

GEORGIA
2-DAY WALK
FOR BREAST CANCER

WALKER MANUAL

2023 Georgia 2-Day Walk for Breast Cancer



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Thank You for Joining Us!

Thank you for being a part of the Georgia 2-Day Walk for Breast Cancer! We know that participating in this event requires a lot of time, training, and effort as you look for ways to meet your 2-Day fundraising goal. We are truly grateful for your willingness to help us fight breast cancer here in Georgia!

This guide is a tool to help answer common questions, to help you stay on track in your fundraising and training efforts, and to help you feel fully informed about who we are as a charity and how your efforts help women and men in Georgia fight breast cancer. Should you ever have questions beyond the scope of this manual, you can always contact our staff (see page 18) Monday – Friday, 9:00 am – 5:00 pm. We are here to serve you!

A (Brief!) History of It's The Journey

It's The Journey, Inc. is a local 501(c)3 non-profit founded in 2002 by breast cancer survivor, Randi Passoff. Our mission is to support Georgians by raising money for breast health and breast cancer programs that focus on screening, diagnostics, genetic counseling and testing, support services, and research.

Our signature fundraising event is the Georgia 2-Day Walk for Breast Cancer. We also work with community partners (including corporations, local businesses, neighborhood associations, and fellow non-profits) to host ancillary fundraising events, like golf tournaments, charity auctions, and charity socials.

In 2002, the Avon 3-Day Breast Cancer Walk dissolved in Atlanta. Randi Passoff, a long-time participant, decided that Atlanta needed a fundraising event where all of the funds stayed local to support Georgia breast cancer patients and breast health programs. She created what we call “the kinder and gentler breast cancer walk.”

The Georgia 2-Day Walk explores 30 miles of beautiful Atlanta neighborhoods over 2 days, and our 2-Day participants sleep at the Atlanta Marriott Marquis downtown.

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Where the Money Goes

Our Impact:

- \$18.2 million raised since 2002
- 509 grants for breast cancer and breast health programs funded
- Nearly 1,000 yearly registered walkers
- 250 volunteer crew members
- For descriptions of the grant organizations that the Georgia 2-Day Walk for Breast Cancer serves, visit <http://itsthejourney.org/2023-grantees>

What Kind of Things Do ITJ's Grants Pay For?

Funds raised by It's The Journey and the Georgia 2-Day Walk for Breast Cancer support:

- Screening and diagnostic **mammograms**
- **Diagnostic services** like biopsies, ultrasounds, and MRI's
- **Genetic counseling and testing**
- **Support services** for breast cancer patients, survivors, and their families
- **Lymphedema** compression garments
- **Direct financial assistance**

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Walker Roles and Responsibilities

What Does A 2-Day Walker Do?

- **Meet Fundraising Goals**
 - 2-Day Walkers are required to raise \$1,000
 - Saturday Walkers are required to raise \$750
 - 2-Day Student Walkers are required to raise \$500
 - Saturday Student Walkers are required to raise \$250
- **Get creative with your fundraising ideas!**
- **Prepare for the 2-Day walk**
 - We do not require our walkers to complete the route, but we do encourage everyone participating to train in order to avoid injury or fatigue!
 - We recommend everyone attend our training walks (see page 17). If you are unavailable to participate in our training walks, we recommend you develop your own training regimen to build your endurance and stamina for the 2-Day!
- **Spread the word about the 2-Day Walk!**

You Don't Have to Do It All! Think About Working as a Team!

Team members can be your new best friend! Ask your team captain how you can help the group.

- **Could you be the designated “Training Walk Reminder”?**
- **Could you stay on top of who has/hasn't made room reservations?**
- **Could you be in charge of filling volunteer shifts during an upcoming fundraiser?**

If you decide to walk without a team, make sure you're adding important 2-Day events and deadlines to your calendar and reminders.

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Communications

The E-blast

Please make sure to read through the e-blast each week. Important updates, deadlines, upcoming event details, fundraising and training tips, registration discounts (for recruiting friends/family), etc. are all found in that electronic newsletter, typically sent each week on Tuesdays.

Training

Take advantage of the training walks organized by It's The Journey! Each training walk includes a pre-approved route, safety crew at street crossings, bathroom breaks, and water and snacks to help you power through each mile. It's a great mini-version of the 2-Day, and helps rookies get a taste for what the 2-Day Walk weekend will be like! Details for each training walk are announced in the e-blast and on Facebook.

