



Prostate Cancer Awareness Education (PACE)

BACKGROUND:

In 2003 the Notre Dame Senior Alumni Board was given the responsibility of the PACE initiative by the Alumni Association. The initial and only focus was on prostate cancer. This focus was expanded in 2009 and currently also includes breast cancer.

This workbook is specific to prostate cancer and to the program begun in 2008 called “Bat for the Cure”. Bat for the Cure is a 501 (c3) charity dedicated to the proposition of raising awareness for and promoting early detection and improved treatment of prostate cancer and providing financial support for its cure. Notre Dame’s involvement is strictly in promoting awareness and early detection, and is not financial in any way.

What is the Notre Dame Bat for the cure program? Simply: Bat for the cure arranges prostate cancer information nights in minor league baseball parks throughout the entire United States during the minor league season which runs from April to September each year. Notre Dame’s role is to assist by providing volunteers through local Notre Dame Clubs. In 2008 there were 72 scheduled information nights and Notre Dame supported 25 of these games. In 2009 the number of games increases to 128 and Notre Dame supported 63. In 2010 the number of games increased to 132 and Notre Dame supported 70.

The process that makes this program successful has four significant parts – Bat for the Cure, an NDSA program administrator, the NDSA Regional Director, and the local Notre Dame Club. This workbook provides the general responsibility guidelines for each of the four segments, actual copies of reports, and recommendations.

Thank you for your support of this important initiative.

**BAT FOR THE CURE
MINOR LEAGUE BASEBALL -- PROSTATE CANCER AWARENESS
GUIDELINES**

Part 1: Responsibilities of BAT FOR THE CURE

- Will be the direct contact with the baseball club to make the call to arrange the scheduled date and a rain out date. Also, contact the baseball club if a re-schedule is necessary due to the absence of volunteers.
- Will provide to NDSA a minor league directory of baseball team information and contacts.
- Will arrange to have all the printed handout material and blue wrist bands sent directly to the ball park
- Will arrange for admission into the ball park at the will call window (or area designated by the baseball team) for the individuals identified by Notre Dame.
- Will arrange with the baseball team to have all the materials sent back to Bat for the Cure following the game
- Will primarily work directly with the NDSA Administrator, but will respond directly if contacted by a Notre Dame Club or individual.
- Will provide to NDSA an email of the confirmed baseball clubs, dates, and club contact. Please note the following email example from the 2011 season:.

RECEIVED JUNE 17, 2011 FROM BAT FOR THE CURE

DATE CHANGES:

*HUNTSVILLE: 6/19 (FROM 7/3)
INLAND EMPIRE: 8/19 (FROM 6/19)
PORTLAND: 6/23 (FROM 6/11)
ROUND ROCK: 8/23 (FROM 8/5)
SOUTH BEND: 7/6 (FROM 6/17)*

NEW SCHEDULED GAMES

*HUDSON VALLEY 8/5 Kevin McGuire, Dir. Promo. 845-838-0094
kevin@hvrenegades.com
OMAHA 8/4 (8/8) Jason Kinney, Dir. Merch. 402-738-5104 jasonk@omahastormchasers.com
SALT LAKE 8/26 6:35P Chance Fessler, Dir. Game Ops. 801-350-6912 cfessler@slbees.com
SAN JOSE 7/7 Ainslie Walter, VP, Sales 408-297-1435 ansliewalter@sjgiants.com*

INDEPENDENTS

ROCKLAND 7/16 (8/20) Brett Kaufman, AE, 845-364-0009 bkaufman@rocklandboulders.com

Add on Note: The date in parenthesis for a new scheduled game is a rain out
This is the source data for the NDSA Director spreadsheets

