

GEORGIA
2-DAY WALK
FOR BREAST CANCER

2021 Virtual Kick Off
Saturday, January 16th



House Keeping Notes

We know you will all have lots of questions. We will be muting everyone's microphones while we go through the presentation today.

If you have questions, we encourage you to submit those via the chat box. Once the presentation is concluded, we will answer as many questions as we can within the time available to us.

If your question is not answered today, you can email that to Whitney at wjones@2daywalk.org and she will forward that question to whomever on staff is best able to answer your inquiry.

GEORGIA
2-DAY WALK
FOR BREAST CANCER

Welcome

Stephani Tucker
Executive Director
It's The Journey

GEORGIA
2-DAY WALK
FOR BREAST CANCER

The Year Ahead for ITJ

- With your help, we made it through 2020! Thank you!
- We will still face obstacles in 2021, but together, we will overcome them.
- No Giving Gala for 2021 (we hope to bring it back in 2022).
- The 5K returns on Sunday, May 9th in Macon! Save the date!
- And now for the moment you've all been waiting for... what's happening with the 2-Day Walk this year??

GEORGIA
2-DAY WALK
FOR BREAST CANCER

Keeping Our Focus on What Matters

- **Our top priorities are and will always be:**
 - Your safety and well-being
 - Raising the funds our grantee partners desperately need in order to serve Georgia's breast health and breast cancer community
 - Their needs have only grown as a result of COVID-19, and we are doing everything we can to help fund their crucial work

“Seriously... just tell us already. What’s the plan for the 2-Day Walk?”

GEORGIA
2-DAY WALK
FOR BREAST CANCER

“We have to go back!!”

BACK 
TO THE 2-DAY

GEORGIA
2-DAY WALK
FOR BREAST CANCER

Our Game Plan for 2021

- **YES-** we are planning to hold an in-person event October 2-3 for the Georgia 2-Day Walk for Breast Cancer this year.
- **Yes-** we are planning on being back at the Atlanta Marriott Marquis
- **Yes-** we will once again have team and individual fundraising awards
- **Yes-** it is very possible we may have to make tweaks to the walk to ensure everyone's safety and well-being. Those details will be announced as we get closer to October based on the state of COVID-19 and the City of Atlanta's requirements.
- **Yes-** we **WILL** still also be using the MoveSpring software to train!
- **Yes-** we have a Plan B (and Plan C & D... seriously)!

Walker Services: Jon McMurdo

- Yearlong fundraising (January – December) for the 2-Day Walk going forward
- Drawing the winner for the Walk for One Whistle Stop Inn Raffle at the end of today's call!
- \$35 registration 2020 Experience walkers: join us in-person 2021 2-Day Walk

Walker Services: Jon McMurdo

- Kick Off Discount running until January 23!
 - \$30 off 2-Day walker, student walker, crew, & youth crew registrations using code “**BACK30**”
 - \$20 off Sunday walker and student Sunday walker registrations using code “**FUTURE20**”
 - Already registered? Please help us spread the word!!

GEORGIA
2-DAY WALK
FOR BREAST CANCER

Walker Services: Jon McMurdo

- **50/50 Walker Fundraising Raffle during January:** <https://e.givesmart.com/events/jPW/>
- **Grandfathering 2020 student walker registrations and fundraising goals**
- **2021 “Walk for One”**
 - \$1200 is the amount it takes our grantees to take a patient through the breast cancer diagnostic process from start to finish. Will you “Walk for One” in 2021?

GEORGIA
2-DAY WALK
FOR BREAST CANCER

Fundraising Requirements: Linda Shein

- **50% of fundraising required to check in at the walk**
- **Transfer forms**
- **Reminder: 2021 fundraising goes through December 2021**
 - There will be an additional award for the team & individual that raises the most between October 4 through the end of the year. Details TBA!

