



Don't miss it! Join us!
BEGINS APRIL 26

18:42 EASTERN TIME (6:42 PM ET)

NOTREDAMEDAY.ND.EDU

#NDday

WATCH THE
29 LIVE
HOUR BROADCAST

WITH
100s OF COMPELLING
STORIES

GIVE AND VOTE TO DISTRIBUTE
\$1 MILLION
TO WHAT YOU LOVE AT NOTRE DAME

+
THE SHIRT 2015
IS UNVEILED!

TWEET, LIKE & SHARE



- Participate with Notre Dame Day through social media
- Follow, retweet, like, and share:
 - @ProudtobeND
 - Facebook.com/ProudtobeND
 - #NDday



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

**BEGINS
APRIL 26**

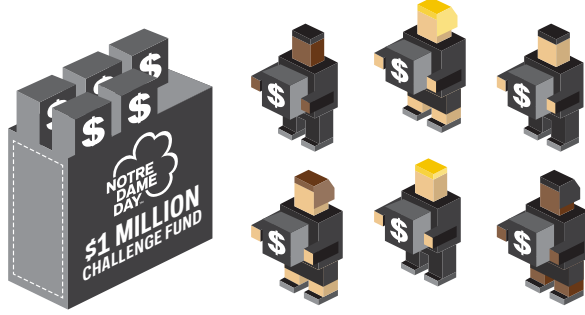
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BEFORE NOTRE DAME DAY

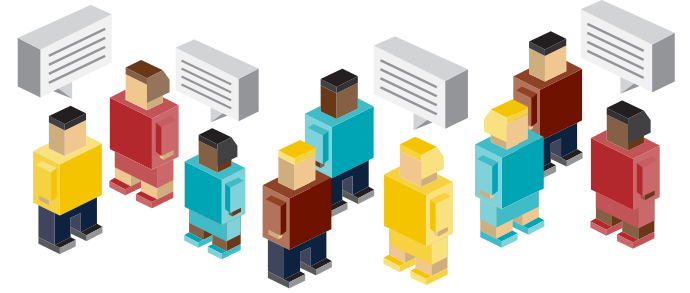
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The ND Day Challenge Fund commits to \$1 Million thanks to gifts from Notre Dame benefactors.



2

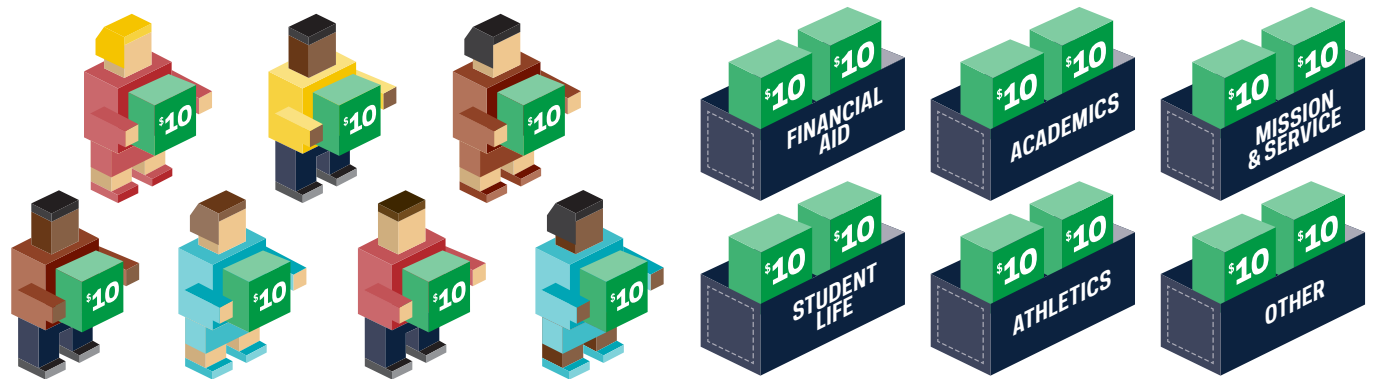
ND community spreads the word about the opportunity for areas they love most to earn a portion of the \$1 Million Challenge Fund.