Part 2: Responsibilities of ND BAT FOR THE CURE ADMINISTRATOR

- Will serve as liaison to Bat for the Cure
- Will convert the Bat for the Cure specific game information onto an Excel spreadsheet by Notre Dame Region and send it to the NDSA Regional Directors. This spreadsheet will be revised as necessary (anticipate 12 to 17 versions throughout the season) as new scheduled dates are provided by Bat for the Cure. This communication will be done by email.
- The spreadsheet will have the following information:
 1. Column A Name of baseball team
 2. Column B NDSA Region
 3. Column C State
 4. Column D Count (to record the number of games)
 5. Column E Scheduled game date
 6. Column F Scheduled rain date if necessary
 7. Column G ND Volunteers 1 = Yes, 0 = No
 8. Column H ND club with opportunity for game
 9. Column I Notification date if ND is a Yes or No
 10. Column J Baseball team contact information
 11. Column K ND lead volunteer name and email address
- Will communicate to Bat for the Cure the baseball games where ND will and will not be able to provide volunteers. Done by email and phone.
- Will provide Bat for the Cure with the name of the ND club Lead Volunteers when received from the NDSA Regional Directors for admission into the park by email or phone.
- Will maintain a master record of ND club participation in the 2011 minor league season
- Will provide the contact name of the baseball team so the local Notre Dame club will know whom to ask for upon arrival at the ball park by email to the NDSA Regional Director.
- If there is turnover in any NDSA region, will function as the Bat for the Cure contact in that NDSA Region until a replacement is in position.
- Will provide NDSA Board and Executive Committee with updates and a final year end report.
- The regional report has the following information:
 1. Column B ND Region (from column B on spreadsheet)
 2. Column C At Bats (scheduled games from sum of column D on spreadsheet)
 3. Column D Hits (number of 1's in column G of spreadsheet)
 4. Column E Outs (number of 0's in column G of spreadsheet)
 5. Column F Batting average (Hits / total games)
 6. Column G ND clubs participating (names of each ND club and number of games in which they participated)
 7. Column H ND clubs not participating (names of each ND club unable to participate)

Part 3: Responsibilities of NDSA REGIONAL DIRECTORS

- Manage their region using the Excel spreadsheets. Be alert to changes or additions to your region as successive spreadsheets will be generated as we move through out the baseball season. New data will be in GREEN the first time it appears on a spreadsheet.
- Contact the local ND club by phone or email as soon as you get notified of a scheduled date that has been agreed upon between the baseball club and Bat for the Cure. Notification can be either a call or individual email from the NDSA Administrator or it is reflected on an updated spreadsheet.

The following are recommendations to assist NDSA Regional Directors in contacting their clubs:

It is very important to contact the local ND club as soon as you are notified by the NDSA Administrator. Lead times between the first notice to actual game date can vary from 3 weeks to 5 months.

Early contact of the local Notre Dame club provides them with the following:

1. additional time to locate volunteers
 2. lead time to coordinate their Camaraderie club “night at the baseball park” event.
 3. Provides Bat for the Cure additional lead time to secure volunteers for all the games ND is unable to provide volunteers.
- Recommended methods of contacting ND clubs
 1. Focus on contacting the President or Senior Alumni Coordinator in the club. If the club participated in a previous season and you know the volunteer(s), reference them when contacting the club.
 2. To determine who to call at a ND Club, here are a few tips:
 - Look up the club in the Alumni Association club locator. Go on the alumni association web page www.alumni.nd.edu, sign in to MY NOTRE DAME and click on Alumni Club locator. Then click on the club you need and it will give you the names of all the Clubs and the club Presidents.
 - When you get the presidents name you can research that individual in MY NOTRE DAME it will give you a phone contact number. It may link you to the club web page and look for their listing of Officers.
 - If you know the President’s class year you can look him /her up in MY NOTRE DAME and get contact information as well
 3. The Alumni Association can provide all NDSA Directors with a listing of club Presidents and their contact information – you can use that also.
 4. In the Alumni Office, Ms Katie Zakus Dale can be contacted and she will also be able to provide you with local club contact information.

Part 4: Responsibilities of the LOCAL NOTRE DAME CLUB

- Determine if they can provide volunteers for the specific game as quickly as possible. Communicate the decision to their NDSA Regional Director.

