

## What is the difference between the Atlanta 2-Day Walk for Breast Cancer and other breast cancer walks?

- The Atlanta 2-Day Walk for Breast Cancer, produced by It's The Journey, Inc., raises money for Georgia breast health and breast cancer programs and all the money raised here, stays here in Georgia.
- The Atlanta 2-Day Walk for Breast Cancer allows walkers the choice of walking 30 miles over Saturday and Sunday, 20 miles on Saturday, or 10 miles on Sunday.

### Registration and Fundraising Minimums:

- 2-Day Walkers: \$150 registration + \$1,000 fundraising minimum
- Saturday Walkers: \$100 registration + \$750 fundraising minimum
- Sunday Walkers: \$100 registration + \$500 fundraising minimum
- 2-Day Student Walkers (ages 14-22): \$150 registration + \$500 fundraising minimum
- Sunday Student Walkers (ages 14-22): \$50 registration + \$250 fundraising minimum
- 2-Day and 2-Day Student Walkers registration fees of \$150 include your shared Saturday night hotel room, 4 meals over the weekend, your 2-Day victory shirt and transportation back to the Marriott after Closing Ceremonies.
- Saturday Only Walkers registration fees include breakfast, lunch and your 2-Day victory shirt. NOT included is your Saturday night dinner or hotel stay.
- Sunday Walkers and Student Sunday Walkers registration fees include breakfast, your 2-Day victory shirt, and transportation back to the Marriott after Closing Ceremonies.
- Members of walking teams may share fundraising dollars.
- Since 2003, the Atlanta 2-Day Walk for Breast Cancer has raised \$13 million and has awarded 271 grants across Georgia.

## Registration

### How do I register to participate in the 2-Day Walk?

You can [register online](#) as a walker or crew member. You can also [download](#) the registration form and mail it to:

It's The Journey, Inc.

270 Carpenter Drive, Suite 515,

Atlanta, Georgia 30328

Send via fax to 404-531-9111 or email to [info@2daywalk.org](mailto:info@2daywalk.org).

### Why does registration cost \$150?

100% of your registration fee is going directly to cover your shared Saturday night hotel room, 4 meals over the weekend, your 2-Day victory shirt and transportation back to the Marriott after Closing Ceremonies.

### Is my registration fee refundable if I cannot participate?

No, all registration fees are **non-refundable** and **non-transferable**.

### Will I receive a confirmation notice after I've registered?

If you registered online, you will receive your confirmation via email. If you do not receive a confirmation, please contact the office at [info@2daywalk.org](mailto:info@2daywalk.org) and we will send you a confirmation immediately.

## **How many days must I commit for the 2-Day Walk as a Walker or Crew Member?**

As a 2-Day Walker, your commitment is two days, Saturday and Sunday. As a Saturday Walker, your commitment is one day- Saturday only. As a Sunday Walker, your commitment is one day – Sunday only. As a Crew member, your commitment is three days (Friday/Saturday/Sunday) because you will need to attend the All-Crew Meeting on Friday afternoon, November 10, 2017 at the Marriott Marquis and pick up your credentials.

## **Walking Teams**

### **If we form a team, does each member have to raise the minimum amount?**

Yes, each member of a team is required to raise the minimum of \$1,000 per 2-Day Walker, \$750 per Saturday Walker, and \$500 per Sunday Walker. Individual team members that exceed their minimum can share their funds with fellow teammates by completing a [Transfer of Funds form](#). We encourage our teams to pass along their fundraising ideas so we can share them with other walkers.

### **Is there a charge to be a member of a team?**

No, there is no additional charge to join a team. Although some teams choose to have team shirts, parties, etc. Teams are set up and created by our walkers and are not sponsored by the Atlanta 2-Day Walk for Breast Cancer.

### **Do I have to do the training walks with my team only?**

No, you may participate in any training walk and you can recruit more members for your team. One of the greatest rewards of participating in training walks is meeting so many incredible walkers who each have their own story to tell.

### **Is there a minimum or maximum number of walkers you have to have to be a team?**

No, you can be a team of one or a team of hundreds. You can be a corporate team, a group of friends, a family, or a church or synagogue group. If you decide to sign up for the 2-Day Walk and wish to join a team, we can help you find one.

### **Are teams allowed to use the 2-Day logo on their team shirts?**

Yes, please visit the [Downloadable Information page](#) to download our logo. Designs must be approved through the It's The Journey office prior to printing. Please submit artwork to [info@2daywalk.org](mailto:info@2daywalk.org).