Live too far away for training walks, or want to incorporate group training sessions to help stay on track for the 2-Day? Rally your team or group of friends to walk at your local park or in a neighborhood once a week - or however often is most practical for your schedules!

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Registration

What Registration Does (and Does Not!) Include

Registration Type	Fee	Description	Full Description
2-Day Crew	\$160.00	Commits to volunteer for the 2-Day Walk from Friday evening to Sunday afternoon.	\$160 registration includes your shared Saturday night hotel room, 5 meals, 2 Crew shirts, 2-Day Victory Shirt, and transportation back to the Marriott after Closing Ceremonies. After your registration is completed, Ray Roberts will reach out to you about your specific Crew assignment.
2-Day Walker	\$160.00	Walks 20 miles Saturday, 10 miles Sunday, with fundraising requirement of \$1,000.	\$160 Registration includes your shared Saturday night hotel room, 4 meals over the weekend, 2-Day Victory Shirt, and transportation back to the Marriott after Closing Ceremonies. Walks 20 miles on Saturday, 10 miles on Sunday, and fundraises a minimum of \$1,000.
Sunday Walker	\$100.00	Walks 10 miles on Sunday only and has a fundraising requirement of \$500	\$100 Registration includes Sunday morning breakfast, 2-Day Victory Shirt, and transportation back to the Marriott after Closing Ceremonies. Walks 10 miles on Sunday, and fundraises a minimum of \$500.
Saturday Walker	\$100.00	Walks 20 miles on Saturday only and has a fundraising requirement of \$750	\$100 Registration includes Saturday breakfast, Saturday lunch, and 2-Day Victory Shirt. Walks 20 miles on Saturday and fundraises a minimum of \$750.
2-Day Student Walker	\$160.00	Must be between the ages of 14 and 22 by the time of the 2023 Georgia 2-Day	\$160 Registration includes 4 meals, shared Saturday night hotel room, 2-Day Victory Shirt, and transportation back to the Marriott after Closing Ceremonies. Walks 20 miles on Saturday, 10 miles on Sunday, and fundraises a minimum of \$500.
Student Sunday Walker	\$50.00	Must be between the ages of 14 and 22 by the time of the 2023 Georgia 2-Day	\$50 Registration includes Sunday breakfast, 2-Day Victory Shirt, and transportation back to the Marriott after Closing Ceremonies. Walks 10 miles on Sunday and fundraises a minimum of \$250.



Everything You Need to Know About Hotel Rooms

Every registered 2-Day Walker and Crew Member must make their hotel reservation, or be listed on a reservation as a roommate. The cost of a shared Saturday night hotel room is included in the 2-Day Walker or Crew registration fee.

Participants will need to provide a credit card for incidentals (ie. room service, etc.) when making the reservation, but will not be charged for their shared Saturday night room.

Saturday-only or Sunday-only Walkers may choose to book a room at their expense through our hotel block. Simply use the same reservation link and book a room at our reduced rate.

If participants do not wish to share a room, they can pay for a single room supplement using our 2-Day Walk Weekend Event Planner. If a participant wants a guest (ie. a spouse, partner, friend, etc.) to share their hotel room with them, but that guest is not a 2-Day Walker or Crew member, that participant will need to pay for a single room supplement.

If you have any questions about the hotel reservation process, please contact Jon jmcmurdo@2daywalk.org.

Links to the hotel reservation site and Weekend Event Planner will be released in June, 2023. They will be posted on the 2-Day website, and will be announced on Facebook and in our weekly e-blasts.

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The 2-Day Weekend Event Planner

In addition to booking Single Room Supplements, our 2-Day Walk Weekend Event Planner allows walkers to purchase or reserve optional items, such as:

- In Honor Of/In Memory Of Signs
- Saturday Night Dinner tickets for guests who are not registered 2-Day Walkers or Crew Members
- Team Tables for Saturday Night Dinner: there is no longer a charge for reserving a Team Table. Your Team Captain (if applicable) can reserve a table so that you and your teammates can enjoy dinner together!
- Tickets for family & friends to come to lunch on Saturday at the 2-Day Walk.

If you have questions or need help with the Weekend Event Planner, contact Ray in the office at 404.531.4111 or email him at jmcmurdo@2daywalk.org.

