



2024 NCAA MARCH MADNESS TOURNAMENT FUNDRAISER INSTRUCTIONS

A March Madness Tournament fundraiser can be a great way to get a kick-start your Rodman Ride fundraising (all proceeds go towards your Ride team – easy!).

MARCH MADNESS TIMELINE:

- Sell brackets through March 20th
 - Sell through newsletters, social media, email, etc.
- Bracket(s) can be built starting on Selection Sunday (3/17) through end of day on 3/20.
- The first game of the tournament begins on March 21st and the winner of the tournament will be announced on April 8th along with the trophy ceremony. This marks the END of March Madness, and you can announce your winners.

HOW TO GUIDE:

1. Determine how much you want to sell each bracket for (i.e. \$20 per bracket, one person can purchase up to 25 brackets).
 - a. ESPN allows a maximum of 25 brackets per person.
2. Set up a payment system to sell brackets (i.e. use PayPal on your website, organization Venmo, checks, etc.). **If you plan to put all funds towards your Ride fundraising, use your DonorDrive donate link.**
 - a. Make sure it's an easy system where you can track who bought brackets and how many per person. To see an example, please see the Rodman March Madness Fundraiser:
<https://givebutter.com/rfkmarchmadness2024>
 - b. **It's important to gather an email address for each bracket buyer.** After someone purchases a bracket(s), you will need to send the link to your ESPN March Madness Tournament Group so the bracket buyer can create their bracket(s) under your organization.
3. Create an ESPN account (it's free, just need your name and email address)
https://fantasy.espn.com/games/tournament-challenge-bracket-2024/?addata=tcmens2024_ncaam_web_fantasynav

- a. Click “Create Bracket” button to create your ESPN account and create your group.
 - b. It’s best to mark your group as private and create a password so no one from the public can access your group.
4. Determine prizes! Typically, groups have a 1st, 2nd, and last place winner. But you can determine what is best.
5. After you set up your March Madness group on ESPN, you can send the group link to all who bracket purchasers.
 - a. **Each bracket purchaser will need to sign up for ESPN to set up their brackets** (again, it’s free with a name and email address).
 - b. **It’s important you ask for each bracket buyer to include at least their first name in their bracket name.** This way you can easily determine the winner on April 8th.
6. Once the first game begins on 3/21, all brackets CLOSE and no one can edit or fill out their brackets after that.

Enjoy the tournament!
All that’s left to do is announce a winner on 4/8!