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!



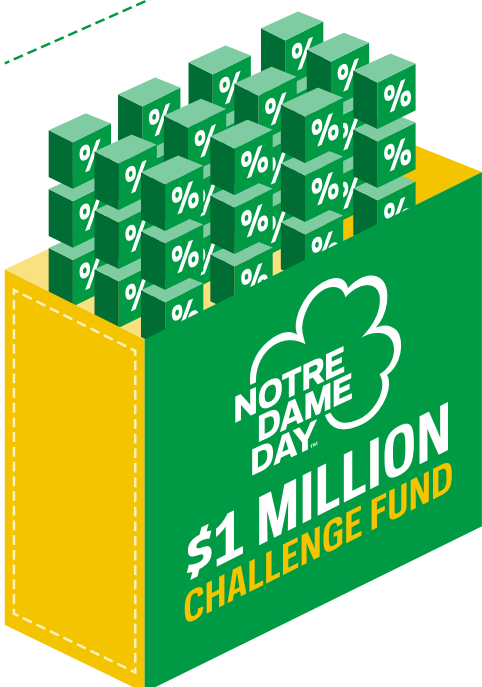
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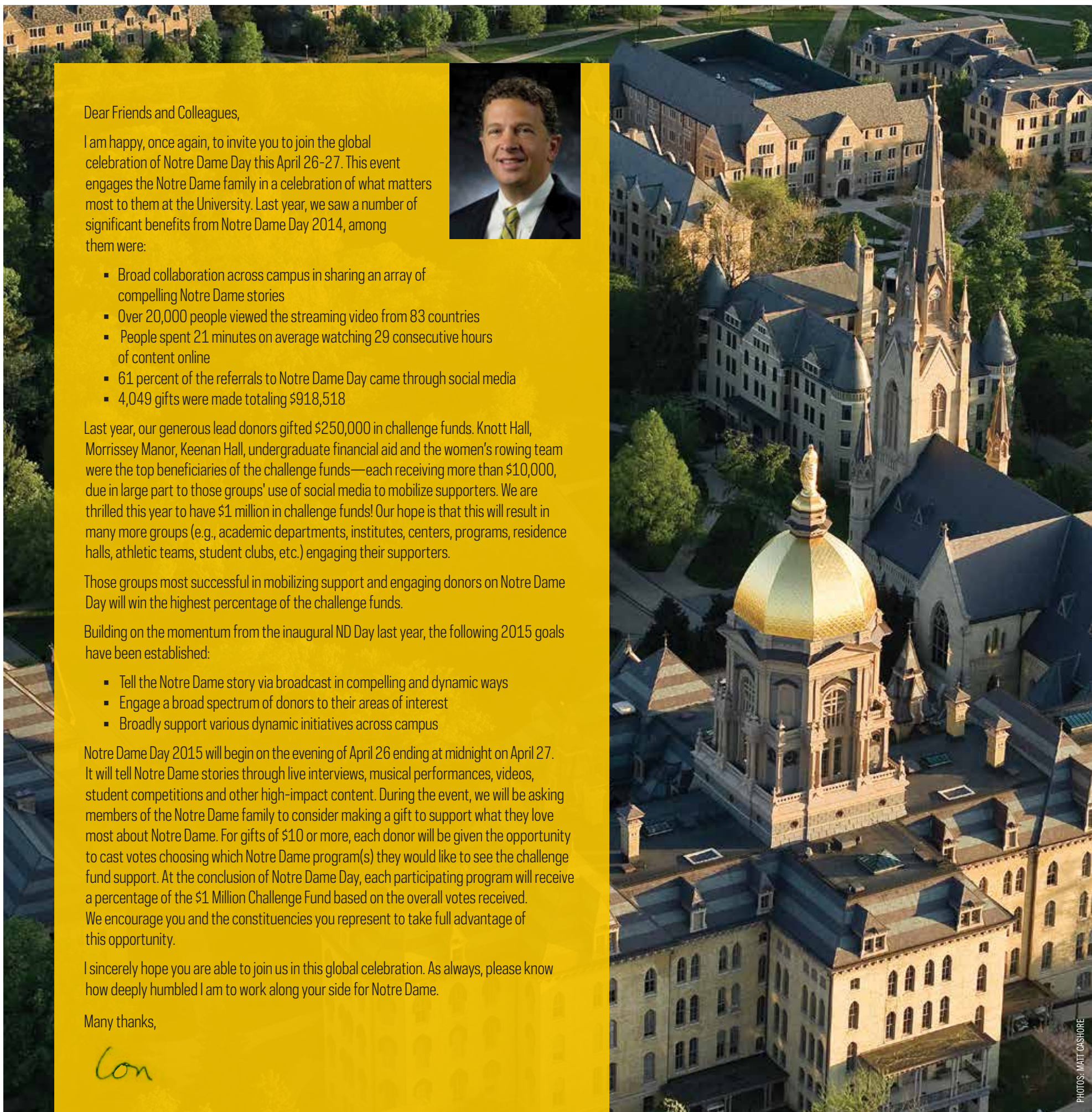
Cast your 5 votes to distribute the \$1 Million Challenge Fund to what you love most at Notre Dame. If you choose to make another gift, you will receive 1 additional vote. Watch the competition heat up!



