GEORGIA
2-DAY WALK
FOR BREAST CANCER

WALKER MANUAL

2027 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, please connect with our staff for guidance at: info@gaabc.org. If you are planning to come by the office, please confirm we are physically in the office before you come. We are here to serve you!

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.

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Where the Money Goes

Our Impact:

- $21+ million raised since 2002
- 600+ grants for breast cancer and breast health programs funded
- Nearly 700 yearly registered walkers and crew
- For descriptions of the grant organizations that the Georgia 2-Day Walk for Breast Cancer serves, visit this link.

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

Walker Roles and Responsibilities

What Does A 2-Day Walker Do?

- **Meet Fundraising Goals**
  Regular Walkers
  - 2-Day Walkers are required to raise $1,200
  - Saturday Only Walkers are required to raise $750
  - Sunday Only Walkers are required to raise $500

  Student Walkers
  - 2-Day Student Walkers are required to raise $500
  - Saturday Only Student Walkers are required to raise $350
  - Sunday Only Student Walkers are required to raise $250
- **Prepare for the 2-Day Walk**
  - We do not require our walkers to complete the route, but we do encourage everyone participating to train to avoid injury or fatigue!
  - We recommend everyone attend our training walks. If you are unavailable to participate in our training walks, we suggest developing your own training regimen to build endurance and stamina for 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 or hasn't made room reservations?
- Could you oversee filling volunteer shifts during an upcoming fundraiser?

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

Communications

The E-blast

This communication will be your source for important updates, deadlines, event details, fundraising and training tips, registration discounts (for recruiting friends and family), and more. This electronic newsletter is typically sent out every other week. If you opt out of receiving this email, you will be missing a lot of important info. About the event and organizational efforts.

Training

Take advantage of the training walks organized by Georgia Alliance for Breast Cancer. Each training walk includes a pre-approved route, safety crew at street crossings, bathroom breaks, and refreshments to support you through each mile. These walks provide a valuable preview of the 2-Day Walk weekend and are particularly helpful for newcomers. Details for each training walk are announced in the e-blast and on Facebook.

If you live too far away to attend the training walks or wish to include group training sessions, consider organizing weekly walks with your team or friends at a local park or neighborhood – whatever fits best with your schedules.

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Registration

What Registration Does (and Does Not!) Include

Registration Type	Fee	Description	Full Description
2-Day Walker	$149.00	Walks 20 miles Saturday, 10 miles Sunday, with fundraising requirement of $1,200.	The $149 registration fee includes a shared hotel room for Saturday night, four meals over the weekend, and a 2-Day Victory Shirt. Participants will walk 20 miles on Saturday and 10 miles on Sunday and are required to fundraise a minimum of $1,200.
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, and a 2-Day Victory Shirt. After your registration is complete, GAABC Staff will contact you regarding your specific Crew assignment.
2-Day Student Walker	$149.00	Must be between the ages of 14 and 22 by the time of the 2024 Georgia 2-Day	The $149 registration fee includes four meals, a shared hotel room for Saturday night, and a 2-Day Victory Shirt. Participants will walk 20 miles on Saturday and 10 miles on Sunday and are required to fundraise a minimum of $500.
Saturday Walker	$79.00	Walks 20 miles on Saturday only and has a fundraising requirement of $750	The $79 registration fee includes Saturday breakfast, Saturday lunch, and a 2-Day Victory Shirt. Participants will walk 20 miles on Saturday and are required to fundraise a minimum of $750.
Student Saturday Walker	$59.00	Walks 20 miles on Saturday only and has a fundraising requirement of $350	The $59 registration fee includes Saturday morning breakfast, and a 2-Day Victory Shirt. Participants will walk 20 miles on Saturday and are required to fundraise a minimum of $350.
Sunday Walker	$79.00	Walks 10 miles on Sunday only and has a fundraising requirement of $500	The $79 registration fee includes Sunday morning breakfast, and a 2-Day Victory Shirt. Participants will walk 10 miles on Sunday and are required to fundraise a minimum of $500.
Student Sunday Walker	$59.00	Must be between the ages of 14 and 22 by the time of the 2024 Georgia 2-Day	The $59 registration fee includes Sunday breakfast, and a 2-Day Victory Shirt. Participants will walk 10 miles on Sunday and are required to fundraise a minimum of $250.

