GEORGIA
2-DAY WALK
FOR BREAST CANCER

# CREW MANUAL

## 2027 Georgia 2-Day Walk for Breast Cancer

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# Welcome to the 2-Day Crew!

Crew members are an essential part of the Georgia 2-Day Walk for Breast Cancer. As the Georgia Alliance for Breast Cancer operates with a small full-time staff, we rely heavily on volunteers like you to help ensure that every 2-Day participant has an outstanding experience.

Thank you for being part of the 2-Day Walk and for generously volunteering your time and talents. We are grateful for your participation and dedication to helping us fight breast cancer here in Georgia!

# Where the Money Goes

## A (Brief!) History of Georgia Alliance for Breast Cancer

**Georgia Alliance for Breast Cancer**, originally founded as *It's the Journey* in 2002 by breast cancer survivor Randi Passoff, is a Georgia-based 501(c)(3) non-profit. After the Avon 3-Day Breast Cancer Walk ended in Atlanta, Randi created a local alternative where all funds would remain in Georgia to support breast health and breast cancer services.

Our work is rooted in funding programs in Georgia that provide screening, diagnostics, genetic counseling and testing, support services, and research.

Our flagship fundraising event is the **Georgia 2-Day Walk for Breast Cancer**, a 30-mile walk through scenic Cobb County neighborhoods with an overnight stay at the

Renaissance Atlanta Waverly Hotel & Convention Center. We also partner with local businesses and organizations hosting events like golf tournaments and charity socials.

## Our Mission:

Georgia Alliance for Breast Cancer's mission is to engage with Georgia's breast cancer community to increase access to care and reduce disparities in cancer outcomes.

## Our Impact:

Since 2002, the Georgia 2-Day Walk for Breast Cancer has raised over $21 million to fund over 600 grants that provide breast cancer education, screening, early detection, support services, and continuing care for Georgians.

## What Kind of Things do GAABC's Grants Pay For?

Funds raised by Georgia Alliance for Breast Cancer and the Georgia 2-Day Walk for Breast Cancer support:

- Screening and diagnostic mammograms
- Diagnostic services such as biopsies, ultrasounds, and MRI's
- Genetic counseling and testing
- Support services for breast cancer patients, survivors, and their families
- Lymphedema compression garments
- Financial assistance with real time needs such as utility bills, co-pays

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# What is the 2-Day Crew?

Quite simply, the Georgia 2-Day Walk for Breast Cancer would not be possible without the dedication, enthusiasm, and support of our all-volunteer crew!

Each year, approximately 250 volunteers participate and help create an unforgettable experience for every 2-Day Walker. Crew members assist participants at the hotel, keep Walkers safe and hydrated on the route, and provide a constant source of encouragement throughout the 2-Day Walk weekend. Some crew members love the spotlight. Others prefer to be involved in the magic behind the scenes. It takes all kinds to put on an event of this magnitude, and that diversity is part of what makes our 2-Day Family special.

All crews are filled on a first-come, first-served basis, and with a 75% return rate each year, availability for some crews may be limited. We will make every effort to assign you to the crew of your choice, taking into consideration your experience, skills, and capabilities, along with the needs of the event. Some crews involve heavy lifting and/or prolonged standing, but there are plenty of opportunities to be involved that are less physically demanding.

If you have questions about which crew would be a good fit for you or want to discuss ADA (Americans with Disabilities Act) accommodations, please contact info@gaabc.org.

Crew members must be at least 18 years old to participate and at least 25 years old to drive a motorized vehicle during the 2-Day Walk weekend.

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# Crew Registration

| Registration Type | Fee | Description | Full Description |
|---|---|---|---|
| 2-Day Crew | $149.00 | Commits to volunteer for the 2-Day Walk from Friday evening to Sunday afternoon. | The $149 registration fee includes a shared hotel room for Saturday night, five meals, two Crew shirts, a 2-Day Victory Shirt, and transportation back to the hotel after the Closing Ceremonies. After your registration is complete, Cassie Brown will contact you regarding your specific Crew assignment. |
| 1-Day Crew Saturday/Sunday | $79.00 | Commits to volunteer for the 2-Day Walk for 1 day | $79.00 Registration Fee. Crew Saturday ONLY. Registration includes 1 Crew Shirt and 1 Victory Shirt and meals for the day. GAABC staff will reach out to you about your specific Crew assignment. |

# Crew Orientation

All crew members must attend an orientation session (either virtual or in-person) before the start of the 2-Day Walk weekend, regardless of how many years they have participated. Our crew consists of some of GAABC's most loyal ambassadors, and we want to keep them engaged and informed about our mission.

Orientation also reduces the number of crew members who register and then decide not to participate. Countless hours of planning go into making this event run like a finely tuned machine, and we want each potential crew member to understand how important their presence is to the overall success of the 2-Day Walk. By identifying those who may be better suited for Day Volunteer positions, we hope to limit the number of last-minute adjustments during the 2-Day Walk weekend.

