



NOTRE DAME ATHLETICS GROUP TICKET FUNDRAISING PROGRAM

Guidelines for Coordinating Your Group's Fundraiser

The following guidelines are designed to help you promote and organize a successful fundraising event on the campus of the University of Notre Dame for a Fighting Irish baseball or softball game. It is a very simple process to coordinate this fundraiser, along with being fun and an easy way to generate money for your group. The information contained below is a how-to-guide is meant to provide direction for your fundraiser. You may need to adapt these suggestions to fit your current situation. Please remember that, per NCAA rules, this fundraiser is not available for **HIGH SCHOOL** organizations or those with **HIGH SCHOOL AGED MEMBERS**.

STEP 1- Select a Date for Your Fundraiser/Group Outing

1. The Irish baseball team has 24 home dates to choose from and the softball team has 14 home dates to choose from this season. Pick a date(s) that will work best for your coaches and teams.
2. Once you have chosen your date, you should also select a deadline for taking all orders. This deadline should allow you enough time to issue tickets, coinciding with the distribution method you have select.

STEP 2- Promote Your Fundraiser/Group Outing

Customized Event Flyers & Order Forms

Notre Dame athletics will provide a specialized flyer to help you promote your event, and a customized order form. The flyer and order form will include your organization's name, the date and time of the event, and specifics on how fans can participate. The flyer and order form can also include your organization's logo, if you provide an electronic version. These flyers and order forms will be sent to you in acrobat (.pdf) format so you may distribute them via e-mail as well.

Memos/E-mails

Once your Irish softball game date is reserved, get the word out as soon as possible in a weekly newsletter, memo or e-mail. “Plant the seed” with the basic details such as date, time, Irish opponent, and ticket order information. Also, let people know how their contributions will be utilized within your organization. Get people thinking and talking about the event, while providing information and order forms through databases, group functions, and/or newsletters.

Below are suggested groups of people to include on your contact list:

- Coaches
- Teachers
- Parents
- Family Members
- Friends
- Businesses in the community

Announcements at meetings and local events (School Board, Team and Parent Meetings)

Be sure to make announcements about your fundraising event at all school board meetings and parent meetings prior to your event. Extra fundraising materials available for meeting attendees to pick up are always a good idea.

STEP 3- Taking Orders & Collecting money

1. Distribute customized order forms to all players and coaches. Send order forms via email as well. The order deadline will be included on the order form.
2. The order forms and all checks should be returned in an envelope marked “Irish Baseball Fundraiser”, or “Irish Softball Fundraiser.” Checks should be made payable to your organization or contact person.
3. Using the collected order forms, keep a record of who places orders, number of tickets ordered, etc.

Choose one of these options to fit your needs...

Pre-paid Option: If you prefer to sell tickets directly to participants, you can purchase your tickets from the Notre Dame Sports Marketing Department before you begin selling.

However, **unused and unsold tickets cannot be returned or exchanged.**

1. Purchase a block of tickets (minimum 50 tickets) for \$1/ticket.
2. Sell tickets directly to participants for \$4 per ticket and keep the proceeds.
3. You may make additional orders up to 2 weeks prior to the event.

Voucher Option: If you would like to have something physical to provide your participants when they make their purchase and do not want to pre-order tickets, you can elect to use our “voucher option”.

1. Notre Dame will provide “Fundraiser Admission Vouchers” for you to give to each participant who signs up for tickets on your order forms.
2. Vouchers can be redeemed for game tickets at a table near the entrance to Eck Stadium or Melissa Cook Stadium, which must be staffed by a representative of your organization on game day.
3. Your organization is responsible for ensuring that each voucher distributed corresponds with that order form. (Notre Dame is not responsible for vouchers that were improperly distributed, or for distribution of tickets to voucher holders.)

STEP 4- Purchasing Your Block of Tickets

After tallying your ticket numbers (the minimum number is 50), the fundraising coordinator should contact the Notre Dame Sports Marketing office at (574) 631-8393 to work out the details. Ticket purchases must be made at least 2 weeks before the event and may be purchased via check or credit card. Tickets may be purchased Monday - Friday from 9 am - 5 pm. Your organization will keep \$3 for every \$4 ticket sold. The remaining \$1 per ticket will go to the University of Notre Dame.

STEP 5- Ticket Distribution

Ticket distribution is the final step. Tickets should be distributed close to the game day. All tickets are general admission, so you will not need to worry about seating family members and friends together.

Pre-Paid Option: If you selected this option, tickets will be distributed on location at the time of purchase.

Voucher Option: If you selected this option, you will be distributing your tickets at Eck Stadium (baseball) or Melissa Cook Stadium (softball) on the day of the game.

1. Please have your organization’s representative arrive at least 1 hour and 30 minutes before the start of the game to handle voucher redemption.
2. Your table will be available at the entrance to Eck Stadium or Melissa Cook Stadium for your organization to distribute tickets. You will need to staff the table from 1 hour prior to the game until at least 45 minutes after the game has started.
3. You should have all order forms at the fundraiser table on the day of the game, and verify each participant’s order form when they redeem their voucher through a photo ID.
4. Notre Dame is not responsible for vouchers that were improperly distributed, or for distribution of tickets to voucher holders.

Extra Incentives

Participating groups will receive the following:

- ❖ Free admission for all group members to the game that day.
- ❖ Option to set up information on the marketing table located inside the stadium to promote your group or upcoming events.