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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.

Saturday-only or Sunday-only Walkers may book a room at their expense through our hotel block using the same reservation link for a reduced rate.

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 Walk), you will be responsible for paying the second half of your hotel charge upon check out, including all taxes and fees.

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.

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 eventscoordinator@gaabc.org.

Financial Stuff

Fundraising Deadlines

To participate in the 2027 Georgia 2-Day Walk for Breast Cancer, walkers must submit at least 50% of their total fundraising goal upon check-in. If a walker has not reached this threshold, they will need to sign a commitment form for the remaining amount and provide a credit card. The remaining balance must be raised by **December 3, 2027.** If the goal is not met by this date, the credit card will be charged for the outstanding amount.

For questions, please contact drice@gaabc.org.

Donation Forms

To ensure accurate tracking of donations for teams and individuals, please submit a Donation Form (available online https://gaabc.org/donate/) with any checks or cash submitted to the office. Do not send cash through the mail. Instead, please convert it to a money order or write a personal check for the total amount and retain the cash.

Transfers

One benefit of the Georgia 2-Day Walk for Breast Cancer is the ability for Team Captains to transfer funds between team members' individual fundraising accounts. To initiate a transfer, the Team Captain must complete a Transfer Form, available online at (https://gaabc.org/wp-content/uploads/2025/05/Transfer-of-Funds.pdf)
Only Team Captains can authorize transfers from the Team Account to individuals.
Submit Transfer Forms via email, fax, mail, or in person to drice@gaabc.org.

The final submission date for transfers before the walk is Wednesday, October 27th, 2027. Transfers can also be made at check-in during the Walk Weekend but arranging them in advance will expedite the process and assist our accounting team.

Awards Consideration

To be considered for a fundraising award (see "Team and Individual Awards" on page 16 for 2026 categories), donations must be submitted by **Wednesday, October 27, 2027** at 12:00pm. **Funds received after this deadline will not be eligible for awards. Teams must have a minimum of five members to qualify for a Team Award.**

Matching Gifts

Many companies offer to match the donations their employees make to philanthropic causes. Check here to see if your company has a matching gifts program and to review their instructions for submitting your donation.

Matching gifts are a great way to maximize your team's fundraising potential. **Check with your friends or 2-Day teammates to see if they (or their spouses) have a matching gifts program through their employer.** You may want the teammate with access to the best program to submit any funds raised by your team through their employer. However, be cautious and have them check with HR to understand any limitations on matching gifts and how often matching funds are issued. Some companies only issue checks quarterly, and you don't want to miss the fundraising deadline while waiting for a match to come through.

Be strategic about when you submit your match requests. For help or questions, contact Trudy Gray, Matching Gift Coordinator at tgray@gaabc.org.

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Fundraising

Fundraising can be one of the most intimidating aspects of committing to the 2-Day Walk for first timers but working smarter (not harder) can alleviate much of the pressure. Here are a few quick tips:

- **Play to Your Strengths:** Some people have ten "$100 friends," and others have dozens of "$10 or $20 friends." Tailor your approach to your audience! Creating $5 Friday posts on social media is a low-stakes way to ask your friends and family to support you. Some people may donate $5 once, while others might contribute weekly.
- **Personalize Your Asks:** Whether on your 2-Day fundraising page, in an email, letter, or social media post, personalizing your asks will make a significant difference. Include a brief statement about why you are walking and what participating in the 2-Day means to you. Adding pictures can help people better connect with you and your fundraising efforts.
- **Check with HR:** Ask your HR department what is allowed for charity fundraising. For example, can you host a "Casual Friday" ticket sale for a month? Can you sit a donation jar on your desk and sell candy or snacks? If you don't ask, you'll never know!
- **Leverage Local Businesses:** Approach restaurants or shops you frequently visit for support. If the owner or manager recognizes you, they will be more likely to donate a gift card for your raffle or let you host a "give back" night.
- **Utilize Gatherings:** Does your child participate in sports or group activities where parents are waiting around? Is the concession stand closed or non-existent during practices or non-existent? Selling hot chocolate, coffee, cupcakes is an easy way to gain support from a captive audience (just check park regulations first)! Look for natural gatherings where there is a lack of something you can easily provide.