## **Volunteer Opportunities—Crew Members and Day Volunteers**

### **If I don't walk, how else can I help?**

There are two ways to volunteer for the Atlanta 2-Day Walk for Breast Cancer. You can become a Crew Member or a Day Volunteer. Below is a brief description of both. Please feel free to call the It's The Journey office at 404-531-4111 if you have any questions.

**Crew Member:** The 2-Day Crew is a very popular option to be involved in the 2-Day Walk, but please understand that crew positions are limited, and they fill up very quickly. As a crew member, you sleep in our host hotel and help produce the event. Crew members pay a registration fee of \$150 to cover their hotel and meals. 2-Day Crew members are not required to fundraise but we ask that crew members try to fundraise \$300. **If you would like to be adored by hundreds of walkers, then “crewing” is for you! If you would like more information about being a crew member for the event, visit our [Crew Overview page](#).**

**Day Volunteer:** A day volunteer pays **no registration fee** and there are two different options when it comes to being a Day Volunteer.

You can volunteer at the It's The Journey office whenever your schedule allows. Throughout the year, the staff of It's The Journey will need help with projects and at events outside of the office (2-Day Walk Kickoff, training walks, festivals, etc.). If you are interested in this type of day volunteer, please email [info@2daywalk.org](mailto:info@2daywalk.org) with the subject line "Volunteering at the Office."

A day volunteer also can assist at the office during the week of the walk, November 6-10, 2017. You can volunteer for multiple days or just one. If you are interested in being a Day Volunteer, please look back here in September 2017 for the volunteer form.

## Training Walks

### Is it mandatory to attend training walks?

No, but the 2-Day training walks are set up to help you prepare for our event, meet other walkers and interact with the 2-Day Walk staff, board, and crew. Beginning with our **first 3-mile training walk at our Kick Off event in March**, the 2-Day will sponsor one training walk in April, June, July, August and September. Of course, we encourage you to train on your own or with your team to build up to the 30 mile 2-Day Walk Weekend, November 11-12.

### What do I need to bring to a training walk?

All you need to bring to a training walk is identification and a big smile! The 2-Day will provide water and snacks at all training walks. Dress is important, so be sure to wear comfortable walking shoes and socks and clothes that wick away moisture. Layers are helpful for early morning walks.

## Donations and Fundraising

### How much money do I have to raise?

2-Day Walkers are required to raise \$1000; Saturday Walkers are required to raise \$750; Sunday Walkers are required to raise \$500; 2-Day Student Walkers (ages 14-17) are required to raise \$500; Sunday Student Walkers (ages 14-17) are required to raise \$250. Crew and Volunteers are strongly encouraged to also fundraise.

### What can I do to raise funds?

The first step is to ASK! You can build and customize your personal webpage and ask your friends and family to donate. You can also plan fundraisers such as car washes and bake sales. You can also get ideas from our [Fundraising](#) page. Training walks are great for meeting other walkers and learning about their fundraising success!

### Can I still walk if I do not raise my fundraising goal?

If you have not raised your funds by the beginning of the Atlanta 2-Day Walk for Breast Cancer, you will be required to provide the sum of half of your fundraising minimum (i.e. If your goal is \$1000, you will need to have raised or personally provide \$500 in order to receive your credentials to walk.) For the rest of your fundraising goal you will be asked to sign a commitment form.

### What happens if I cannot reach my 2-Day Walker fundraising minimum?

If you cannot reach the minimum of \$1,000 as a 2-Day Walker, you can change your Walker

status to a Saturday Walker (fundraising minimum \$750) or a Sunday Walker (fundraising minimum \$500). If you choose to switch from a 2-Day Walker to a Saturday or Sunday Walker **you will be forfeiting your Saturday Night Dinner and Saturday Night hotel stay.**

### **When do I have to have my funds turned in?**

All funds are due when you sign in for the Atlanta 2-Day Walk for Breast Cancer. If you have not raised your fundraising minimum, you will be asked to provide half of the sum of your fundraising goal, and sign a commitment form for the remainder.

If you sign a commitment form, you have until 4 weeks after the 2-Day Walk to complete your fundraising.

### **Why are we required to turn in funds prior to the event?**

Our vendors and the Marriott Marquis hotel require information prior to the event. Turning in funds early helps prevent us from paying for rooms and meals not being utilized. This helps us cut down on costs, which means more of the funds you raise go back to the breast cancer community.