Links to the Weekend Event Planner will be released in June, 2023. They will be posted on the 2-Day website, and will be announced on Facebook and in our weekly e-blasts.

Financial Stuff

Fundraising Deadlines

In order to participate in the 2023 Georgia 2-Day Walk for Breast Cancer, walkers are required to have at least 50% of their total 2-Day fundraising goal turned in when they check in at the walk. If a walker has not completed her fundraising, she will be required to sign a commitment form for the balance of her fundraising minimum and provide a credit card. **She will have until November 13th, 2023 to complete her fundraising.** If at that time she still has not met her fundraising goal, her card will be charged for the remainder of her goal.

For questions, please contact Linda by calling the office at 404.531.4111 or by emailing her at lshein@2daywalk.org.

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Donation Forms

In order to help us track which donations are applied to which team/individual, you must submit a Donation Form (available online at <https://itsthejourney.org/downloadable-information/>) **with any checks or cash you turn in to the office.** Do not ever send cash through the mail- please either convert it to a money order, or write a personal check for the total, and keep the cash yourself.

Transfers

One of the benefits of the Georgia 2-Day Walk for Breast Cancer is the ability for Team Captains to transfer money throughout their team members' individual fundraising accounts. In order to do this, your team captain must fill out a Transfer Form (available online at <https://itsthejourney.org/downloadable-information/>). **Only a Team Captain can authorize a transfer to an individual out of the Team Account.** Submit those via email, fax, mail, or in person at the 2-Day office to Linda. You can reach her at 404.531.9111 (fax) or by emailing her at lshein@2daywalk.org.

The final submission date for transfers prior to the walk is Thursday, October 5. Transfers can be made at check-in during the walk weekend, but you can save time in line by making those arrangements in advance (which is a huge help to our accounting team)!

Awards Consideration

If you or your team (if you choose to join a team) are in the running for a fundraising award (see categories for 2023 in the "Team and Individual Awards" section on page 14), **the cutoff for turning in donations is Wednesday, October 4th at noon. Funds received after that deadline will not be taken into account for award placement. To be considered for a Team Award, your team must have a minimum of 5 team members.**

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Matching Gifts

Many companies offer to match the donations their employees make to philanthropic causes. Check here to find out if your company has a matching gifts program, and look at their instructions for submitting your donation!

<https://itsthejourney.org/matching-gifts/>

Matching gifts is a great way to maximize your team's fundraising potential. **Check with your friends or 2-Day team mates to see who among them (or their spouses) has a matching gifts program through their employer.** You may want to have the teammate with access to the best program submit any funds raised by your team through her employer. **However, be cautious and have her check with HR to see what limitations they place on matching gifts and how often they issue matching funds.** Some companies only issue checks quarterly, and you don't want to miss the fundraising deadline waiting for a match to come through. Be smart about when you turn in your match requests, and for help or questions, contact Trudy Gray in the office at 404.531.4111 or by emailing her at tgray@2daywalk.org.

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Fundraising

Fundraising can be one of the most intimidating parts of committing to the 2-Day Walk for rookies, but working smarter (not harder) can take a lot of the pressure off! A few quick tips:

- Some people have ten “\$100 friends,” and others have dozens of “\$10 or \$20 friends.” Play to your strengths and to your audience! Creating \$5 Friday posts (asking folks to donate \$5) on social media are a great, low-stakes way to ask your friends and family to support you. Some people will donate \$5 once, and others will donate weekly!
- Whether it’s on your 2-Day fundraising page, an email, letter, or social media post, personalizing your asks will make a huge difference. Include a (brief!) statement on why you are walking and what participating in the 2-Day means to you. Pictures also really help people better connect with you and your fundraising efforts.
- Ask your HR department what is/is not allowed for charity fundraising. IE. can you host a “Casual Friday” ticket sale for one month? Can you sit a donation can on your desk and sell candy or snacks to cure the 3:00 pm munchies? If you don’t ask, you’ll never know!
- It is always smartest to approach restaurants/shops that you regularly patronize for support. If the owner or manager recognizes you, he or she will be far more likely to donate a gift card for your raffle or let you host a “give back” night.
- Does your child or grandchild play a sport or group activity where other parents are waiting around? Is the concession stand closed during practices or non-existent? Selling hot chocolate, coffee, cupcakes, etc. is an easy way to gain the support of a captive audience (check park rules and regulations first)! Look for places in your life where there is a natural gathering of people, and a lack of something that you can (easily!) make accessible.