Finally, orientation gives everyone a chance to ask questions and provide feedback about their own experiences. Whether this is your first year or you've been with us since the beginning, we want to give you an opportunity to tell us how to make a great weekend even better. Our Walkers have come to expect an amazing weekend and to be reminded every minute how much their efforts are appreciated. We want nothing less for our crew members!

# Crew Opportunities

## Event Services

The Event Services Crew works closely with GAABC's staff to ensure everything at the hotel site runs smoothly. They check walkers in, distribute credentials, and manage the concierge table throughout the weekend. They also oversee the 2-Day Store and route return areas. On Sunday, Event Services Crew members move to B'Rest Stops or Closing Ceremonies sites. Strong customer service skills are a must for this assignment!

## Hydro

The Hydro Crew distributes and replenishes water, sports drinks, snacks, and ice as needed throughout the weekend. They may also assist with the setup and breakdown of event sites as necessary. Hydro Crew members must be capable of heavy lifting (up to 50 pounds).

## Clean Up/Recycling

The Clean Up/Recycling Crew moves along the route, stopping at all B'Rest Stops, lunch, and other designated sites to collect trash and recycling containers. They may also assist with the closing and breakdown of B'Rest Stops. Clean Up/Recycling Crew members must be capable of heavy lifting (up to 50 pounds).

## Motorcycle (Moto) Crew

The Moto Crew assists Walkers along the route by staffing busy intersections and keeping walkers safe. Moto Crew members must provide their own motorcycle, helmet, and safety equipment. Passengers may also participate by registering for Moto Crew. Drivers must be at least 25 years old, hold a valid driver's license, and be able to show proof of insurance for the vehicle being used for the event.

## Bicycle (Bike) Crew

The Bike Crew rides alongside 2-Day Walkers throughout the entire route, including some green space areas where motorized vehicles are not allowed. They help ensure all walkers are safe and accounted for by tracking both the lead walker and the last walker to enter all event sites. They are often first on the scene if a walker is injured or fatigued and needs to be taken off the route. Bike Crew members must provide their own bicycle, helmet, and safety equipment. Bike attire is encouraged.

## Route Marking Crew

The Route Marking Crew is responsible for identifying and marking the entire 30-mile route for the 2-Day Weekend. They place directional signs, barricades, and safety cones as needed to keep walkers safe and on route.

## B'Rest Stop Crew

The B'Rest Stop Crews operate rest areas (B'Rest Stops) at designated intervals along the route. These stops provide hydration, snacks, restrooms, and medical attention, and serve as pick-up stations for Sweep vans. B'Rest Stop Crew members should be able to lift 25 pounds and be comfortable with prolonged standing.

## Sweep Crew

The Sweep Crew patrols the route, providing support to walkers who may need assistance. Each Sweep Crew team consists of a driver, a navigator, and a medical professional (provided by Wellstar). Injured or fatigued walkers are transported to the nearest B'Rest Stop or to the hotel to rest, hydrate, and/or receive medical treatment. Drivers must be at least 25 years old and comfortable driving a 15-passenger van. They are required to provide a valid driver's license and proof of insurability.

## Lunch Crew

The Lunch Crew staffs the largest B'Rest Stop along the route, providing food, medical services, and entertainment to all 2-Day participants. They work closely with vendors to set up, serve, and break down meal stations for walkers and crew. On Sunday, Lunch Crew members move to B'Rest Stops or Closing Ceremonies sites. Lunch Crew members should be able to lift 25 pounds and be comfortable with prolonged standing.

### Ceremonies Crew

The Ceremonies Crew manages the largest gatherings during the 2-Day Weekend. They work closely with day volunteers and staff to set up and break down sites and assist with crowd control as walkers move onto the route. On Saturday, this crew also manages the "unofficial" Saturday finish line at the hotel. Ceremonies Crew members should be able to lift 25 pounds and be comfortable with prolonged standing.

### Additional Volunteer Opportunities

Crew members are encouraged to stay engaged throughout the year by participating in fundraisers and social events.

We also welcome volunteers to help at the GAABC office or to join us at community health fairs and family-friendly festivals. If you would like to get more involved, contact info@gaabc.org.

## Communications

### The E-newsletter

We strongly encourage all 2-Day walkers and crew members to read through the e-newsletter each week. Important updates, deadlines, upcoming event details, fundraising and training tips, registration discounts for recruiting friends and family, and more are all found in that electronic newsletter, which is sent out weekly. If you opt to not receive this communication, you will be missing out on a lot of pertinent information about the event and the organization.

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# Everything You Need to Know About Hotel Rooms

All registered 2-Day Walkers and Crew Members must either make their own hotel reservation or be listed as a roommate. The cost of a shared Saturday night hotel room is included in the registration fee.

