

Walker's Guide



Table of Contents

Welcome	3
Training	
Training Schedule	4
Directions to Training Locations	5
Walking Web Links	6
Books Available on Amazon.com	6
Fundraising	
Fundraising First Steps	6
How to Make a Donation	6
Fundraising Sample Letter	8
Matching Gift Process	9
Track Your Fundraising Efforts Online – My Profile	10
Walk Cancellation Policy	12

The business philosophy of the Terri Brodeur Breast Cancer Foundation is best captured by the following quote, **"Never doubt that a small group of thoughtful, committed citizens can change the world; indeed, it's the only thing that ever has."** - Margaret Mead

A number of large, successful organizations raise money for breast cancer awareness and research. However, these organizations routinely have overhead/administrative costs that must be offset by a percentage of fundraising dollars. These overhead costs are often directly correlated to the size of the organization.

The Terri Brodeur Breast Cancer Foundation is comprised of a volunteer Board of Directors, a volunteer Scientific Advisory Committee, an Executive Director and a Marketing Director.

By working at a grass roots level, with committed volunteers who have a proven track record in fundraising, and with the support of key sponsors, the Terri Brodeur Breast Cancer Foundation will devote 100% of gross fundraising dollars directly to research. Those who donate will know exactly how and to whom their donation dollars are directed.

This group now includes you!



The Terri Brodeur Breast Cancer Foundation

PO Box 785
New London, Connecticut 06320
Tel/Fax: 860.245.0402
E-mail: tbbcf@sbcglobal.net
www.tbbcf.org
Founders: Norma Logan and Sandy Maniscalco

Walker Training

You'll want to get the most out of your experience in this Walk. Training is essential for all participants in order to avoid the possibility of injury. A large part of the training is learning what works for you.

To help you with your training, our website offers a 15 week training [schedule](#), established walk route [directions](#) in Mystic and Old Saybrook and [website links](#) and recommended [reading material](#) that can answer questions you may have regarding nutrition, footwear, clothing and training for a full and half marathon.

We have posted the [TBBCF Walk Leader Training Guide](#) on the website for walk groups who may be interested in organizing informal walker training in locations of their choosing.



Training Schedule

Here is a look at a recommended Full Marathon 15-week training schedule:

Week	Day 1	Day 2	Day 3	Day 4
Week 1	3	4	3	6
Week 2	3	4	3	8
Week 3	3	4	3	6
Week 4	3	4	3	10
Week 5	3	5	3	12
Week 6	3	5	3	12
Week 7	3	6	3	8
Week 8	3	6	3	14
Week 9	3	6	3	16
Week 10	5	6	5	8
Week 11	5	6	5	18
Week 12	6	6	6	10
Week 13	6	6	6	20
Week 14	6	6	6	12
Week 15	4	4	4	0

- TBBCF will provide organized hydration and safety support for 14 (Old Saybrook), 16 (Mystic), 18 (Old Saybrook) and 20 mile (Mystic) training walks in Mystic and Old Saybrook. These training walks are organized around six mile loops. Registered walkers will receive notifications for times and locations for the supported training walks via email and website broadcast announcements.
- Cross training is important. It stretches you out and helps you stay injury free. However, increasing walking mileage is the most important part of our training. If you cannot fit one of the weekend walks into your schedule, try dividing the mileage into two walks.
- Individuals participating in the Super Half Marathon can train following the Full Marathon Schedule Weeks 1-6.

Training Walk Directions

Mystic River 6 Mile Loop

Begin at Mystic River Park
STRAIGHT on Cottrell toward Washington
LEFT on Washington
LEFT on Willow
LEFT on East Main
RIGHT on Holmes
LEFT on Bay
RIGHT on Isham
LEFT onto Route 27 toward Old Mystic
BEAR LEFT at 4-way STOP
LEFT onto River Road (3.0) and follow River
LEFT on Starr
RIGHT on Pearl then LEFT on Eldridge (5.6)
RIGHT on Gravel
LEFT on West Main
RIGHT on Cottrell (6.0) to PIT STOP

Directions to Mystic Training Walks

Mystic River Park

I-95 North - Take Exit 89 (Allyn Street). At the end of the exit ramp take a **RIGHT** onto Allyn Street. Follow Allyn Street to the end. Turn **LEFT** onto US-1. Continue to follow US-1 to downtown Mystic. After you cross the Mystic River drawbridge, take the next **RIGHT** onto Cottrell Street. Mystic River Park is on the right side of Cottrell Street.

I-95 South - Take Exit 90 (Route 27). At the end of the exit ramp take a **LEFT** toward Downtown (27 south). Follow Route 27 South to the end. Turn **RIGHT** onto US-1. Continue to follow US-1. Turn **LEFT** onto Cottrell Street (Whaler Inn on the left). Mystic River Park is on the right side of Cottrell Street.