Need fundraising ideas? Visit <https://itsthejourney.org/fundraising/> for suggestions and for letter templates.

If you have donation checks being sent directly from a corporation (ie. from a giveback meal or a shopping promotion), make sure ITJ knows to expect a check from that company, the date of your event, the estimated donation amount (if you know it), and if you intend to divide those dollars up among your fellow team mates.

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Setting up Team Pages and Personal Fundraising Pages

Every single walker and crew member automatically is set up with a personal fundraising page upon registration. That site can be personalized with pictures, content about why you are participating in the 2-Day, and can be used to generate donation requests via e-mail and social media. You can even enter credit card information from donors at events!

So why use our personal fundraising pages instead of Gofundme, Facebook donations, etc.? Well, in order for your donors to receive a tax-deduction for their donation, It's The Journey has to receive the money directly. We cannot issue donation receipts for funds processed by a third-party company. We also can't gather the data we need from those websites to know who the money was raised by- they don't provide that kind of information for us. Bottom line? **Don't use any online fundraising software outside of your 2-Day team or personal fundraising page!**

Need help navigating those pages, personalizing them, or getting set up for the first time? Check out the step by step guide here: <https://itsthejourney.org/wp-content/uploads/2017/03/Personal-Page-Setup-Instructions.pdf>

Promoting Your 2-Day Fundraisers

If you use social media, it can be a great tool for soliciting donations! But don't use their donation button, as explained in the section above. Social media allows you to share events with your friends list, create RSVP lists, and to share news about your even without using your personal facebook page. Always remember to post about upcoming fundraising events on social media and to tag friends who are nearby so that they can come out and support you and your fundraising goals!

We can also promote your fundraising event in the 2-Day weekly e-blast. Please submit those event details to Whitney Jones at wjones@2daywalk.org. Your event can run for 2 weeks leading up to the event date. However, please do not count on the e-blast alone to help you have a good turnout. We promote several events each week, and the recipients of the e-blast are inundated with lots of other walk related info 😊

We are not usually able to promote individual or team fundraisers on the 2-Day Walk Facebook page. Due to Facebook's newsfeed formula, we must limit the number of daily posts we do, or they begin to suppress viewership. If you have a big fundraiser coming

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up, you can always ask. If we don't already have a scheduled post, we may be able to fit you in (but we promise it's not personal if we say no)!

Team and Individual Awards

Team and Individual awards are given out on Saturday evening at the 2-Day Walk.

Totals will be pulled on Wednesday, October 4th at noon, so anyone in the running for an award must have the funds turned in and received by the office at that time. Any funds received after that time will not affect the rankings of award winners. To be considered for a Team Award, your team must have a minimum of 5 members.

- **Overall Highest Fundraising Team Grant**
 - gives away \$2,500 at the annual Giving Gala

- **Highest fundraising teams: Groups A-C**
 - **Group A (25+ Team Members)**
 - Certificate + hotel suite for the weekend + VIP table at Saturday Night Dinner + 2 tickets to Giving Gala
 - **Group B (15+ Team Members)**
 - Certificate + hotel suite for the weekend + VIP table at Saturday Night Dinner + 2 tickets to Giving Gala
 - **Group C (5+ Team Members)**
 - Certificate + hotel suite for the weekend + VIP table at Saturday Night Dinner + 2 tickets to Giving Gala

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- **Highest fundraising rookie team**
 - o Certificate + VIP table at Saturday Night Dinner + 2 tickets to Giving Gala
- **Highest Individual Fundraiser**
 - o 2 tickets to Gala + gives away \$2,500 at Gala
- **2nd Highest Individual Fundraiser**
 - o 2 tickets to Gala
- **Highest Individual Crew Fundraiser**
 - o 2 tickets to Gala + gives away \$2,500 at Gala
- **Top Individual Fundraisers #5, #4, #3**
 - o A gift of thanks from It's The Journey
- **Highest Youth (10-22) Fundraiser**
 - o A gift of thanks from It's The Journey
- **Randi Passoff Spirit Award Winner-** *a service award recognizing outstanding dedication to It's The Journey during that calendar year*
 - o Award + 2 tickets to Gala
- **Art George Award for Outstanding Crew Member-** *a spirit award recognizing an energetic and engaged Crew Member who elevates the walkers 2-Day experience*
 - o Award + 2 tickets to Gala
- **Hall of Fame-** *outstanding 2-Day Walk participants (including Crew) who have been a part of the 2-Day Walk for 7 or more years*
 - o Award