Participants will need to provide a credit card for incidentals (e.g., room service) when making the reservation but will not be charged for the shared Saturday night room at check-in.

If you choose to stay in a single room with no roommate on Saturday evening (or with someone who IS NOT a Crew Member or 2-Day Walker), you will be responsible for paying the second half of your hotel charge upon check out, including all taxes and fees.

Friday night rooms may also be booked at the participants' expense through our hotel block. Simply use the same reservation link and book a room at our reduced rate. For more information about Friday night rooms, see the Crew Incentive Program section of this manual.

For questions about the hotel reservation process, please contact info@gaabc.org.

*Links to the hotel reservation site and Weekend Event Planner will be available in July 2027 and will be posted on the 2-Day website, announced on social media, and included in our weekly e-blasts.*

# Fundraising

Last year, 2-Day Crew members raised almost $79,000 to support the Georgia Alliance for Breast Cancer's mission! We can't thank you enough for that amazing effort!

Although many crew members choose to raise money, there is no fundraising requirement to be part of our all-volunteer crew. The following information will be helpful for those who want to raise funds.

**Highest Individual Fundraising Crew Member*** will receive a 1 King Bed hotel suite for the weekend.

**The top #2 & #3 Crew fundraisers*** will be recognized during the Saturday Night Dinner ceremony and will receive a gift.

*Award deadline is Wednesday, October 27th, 2027 at 12:00 pm.

## Setting up Personal Fundraising Pages

Upon registration, every walker and crew member automatically receives a personal fundraising page. That page can be personalized with pictures and content about why you are participating in the 2-Day Walk. It can also be used to generate donation requests via email and social media, and you can even enter credit card information from donors at events.

Unlike platforms like GoFundMe or Facebook donations, using our personal fundraising pages ensures that your donors receive a tax deduction for their contributions, as the Georgia Alliance for Breast Cancer must receive the money directly to issue donation receipts. Additionally, third-party platforms do not provide the necessary data to track who raised the funds, which is essential for our records. **Only use your 2-Day team or personal fundraising page for online donations.**

## Promoting Your 2-Day Fundraisers

Social media can be an effective tool for soliciting donations, but remember not to use the platform's donation buttons, as explained above. Social media allows you to share events, create RSVP lists, and spread the word without using your personal page. Always

post about upcoming fundraising events, and tag friends nearby to encourage their support for your fundraising goals.

We can also promote your fundraising event in the 2-Day weekly e-newsletter. Please submit event details to info@gaabc.org. Events can be promoted for two weeks leading up to the event date. However, don't rely solely on the e-newsletter to ensure a good turnout. The e-newsletter includes multiple events each week and a lot of other walk-related information.

While we typically cannot promote individual or team fundraisers on the 2-Day Walk Facebook page due to Facebook's newsfeed algorithm, you can ask for a mention if you have a big fundraiser coming up. If we have an open slot, we may be able to accommodate you, but please understand if we can't.

## Crew Incentive Program

Although the cost is not covered in the 2-Day Crew registration fee, over 75% of our crew members prefer to stay at the hotel on Friday night. Because this has become such a popular choice, we offer a Crew Fundraising Incentive each year. Crew members who raise at least $300 by the fundraising deadline will receive half of a Friday night room for free. **All funds, including transfers, must be deposited into a Crew member's individual account by Friday, October 22, 2025.**

## Weekend Event Planner

The 2-Day Walk Weekend Event Planner allows walkers to purchase or reserve optional following optional items:

- In Honor Of/In Memory Of Signs
- Saturday Night Dinner tickets for guests not registered as 2-Day Walkers or Crew Members
- Lunch Tickets for family and friends on Saturday
- Team Tables for Saturday Night Dinner: Tables will be allocated by team for walkers (if applicable) and crew members will be assigned to tables by their crew assignments

For assistance with the Weekend Event Planner, please contact Ashley Rice, Events Coordinator at eventscoordinator@gaabc.org.

# 2-Day Walk Weekend

## Weekend Schedule

Participants will receive a weekend agenda about 2 weeks before the 2-Day Walk, which will include information about ceremonies, lunch location, and more. Once these timelines are released, Crew Captains will begin working on schedules for their crews. While all crew members are committed for the entire weekend, schedules vary greatly. At any given moment during the 2-Day Weekend, there are crew members hard at work to ensure the success of the event. Some report very early (about 4:00am), some work well into the evenings, and some work in shifts throughout the weekend.

**If your availability changes after you register and you are unable to commit for the entire weekend, please contact info@gaabc.org immediately to see if you will still be eligible to participate as a crew member or if you should switch to a day volunteer.**

## Checking In

Our official 2-Day check-in area, staffed by the Event Services Crew, is open both Friday afternoon/evening, Saturday morning, and Sunday morning. All crew members must have a valid ID to receive t-shirts and credentials. These credentials should be always worn, as they may be required for entry into some 2-Day sites.