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.





Dear Friends and Colleagues,

I am happy, once again, to invite you to join the global celebration of Notre Dame Day this April 26-27. This event engages the Notre Dame family in a celebration of what matters most to them at the University. Last year, we saw a number of significant benefits from Notre Dame Day 2014, among them were:

- Broad collaboration across campus in sharing an array of compelling Notre Dame stories
- Over 20,000 people viewed the streaming video from 83 countries
- People spent 21 minutes on average watching 29 consecutive hours of content online
- 61 percent of the referrals to Notre Dame Day came through social media
- 4,049 gifts were made totaling \$918,518

Last year, our generous lead donors gifted \$250,000 in challenge funds. Knott Hall, Morrissey Manor, Keenan Hall, undergraduate financial aid and the women's rowing team were the top beneficiaries of the challenge funds—each receiving more than \$10,000, due in large part to those groups' use of social media to mobilize supporters. We are thrilled this year to have \$1 million in challenge funds! Our hope is that this will result in many more groups (e.g., academic departments, institutes, centers, programs, residence halls, athletic teams, student clubs, etc.) engaging their supporters.

Those groups most successful in mobilizing support and engaging donors on Notre Dame Day will win the highest percentage of the challenge funds.

Building on the momentum from the inaugural ND Day last year, the following 2015 goals have been established:

- Tell the Notre Dame story via broadcast in compelling and dynamic ways
- Engage a broad spectrum of donors to their areas of interest
- Broadly support various dynamic initiatives across campus

Notre Dame Day 2015 will begin on the evening of April 26 ending at midnight on April 27. It will tell Notre Dame stories through live interviews, musical performances, videos, student competitions and other high-impact content. During the event, we will be asking members of the Notre Dame family to consider making a gift to support what they love most about Notre Dame. For gifts of \$10 or more, each donor will be given the opportunity to cast votes choosing which Notre Dame program(s) they would like to see the challenge fund support. At the conclusion of Notre Dame Day, each participating program will receive a percentage of the \$1 Million Challenge Fund based on the overall votes received. We encourage you and the constituencies you represent to take full advantage of this opportunity.

I sincerely hope you are able to join us in this global celebration. As always, please know how deeply humbled I am to work along your side for Notre Dame.

Many thanks,

Con

PHOTOS: MATT CASHORE



Watch

Watch LIVE in-studio performances by talented students, interviews with Notre Dame celebrities and your own colleagues talking about what makes this place so special.

Stories include one of the world's only traditional bellmakers who practices right here on campus, alumni starting businesses which help people in need, and high school graduates whose dreams came true the day they received an acceptance letter from the University of Notre Dame.



Give and Vote

Notre Dame Day is a chance to celebrate and give to what you love most about the University. On Notre Dame Day, make a minimum \$10 gift and receive five (5) votes which you may cast to the area of interest(s) which you would like to receive a portion of the \$1 million. The areas of interest will receive a respective portion of the \$1 million to their total votes.