Notre Dame Senior Alumni (NDSA)

Bat for the Cure (BFTC) Game Day Preparation

In selecting your 3-5 volunteers, it is desirable, but not required, to have a Prostate Cancer survivor in the group. Volunteers can be Notre Dame Alumni or Alumnae, spouses, family members and friends of Notre Dame. They do not have to be members of a Notre Dame Club. Wives of Prostate Cancer survivors make excellent volunteers as they can relate to spouses. Prostate Cancer is gender specific, but conversation and handing out informational material is not.

The Club Lead Volunteer is asked to contact the local Baseball Team, confirm that their Club will cover the BFTC Table, provide his/her name, phone, email address and the number of Club volunteers that will need free game passes. It is not necessary to give the names of individual volunteers. Please email or call your regional NDSA Director when the Club has confirmed the game date with the Baseball Club.

Wear Notre Dame clothing/hats. Many fans will see the Notre Dame logo and approach the table. This is your chance to tell them that Notre Dame Clubs have a Cancer Awareness Program and are partnering with the Ed Randall BFTC Foundation.

Arrive at the Ball Park 30 to 45 minutes before the gates are opened to the public (not at game time). You may want to call the Team Contact the day before the game to verify the start time. Report to the "Will Call Window", identify yourself, ask for the Team Contact and pick-up your game tickets. The Team

Contact will take you to the BFTC table. On the table will be a BFTC provided box containing promotional material. Notify the team contact if the box is not there.

The Box will contain the following BFTC Promotional Material:

1. Blue Wrist Bands. The wrist bands are for players/umpires to wear during the game. They should have been removed by the Team Contact and taken to the locker room. If not, give them to the Team Contact.
2. Strike Out Prostate Cancer Today Palm Cards, the handout that is given to the fans.
3. Blue BFTC "Tattoos" for the kids.
4. Prostate Cancer Awareness Posters. The BFTC box will contain a roll of tape to hang the posters on the wall and table. Because it is usually windy on the concourse, you may want to bring some "Double faced tape" that seems to work better.
5. BFTC Data Base Registration Card. Used by BFTC to assemble and maintain a BFTC program data base. The Card will also register fans for a chance to win a 32" Blue Baseball Bat that will be signed by the home team. The Bat will be on display at the BFTC table until the winning name is drawn, usually around the 6th or 7th inning. One of the posters, mentioned in #4 above, is specific to the "blue bat" drawing. When the winning name is drawn, take it to the person designated by the Team Contact, usually someone in the Press Box, who will announce the winner and direct them to the

BFTC table to pick up the Blue Bat. Be sure to record the name of the winner and take picture to include in your event summary report.

6. BFTC Evaluation Survey Form and Ed Randall's Book on Prostate Cancer: BFTC has asked that each ND Club Volunteer Leader complete a short event evaluation form before they leave the ballpark. Also, there is a form for Club Volunteers to fill out if they would like a complimentary copy of Ed's book. There should be a postage paid envelopment in the BFTC box to return the forms. If

not, give them to the Club Contact. It is suggested that you be pro-active at the table in handing out promotional material. Do it in a professional manner as you are representing Notre Dame and the Ed Randall BFTC Foundation.

When you close the table (usually around the 6th or 7th inning, the traffic past the table is minimal), put all unused promotional materials inside the BFTC box and give it to the Team Contact including the evaluation form and requests for the Ed Randall book if there is no postage on the envelope. The Team Contact will return the box to BFTC.

After the game, please communicate your experience/comments in a Summary Report to your Regional Director and Paul Scagliarini, BFTC Administrator, (ndirish60@gmail.com). Paul will forward copies to BFTC. The Summary reports will be reviewed for possible publication as a Club "Best Practice"/ Success Story" in NDAA and NDSA publications. Also, be sure to include this NDSA Cancer Awareness BFTC Event in your Club Annual Club Report/Community Service Section.