If you are unable to check in during the scheduled times, please notify your Crew Captain so they can arrange to pick up your credentials for you. **Please note: If you are receiving driver credentials, this may not be an option.**

## Driver Documents

All crew members who will be driving in an official capacity, whether in a rented vehicle or a personal vehicle, will need to provide the following documents:

1. Signed driver waiver
2. Valid driver's license
3. Proof of insurance for the vehicle you will be driving during the event and/or proof of insurability if you will be driving a rented vehicle.

Once you have provided the necessary documents, you will be issued special credentials to identify you as an approved driver.

Information may be sent to eclayton@gaabc.org. If you prefer not to send information electronically, you may bring copies of your documents to check-in.

## Friday Night All-Crew Meeting

The All-Crew Meeting is mandatory for all crew members and is held on Friday evening at the hotel. This meeting is an opportunity for us to go over last-minute updates, such as potential inclement weather or traffic concerns. If you are unable to attend, please notify your Crew Captain so they can give you all the information you need before your assignment begins.

## What to Wear

Each crew member will receive two Crew t-shirts to wear during the weekend. Aside from these shirts, daily attire depends largely upon which crew you join. B'Rest Stop Crews tend to go all out with the annual theme and may be in full costume. Moto and Bike Crew may wear high-visibility items and safety vests. Because the fall weather can be unpredictable, crew members who spend time outside will benefit from dressing in layers. Be creative and have fun. Just make sure to wear comfortable shoes—even if you never leave the hotel, you'll cover lots of ground!

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# GAABC Code of Conduct

Every person at any Georgia Alliance for Breast Cancer activity is entitled to be treated with dignity, courtesy, and respect. Consistent with that policy, GAABC does not condone verbal abuse, insults, demeaning remarks, uninvited physical conduct, display of offensive objects, unwelcome flirtation or other sexually oriented discussions, profanity, or vulgarity.

Because safety is a priority, anyone acting in an unsafe manner or refusing to abide by safety regulations or code of conduct will be asked to leave. The use of alcohol or drugs prior to or during a volunteer shift for GAABC is strictly prohibited.

Georgia Alliance for Breast Cancer does not allow discrimination based on race, sex, creed, marital status, age, physical and/or developmental disability, color, sexual orientation, or national origin. Discrimination will not be tolerated under any circumstances.

Georgia Alliance for Breast Cancer reserves the right to dismiss anyone from an event who engages in activities prohibited by this policy and to bar such individuals from participating in future events.

# Incident Reports

It is the intent of GAABC to provide a safe environment for all employees and volunteers to properly manage any incidents that may occur in effort to minimize injury and other forms of loss.

In case of injury or accident, the Crew Captain on site should be informed immediately so an Incident Report can be completed. Any injury that requires assessment and/or treatment by our Medical Crew should be followed up with an Incident Report, regardless of how the injury is treated.

All completed Incident Reports are to be submitted to info@gaabc.org or kpetillo@gaabc.org as soon as possible so that appropriate action may be taken.

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# Important Dates

| | |
|---|---|
| Crew Incentive Fundraising Deadline | Friday, October 22nd |
| Award Fundraising Deadline | Wednesday, October 27th |
| All Crew Meeting | Friday, October 29th |
| 2027 Georgia 2-Day Walk for Breast Cancer | Saturday, October 30th – Sunday, October 31st |
| Fundraising Deadline | Friday, December 3rd |

# GAABC Staff Directory

As we approach the 2-Day Walk, we know many of you may have questions on various topics. Please feel free to call the office (404.531.4111) Monday through Friday. Please note, we are on a hybrid schedule of office/remote. Check in to verify our in-office schedule for the week before you head over. For a timelier reply, send an e-mail to: info@gaabc.org

**Donna Rice, Finance (Part-time)**
Email: drice@gaabc.org

- Troubleshooting 2-day personal pages
- Donation coordination
- Personal and team account balances
- Transfers
- Donation troubleshooting

**Erin Clayton, Community Development and Communications Manager**
Email: eclayton@gaabc.org

- Social media
- Crew assignment questions
- Sponsorships
- Corporate walking team information
- Community event/partnership opportunities
- Vendor inquires

**Ashley Rice, Events Coordinator (Part-time)**
Email: eventscoordinator@gaabc.org

- General walk questions
- Walk participant support needs
- On-site event questions

**Trudy Gray, Matching Gift Coordinator (Part-time)**
Email: tgray@gaabc.org

- Matching gifts

**Kristen Petillo, Executive Director**
Email: kpetillo@gaabc.org

- For sponsorship opportunities
- Speaking engagements
- Sponsorships