



Miracle Mile Walk

TEAM CAPTAIN RESOURCE GUIDE



THANKS FOR BEING A TEAM CAPTAIN!

Piedmont Augusta Foundation relies on our Team Captains to motivate their teams. Team Captains are responsible for managing their teams in the months leading up to the walk and for coordinating logistics for their team the day of the event. Call us at 706.667.0030 with any questions.

Have Fun With It!

TheMiracleMileWalk.org

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EVENT DETAILS

DATE

Saturday, Oct. 15, 2022

The Miracle Mile Walk always takes place on the third Saturday in October.

TIME

7:30 am. Donation dropoff & store opens

8 a.m. Pre-walk Program

9 a.m. Walk Begins

10 a.m. Post-walk Celebration & Raffle

*Go to TheMiracleMileWalk.org
to view the route map.*

LOCATION

Augusta Common • 836 Reynolds St.

Between Eighth and Ninth streets. Access from Broad and Reynolds streets.

Recruit! Recruit! Recruit!

Team members can register online at themiraclemilewalk.org.

A team inspires more people, helps you get organized and raises more money. Teams can represent your business, school, community of faith, neighborhood, support group or be in memory of a loved one affected by breast cancer.

ONLINE REGISTRATION IS FAST AND EASY!

1. Visit **TheMiracleMileWalk.org** to register as a participant and create a team.
2. Register as a new team captain and customize your team home page.
3. Send an email with the link to your team page to invite your teammates to sign up.

Once you have registered online at TheMiracleMileWalk.org, connect your participant fundraising page to your personal Facebook account. Invite friends and family to join your team and donate towards your fundraising efforts.

The money you raise on Facebook counts towards your individual or team goal.



**Fundraise on
Facebook!**

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Recruiting and Fundraising

Teams raise more money than individuals because they are more motivated and supported. Here are some fundraising tips that can help you get the most out of your experience:

SET A TEAM GOAL

Make sure everybody on the team is aware of the team goal and knows what he or she needs to do to help achieve it.

MAKE IT MANAGEABLE

If you ask each walker to help raise \$100, that's only 10 people giving \$10 each. Break it down for them.

ENCOURAGE COMPETITION

Prizes or perks for the top fundraiser will give your teammates added incentive.

REGISTER ONLINE

Get your team members to register online. On average, walkers who register online raise more money than those who register by mail or phone. Online registration saves time, money and gives you and your team members up-to-date records anytime you want to see them!

WHERE DOES THE MONEY GO?

Make sure your team members know where the money they raise goes. All monies raised for the Miracle Mile Walk stay in our community and support Piedmont Augusta's Randy W. Cooper, M.D., Center for Breast Health Services and the Women's Wellness on Wheels mobile unit, which provide lifesaving screenings to women in our community.



QUICK TIPS FOR FUNDRAISING

- Come up with a fun team name and get your teammates excited about the walk.
- Design a team T-shirt
- Not all the money you raise needs to be in the form of direct donations. Put a donation box on your desk - or have a bake sale, a car wash or a yard sale.
- Use social media to share your story of why the Miracle Mile Walk matters to you. Use the hashtag #MiracleMileWalk to promote it and see what others are doing.
- Double your dollars! Many companies match charitable contributions by their employees. Ask your teammates to contact the Human Resources department to see if there is a matching gifts program. The process is usually simple and you can quickly double your fundraising dollars.

Be part of the **MIRACLE**

Day of the Walk

PARKING

Free on-street parking is available on a first come, first serve basis. There is a pay-to-park parking deck available on Reynolds Street, across from the convention center.

DIRECTIONS

The walk starts at the Augusta Common. The address is 836 Reynolds St., between Eighth and Ninth streets, with access from Broad and Reynolds streets.

ORGANIZE YOUR MEETING PLACE

It is important for the Team Captain to clearly communicate where the team is to meet on the morning of the walk. We recommend having a list of all team members and their cell phone numbers to make meeting up easier. It is the Team Captain's responsibility to set a meeting place. Pick an easily identifiable spot.

IN CASE OF RAIN

The walk is on—rain or shine! If any team members are not able to make it the day of the walk, please help us collect their donations by mailing them to the Foundation office.



TEAM PHOTO

Once you gather your team and all donations have been turned in, we recommend taking a team photo - it's a great way to capture the memory and use it for your fundraising efforts next year! Have some photos you'd like to share with us? Tag us on Facebook or Instagram @MiracleMileWalk.

Thank you for what you do!

Since 2001, the Miracle Mile Walk has been providing lifesaving medical care to women in our community. Each year, thousands of walkers from the CSRA and beyond spend this special Saturday raising money for the fight against breast cancer. We thank you for your support!

Piedmont Augusta Foundation

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Breast Health Center

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