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The 2-Day Walk Weekend

For those of you who are rookies, there can be a lot of unknowns when it comes to what the 2-Day Walk experience will be like. Checking your weekly e-blast, especially as we get closer to the walk date, will provide answers to the vast majority of those questions. To help you answer your queries, we've provided answers to several common questions below:

- What to expect:
 - The 2-Day Walk is an exciting, whirlwind experience. Whether you choose to check-in the night before the walk or check-in that morning, once breakfast and Opening Ceremonies begins, we plow on full steam ahead until Closing Ceremonies, midday on Sunday. That said, the 2-Day is not a race, and it's not a competition. Participants can elect to walk every single mile, or utilize sweep vans to give tired feet a boost and skip a few miles, or even go back to the hotel early. It is truly up to you, and we prefer that walkers listen to their bodies rather than push too hard and end up injured or in pain.
- Checking In
 - Remember that in order to participate in the 2023 Georgia 2-Day Walk for Breast Cancer, walkers are required to have at least 50% of their total 2-Day fundraising goal turned in when they check in at the walk. See page 10 for details.
- When will we see the 2-Day Walk Weekend Agenda? The route? Cheer Station locations?
 - The Weekend Agenda, route, and cheer stations are released approximately one month prior to the walk. They will be published on the website (under "Blogs"), on Facebook, and in the e-blast.
- Can my family or friends join me at Saturday lunch or dinner?
 - Due to security, only guests who have purchased meal tickets for either Saturday lunch or dinner will be permitted to enter those meal sites. Tickets will be made available on the 2-Day Weekend Event Planner. See page 9 for details.

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Important Dates

Giving Gala	Saturday, March 18
Kickoff: Orientation & Training Walk	Saturday, March 25
Survivor Victory Lap Registration Opens	Monday, April 3
Celebrating Survivor Breakfast – Macon	Wednesday, April 19
Georgia 5k Run for Breast Cancer - Macon	Saturday, May 13
Hotel Link Opens	Monday, June 5
Weekend Event Planner Opens	Monday, June 5
June Training Walk	Saturday, June 24
August Training Walk	Saturday, August 5
Celebrating Survivor Breakfast - Atlanta	August TBD
Day Volunteer Link Opens	Friday, August 18
Hotel Link Closes	Friday, September 8
September Training Walk	Saturday, September 9
Survivor Victory Lap Registration Closes	Monday, September 25
Weekend Event Planner Closes	Monday, September 25
Online Registration for 2023 2-Day Closes	Friday, September 29
2023 Georgia 2-Day Walk for Breast Cancer	Saturday, October 7- Sunday, October 8
Fundraising Deadline	Friday, November 13



It's The Journey Staff Directory

As we approach the 2-Day Walk, we know many of you will have questions about a variety of issues. You can call the office (404.531.4111) from 9:00 am-5:00 pm, Monday-Friday, or e-mail the appropriate staff member (below):

Jon McMurdo, Development Coordinator: jmcmurdo@2daywalk.org

2-Day personal page troubleshooting, new team recruitment, fundraising assistance and advice, Mile Marker sponsorships, Donation coordination, weekend event planner, 2-Day Walk fundraiser staff support

Linda Shein, Office & Accounting Manager: lshein@2daywalk.org

Personal and team account balances, transfers, donation troubleshooting

Ray Roberts, Community Engagement Manager: rroberts@2daywalk.org

Crew related or day volunteer questions, ITJ Street Team, Survivor Victory Lap

Whitney Jones, Director of Marketing and Communication:

wjones@2daywalk.org

Issues with receiving e-blast, flyer approval, logo requests, Team T-shirt approval/contest entry, sponsor benefits

Trudy Gray, Matching Gift Coordinator: tgray@2daywalk.org

Matching gifts

Pam Rosenthal, Director of Special Events: prosenthal@2daywalk.org

All Marriott Marquis hotel reservation issues. Please *do not* make any changes to your hotel reservations without first contacting Pam.

Stephani Tucker, Executive Director: executivedirector@2daywalk.org;

470.985.9055

For sponsorship opportunities, speaking engagements, or corporate walking team information, contact Stephani. For all other 2-Day Walk issues, please first review the staff list above to see if we can be of assistance!