Fundraising Tip: Linda Shein

- **Take advantage of recurring donations!**
- **What's a recurring gift? It's a donation that you automatically receive each month—no need to turn in checks or ask one-time donors for more funds, a donation goes directly into your account. Sounds pretty great, right? Recurring giving makes donations convenient for your supporters, so don't miss out! A monthly giving program can benefit your organization in other ways:**
 - Recurring donors give more over time.
 - They are more loyal and easier to retain.
 - They are more engaged, often giving additional gifts and volunteering.
 - Recurring donors can be steered toward higher giving levels.
 - Enabling recurring giving online makes administering giving easier

Source: Introduction, "A Nonprofit's Guide to Recurring Giving," Network for Good

GEORGIA
2-DAY WALK
FOR BREAST CANCER

Fundraising Tip: Linda Shein



Home

Donate to Linda Shein

Thank you for your generous donation.

Please provide your contact and payment information below. Your contact information is required to generate an electronic tax receipt which will be sent to the email address that you provide.

If you would like to download a paper donation form and send in a check donation, [please click here](#).

* Denotes required information

- Make a personal donation:
 Make your donation on behalf of an organization:

Log in with Facebook

Log in with your Facebook account to save time by prepopulating the form below with information from your Facebook account.

Your Facebook account data will never be used, distributed or stored without your consent.

 Log in with Facebook

* First Name:
* Last Name:

- **Recurring donations are an option on Frontstream!**

GEORGIA
2-DAY WALK
FOR BREAST CANCER

Fundraising Tip: Linda Shein

Your support matters to us, so Georgia 2-Day Walk for Breast Cancer would like to use your information to keep in touch about things that may matter to you. If you choose to hear from Georgia 2-Day Walk for Breast Cancer, we may contact you in the future about our ongoing efforts.

- Allow Georgia 2-Day Walk for Breast Cancer to contact me by email.
- I give Georgia 2-Day Walk for Breast Cancer permission to contact me by mail (post).

Display my name on the donor listing.

Display Name ?

Display my donation amount on the donor listing.

- **Recurring donations are an option on Frontstream!**

Matching Gift

Your employer may match your gift. Enter your employer name below to see if your company offers matching gift.

Employer Name

Payment Information


Payment Method:



GEORGIA
2-DAY WALK
FOR BREAST CANCER

Fundraising Tip: Linda Shein

Payment Information

Payment Method: 

* Donation Amount:

* Processing Date:

* Number of Installments:

* Credit Card Type:

* Credit Card Number:

* Cardholder's Name:

* Credit Card Expiration:

- Recurring donations are an option on Frontstream!

Fundraising Tip: Trudy Gray

- **Matching Gifts are a huge fundraising resource! Matching Gifts are a type of corporate philanthropy in which companies financially match donations that their employees make to eligible nonprofit organizations.**
- **ITJ partners with a company called Double the Donation. You can immediately check this site to see if your employer is a Matching Gift Company.**
- **Talk to your office's HR Department! They can help you get started.**
- **Companies that Support Volunteer Hours- Coming Soon!**

2021 Awards: Whitney Jones

- Fundraising awards are back for 2021! Please note that there are no residual award benefits for 2020 fundraising (aside from any banners or flags your team earned as an incentive in 2020).
- As a reminder, teams who raised \$10,000+ in 2020 have earned a vinyl banner with their team's name on it, and teams who raised \$25,000+ have earned a flag with their team's name on it to be used during Opening & Closing Ceremonies at the 2021 walk.
- Another reminder: to be considered for a team fundraising award, your team must have 10+ people on it. Teams of less than 10 are not eligible.

2021 Awards: Deadlines

- While fundraising efforts for 2021 will go through December, awards will be based off totals as of 12:00 pm on Wednesday, September 29.
- We encourage teams to have online donations processed even sooner (by Tuesday, September 28). Whatever the fundraising report says at noon on Wednesday is what awards will be based on. If a transaction has not fully processed, it will not be counted. Pledges do not count toward your fundraising total for awards consideration.
- Checks must be in the office, in staff hands BEFORE noon on the 29th. Checks received in the mail after noon will not be counted.