Need fundraising ideas? Visit https://gaabc.org/fundraising/ for suggestions and for letter templates.

If you have donation checks being sent directly from a corporation (e.g., from a giveback meal or a shopping promotion), ensure GAABC knows to expect a check from that company. Provide the date of your event, the estimated donation amount (if known), and whether you intend to divide those funds among your teammates.

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Setting up Team Pages and 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.**

If you need help navigating or personalizing your pages, or setting them up for the first time, check out the step-by-step guide.

Promoting Your 2-Day Fundraisers

Social media can be an effective tool for soliciting donations, but remember not to use the platform 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 e-newsletter. Please submit event details to eclayton@gaabc.org. Events may be promoted for up to 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.

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Team and Individual Awards

Awards are presented on Saturday evening at the 2-Day Walk. **To be eligible, funds must be submitted and received by the GAABC office by 12:00pm on Wednesday, October 27, 2027. Any funds received after this deadline will not impact awards rankings.** To qualify for a Team Award, teams must have a minimum of 5 members.

Team Awards

- **Overall Highest Fundraising Team Grant**
  - Awards $2,500 Grant to Grantee Organization
- **Highest fundraising teams: Groups A-C**
  - **Group A (25+ Team Members)**
  - **Group B (15+ Team Members)**
  - **Group C (5+ Team Members)**

  The top teams from groups A, B, C will receive: Certificate, 1 King Bed hotel suite for the weekend, VIP table at Saturday Night Dinner.
- **Highest fundraising Rookie Team**
  - Certificate, VIP table at Saturday Night Dinner.

Individual Awards

- **Highest Individual Fundraiser**
  - 1 King Bed hotel suite for the weekend.
- **Highest Individual Crew Fundraiser**
  - 1 King Bed hotel suite for the weekend.
- **Top Individual Fundraisers #2, #3, #4, #5**
  - A gift of thanks from Georgia Alliance for Breast Cancer.
- **Highest Youth (10-22) Fundraiser**
  - A gift of thanks from Georgia Alliance for Breast Cancer.

Special Awards

- **Randi Passoff Spirit Award Winner**
  - Recognizes outstanding dedication to Georgia Alliance for Breast Cancer during the calendar year.
- **Art George Award for Outstanding Crew Member**
  - Recognizes an energetic and engaged crew member who elevates the walkers' 2-Day experience.
- **Hall of Fame**
  - Honors outstanding 2-Day Walk participants, including crew.

The 2-Day Walk Weekend

For those new to the 2-Day Walk, there may be a lot of unknowns about the experience. Checking out your weekly e-newsletter — especially as the walk approaches — will answer most of your questions.

Below are answers to some common questions:

What to Expect

- **Event Overview:** The 2-Day Walk is an exciting and fast-paced experience. Whether you choose to check in the night before or the morning of the walk, we go full steam ahead from breakfast and Opening Ceremonies until midday Sunday at Closing Ceremonies. Remember, the 2-Day Walk is not a race or a competition. Participants can walk every mile or use sweep vans to skip some miles or return to the hotel early. Listen to your body and avoid pushing yourself too hard to prevent injury or discomfort.

Checking In

- **Fundraising Requirements:** Walkers must have at least 50% of their total fundraising goal submitted by check-in. For more details, see page 10.

Information Releases:

- **Schedule and Route Details:** The scheduled, route, cheer station locations will be released approximately one month before the walk. These will be available on the GAABC website.

Guests and Meals:

- **Family and Friends Attendance:** Due to security, only people with meal tickets for either Saturday lunch or dinner can enter the meal sites. Tickets will be made available on the 2-Day Weekend Event Planner. See page 8 for details.

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Important Dates

Award Fundraising Deadline	Wednesday, October 27th
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