Celebrate with us!

Because of your time and talents, Notre Dame is able to be a force for good in this world. We would not be able to host such an event without the extraordinary work you do each day to make the Notre Dame mission possible.

In appreciation of your dedication to the University, we will be hosting our faculty and staff at events throughout the day on Monday, April 27. Wear your ND gear that day. Please stay tuned for more information to come!



Why April 27?

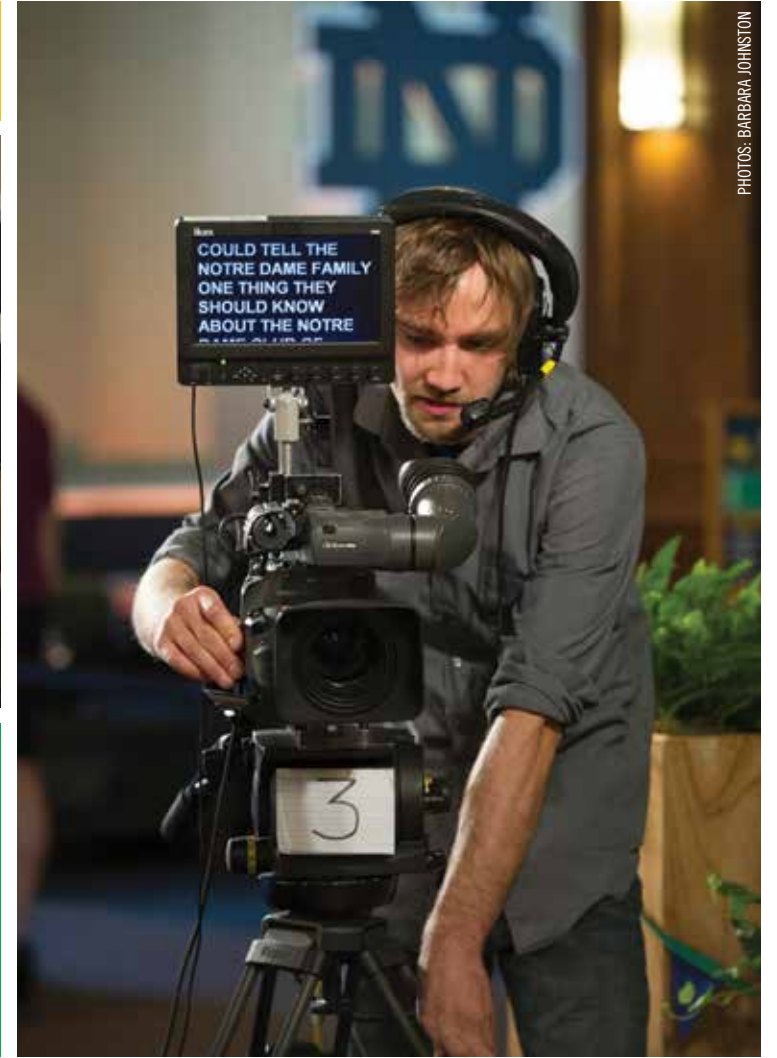
April 27, 1879, marked a seminal moment in the history of the University of Notre Dame. On this day, Father Sorin walked through the ruins of a devastating fire. It is a day when the University could have ceased to exist.

As soon as the bricks cooled, Father Sorin inspired the entire community to rebuild.

On April 27, the University celebrates Notre Dame Day, honoring this bold vision and the incredible work of Our Lady's University.

NOTRE DAME DAY 2014

A LOOK BACK AT LAST YEAR ...



PHOTOS: BARBARA JOHNSTON



NOTREDAMEDAY.ND.EDU



The Shirt will be unveiled live on Notre Dame Day, April 26 at 6:57 p.m. ET.

Watch Live at notredameday.nd.edu or, join us at the Hammes Notre Dame Bookstore and see the unveiling in person!

Be a part of the celebration from the beginning!

DON'T MISS IT!