### **To whom should a donor make the check payable?**

Please make out checks to the “Atlanta 2-Day Walk for Breast Cancer” or “It’s The Journey, Inc.” To facilitate processing, we also suggest that donors write your name (first name and last) in the memo section of the check. This will help us know who to credit, should the check become separated from the donation form. **(All donations should be attached to a [donation form](#).)**

### **What if a donor writes the check out to me?**

If the donor writes the check out to you, you should endorse it and write on the check “Make check payable to: Atlanta 2-Day Walk for Breast Cancer” or “It’s The Journey, Inc.”

### **What if the donor gives me cash?**

We recommend that you **do not** send cash by mail. If you receive cash, we ask that you write a check to It’s The Journey for the donated amount. Be certain to attach a completed [donation form](#) so that the donor receives credit for their donation.

### **Where should the donor mail the check?**

Donations can also be sent directly to the address on the donation form: It’s The Journey, Inc., 270 Carpenter Drive, Suite 515, Atlanta, GA 30328.

### **Are the donations tax deductible?**

It’s The Journey, Inc is a 501(c)(3) charitable organization; therefore **donations made directly to the Atlanta 2-Day Walk for Breast Cancer or It’s The Journey** are tax deductible.

### **Do you accept matching gifts?**

Yes, we encourage you and your donors to apply for matching gifts! However, we suggest that you do not depend on these funds as a part of your minimum balance. Some companies take longer to respond to matching gift requests than others and could leave you with an unmet fundraising goal.

### **What is the process for requesting matching gifts?**

Have your donor contact their employer to see if their donation qualifies as a matching gift. Your donor’s employer will inform them of the necessary steps to take to file the

request. [Click here](#) to see two lists of companies that support matching gifts. You can also use our [Double the Donation site](#) to see if your or your donor's company match gifts.

### **May I transfer funds to another person?**

Yes, you may transfer funds from person to person. The [Transfer of Funds form](#) **must be signed by the person transferring the funds** and not by the person receiving them. We also allow for transfers from team funds to individuals. These transfers **MUST** be signed by the TEAM CAPTAIN. Also, be mindful that transfers from team funds to individuals has a longer process and may take a week to be processed.

### **Where do the net proceeds from the walk go?**

The net proceeds from the Atlanta 2-Day Walk for Breast Cancer will benefit breast cancer programs that provide support, screening, diagnosis, awareness, counseling, and education programs throughout Georgia. [Click here](#) to view the current organizations who benefit from the funds we raise.

## **Event Logistics**

*(Please note that times are subject to change.)*

### **What times are the Saturday and Sunday Event Check-in, Opening Ceremonies, Saturday night dinner, Closing Ceremonies and the All-Crew Meeting?**

- Saturday Opening Ceremonies begin at 7:00 am.
- Sunday Opening Ceremonies begin at 7:30 am.
- Saturday Night Dinner: Saturday night dinner begins at 6:30 p.m. and is for 2-Day Walkers and Crew members.
- Closing Ceremonies: Ceremonies will begin at the conclusion of our walk on Sunday.
- All-Crew Meeting: The All Crew Meeting is mandatory and is held on Friday, November 10, 2017 at the Marriott Marquis hotel at a time to be determined.

### **How long will the All-Crew Meeting take?**

The All-Crew Meeting will be held on Friday, November 10, 2017 and will take approximately one hour.

### **Are there special hotel rates for Friday and Sunday evening at the hotel?**

Yes, we encourage you to stay at the Marriott Marquis on Friday night. **All reservations must be made through the [hotel reservation link](#).** 2-Day Walk hotel rates will be honored on Friday and Sunday nights – before and after the 2-Day Walk. For Friday and Sunday nights the hotel rate is \$130/night.

### **What if I can't walk the entire route each day?**

Our Sweep Vehicles will ride the route to keep an eye on all of our walkers. If at any time you feel you cannot continue, simply flag down a Sweep Vehicle and you will be "swept" to the next B'Rest Stop, lunch or back to the hotel. Please know that any amount of mileage you cover on this walk makes you a hero—a hero for getting involved and helping to fight breast cancer. You have succeeded by just being involved. Remember, it's not the walk – It's The Journey.

### **Will there be medical assistance at the event?**

Absolutely! As a walker, crew member or volunteer, your safety is paramount. Medical staff, provided by Piedmont Healthcare, will be onsite at every B'Rest Stop, at lunch and at the

Marriott Marquis and will be accessible for all of your 2-Day Walk related medical needs throughout the event.