help determine the allocation of a \$1 Million Challenge Fund that will be awarded to areas based on the percentage of votes.

Is there a minimum donation amount?

Yes, there is a minimum \$10 gift to participate.

Why don't I receive more votes for a larger gift?

At Notre Dame Day's core is the concept of equity. It is designed so each donor receives the same amount of votes so that those with larger philanthropic means do not dominate the distribution of the \$1 Million Challenge Fund.





Can I give and vote early?

Yes! You can give and vote beginning on April 18th. However, the leaderboard will not be visible until the start of Notre Dame Day on April 24, 18:42 ET.

Can I send a gift by mail or phone?

Yes, you can. However, you must make a gift online or by phone to receive votes.

Will my contribution be tax deductible?

Yes. You will receive a tax receipt via email after you make a gift.

Will my gift count towards my Football Ticket Lottery eligibility?

Yes. You can review the requirements for the Football Ticket Lottery here.

I have a monthly credit card donation set up, how can I vote?

Thank you for your ongoing generosity. Because of the unique nature of this event, you will have to make an additional gift on Notre Dame Day in order to receive and cast votes.

I just mailed my donation check. Will this count for Notre Dame Day?

Thank you for your ongoing generosity. Because of the unique nature of this event, you will have to make an additional gift on Notre Dame Day in order to receive and cast votes.

When is the Challenge Fund deposited in our University account?

Your percentage of the Challenge Fund will be deposited in your University FOAPAL account in August of 2016. Please remember the \$10 gifts themselves will be deposited into your FOAPAL account as the donor services team processes these gifts.

I am having trouble with my gift. Who can I call?

Please call our Donor Experience team at 574-631-5198

If you have a question that is not addressed, please contact us at NDDAY@ND.EDU.



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