2021 Team Award Categories & Prizes

- **Highest Overall Fundraising Team:** Ambassador Suite at the hotel for walk weekend stocked with treats, certificate, VIP team table for Saturday Night Dinner, a TBA surprise on Sunday morning, gives away \$5,000 grant
- **Highest Fundraising Teams A-C:**
 - **Group A (30+ Members):** Executive Suite at the hotel for walk weekend stocked with wine & treats, certificate, VIP team table for Saturday Night Dinner, gives away \$4,000 grant
 - **Group B (15+ Members):** VIP team table for Saturday Night Dinner with wine, certificate, gives away \$3,000 grant
 - **Group C (10+ Members):** VIP team table for Saturday Night Dinner with wine, certificate, gives away \$2,000 grant

2021 Team Award Categories & Prizes

- **Vanguard Award:** VIP team table for Saturday Night Dinner with wine, certificate, gives away \$1,000 grant
- **Highest Per Capita Fundraising Team Award:** VIP team table for Saturday Night Dinner with wine, certificate
- **Most Improved Fundraising Team Award (by percentage):** VIP team table for Saturday Night Dinner with wine, certificate
- **Highest Fundraising Rookie Team Award:** VIP team table for Saturday Night Dinner with wine, certificate

2021 Individual Award Categories & Prizes

- **Highest Individual Fundraiser-** gift of thanks, gives away grant of \$5,000
- **2nd Highest Individual Fundraiser-** gift of thanks, gives away grant of \$2,500
- **Highest Individual Crew Fundraiser-** gift of thanks, gives away grant of \$1,000
- **Top Individual Fundraisers #5, #4, #3-** gift of thanks from It's The Journey
- **Highest Teen Fundraiser-** gift of thanks from It's The Journey

2-Day Walk Training: Ray Roberts

- 2-Day Adventures are back! Monthly training challenges through MoveSpring for all 2021 registrants
- Email Ray at rroberts@2daywalk.org with any questions!



GEORGIA
2-DAY WALK
FOR BREAST CANCER

2-Day Walk Training Dates: Ray Roberts

- These are the dates for the MoveSpring Adventures. If we're able to have an in-person training walk, we'll do it on whatever Saturday falls in the middle of the challenge.
- February 15 – 24
- March 15 – 24
- April 12 – 21
- May 10 – 19
- June 14 – 23
- July 12 – 21
- August 16 – 25
- September 6 – 15

Youth Crew: Ray Roberts

- **Ages 10-15**
- **\$160 registration**
- **\$250 fundraising requirement**
- **Youth must have a parent or guardian who is participating for the full weekend (walker or crew)**
- **Questions about Youth Crew? Email Ray at rroberts@2daywalk.org**

Whistle Stop Inn Raffle Drawing!

- Anyone who “Walked for One” (raised \$1200) in 2020 was entered into this raffle to win a 2 night stay at the Whistle Stop Inn in historic Dillsboro, NC! Thank you to 2-Day crew members and inn owners Gladys and Larry Pilarski for generously donating this prize package!



GEORGIA
2-DAY WALK
FOR BREAST CANCER

Whistle Stop Inn Raffle Drawing!

- Anyone who “Walked for One” (raised \$1200) in 2020 was entered into this raffle to win a 2 night stay at the Whistle Stop Inn in historic Dillsboro, NC! Thank you to 2-Day crew members and inn owners Gladys and Larry Pilarski for generously donating this prize package!
- Congratulations!! Contact Jon at jmcmurdo@2daywalk.org to claim your prize!



GEORGIA
2-DAY WALK
FOR BREAST CANCER

Final Thoughts

- **This presentation will be made available on the website and on Facebook.**
- **The office is staffed Monday- Friday, but staff is on a rotating in-office/remote schedule. Even when staff is working remotely, we are all still available in the same capacity and looking forward to serving you in this 2021 walk season!**
- **And now, we will take a few questions from the Chat Box.**