Old Saybrook 6 Mile Loop

Begin Saybrook Point Inn Parking Lot
STRAIGHT over causeway to Fenwick
LEFT into Fenwick (circle)
LEFT out of Fenwick to the to TB Store
RIGHT @ 4-way STOP/Maple
STRAIGHT on Maple to Main Street
RIGHT Traffic Light/Stay on sidewalk
LEFT North Cove Road
RIGHT Cromwell Place
LEFT on to Main Street
STRAIGHT back to parking lot

Old Saybrook 8 Mile Loop

STRAIGHT over causeway to Town Beach (TB) Store
Bear LEFT Route 154 toward Town Beach (Great Hammock Road)
At end Great Hammock turn LEFT and LEFT toward McDonalds (Route 1)
Turn LEFT onto Old Post Road and follow loop to end
Turn Right @ Traffic Light/Luigi's Route 1
Bear RIGHT at Shell toward Goodwin School
Turn RIGHT after library 4-way STOP on to Pennywise
Turn RIGHT @ James Gallery (7.8) on to Main Street
Continue straight back to parking lot

Old Saybrook Training Walks

Old Saybrook Point

I-95 North - Take Exit 67 (Route 154). At the end of the exit ramp, bear **RIGHT** onto Route 154 South. Go to 3rd traffic light and bear **LEFT** onto Main Street (Route 154). Saybrook Country Barn is on the left. Continue straight for 2 miles on Main Street to the water. At **STOP** sign go straight through it and turn **LEFT** into the parking lot - directly across from Saybrook Point Inn.

I-95 South - Take Exit 67 (Elm Street). At the end of the exit ramp, turn **LEFT** and go .8 miles to 1st traffic light (Route 1). There's a Dunkin Donuts at that corner. Continue straight through light to a **STOP** sign. North Cove Outfitters is on your right and Liberty Bank is across the street on the left corner. Turn **RIGHT** onto Main Street (Route 154). Continue straight for 1.8 miles on Main Street to the water. At **STOP** sign go straight through it and turn **LEFT** into the parking lot - directly across from Saybrook Point Inn.

Website Links and Recommended Reading

<http://www.marathonwalking.com>

This website focuses exclusively on long distance walking, offering terrific training recommendations for beginners and advanced walkers alike. Check out their training plans, motivational stories and an online walking store.

http://www.walkingconnection.com/Walking_Marathon_Training.html

The Walking Connection also offers full marathon training schedules for walkers of any ability. This site offers beginner, intermediate and advanced training schedules broken into weekly intervals.

<http://www.halhighdon.com/halfmarathon/walk.htm>

Access a weekly training schedule to help you prepare for walking 13.1 miles.

<http://www.nacoa.org/Marathon%20HQ/pdfs/Training%20to%20walk%20a%20marathon.pdf>

This article, written by Patti Finke, M.S. Co-Director Portland Marathon Clinic & Portland Marathon Walk Clinic, on Training to Walk a Marathon, includes a walk training schedule for beginner and intermediate walkers, tips on the correct walking posture, and great stretch and strength exercises.

<http://www.runthepanet.com/trainingracing/training/walkers/walkathon.asp>

Run the Planet website prepares walkers to complete the Walk, with helpful training schedules and sponsor links for walking shoes, apparel and additional resources.

<http://walking.about.com/cs/marathontraining/a/marathonwalk12.htm>

Proper nutrition is crucial in training to walk a half-marathon or full marathon. Visit this website for nutrition guidance.

Recommended Reading:

Absolute Beginner's Guide to Half-Marathon Training: Get ready to Run or Walk a 5K, 8K, 10K, or Half-Marathon Race by Heather Hedrick

Learning to Walk: From the Sofa to a Marathon in Nine Months by Sheilagh Conklin

Marathoning for Mortals: A Regular Person's Guide to the Joy of Running or Walking a Half-Marathon or Marathon by John Bingham and Jenny Hadfield

Fundraising First Steps

- Set your fundraising goals.
- Make a list of everyone you know. This will become your donors' list.
- Become your first donor.
- Draft fundraising letter (see page 8).
- Draft follow-up e-mails.
- Be enthusiastic!
- **Tell everyone** you know that you are participating.
- Forward your donations to the Foundation on an ongoing basis.
- Send thank you notes to your sponsors!

How to Make a Donation

On-Line:

- Log on to www.tbpcf.org
- Locate the **Sponsor a Walker** link at the top of the Home Page
- Enter the first and last name of a participant and click "**Search**". The participant's name will be displayed.
- Click on the **Donate** link located to the right of the participant's name.
- The online form guides you through the donation process. It ends with an opportunity to designate your donation "In memory of _____", "In honor of _____", "In support of _____".

Please note that the website is secure! We have safeguarded the integrity of credit card information by using "Secure Sockets Layer" (SSL) technology.

By mail:

Provide potential sponsors with a copy of the "**Sponsor a Walker**" form. In your fundraising letter, (see page 8 for an example) remember to request a copy of the form with each donation. Have sponsors mail a donation with the form to: Terri Brodeur Breast Cancer Foundation, PO Box 785, New London, CT 06320. Another option is to collect the donations yourself and mail them with the forms to the Foundation address. ***Mail the forms when you receive them to avoid a delay in the Foundation processing your donation***

Fundraising Sample Letter

Dear <>:

On October 1, 2011, I will be joining hundreds of walkers on a walking marathon, super half marathon, quarter marathon through Southeastern Connecticut. I have taken on this challenge – Terri Brodeur Breast Cancer Foundation's (TBBCF) Walk Across Southeastern Connecticut - to raise funds for breast cancer research, and plan on walking the <> marathon. A life goal of mine is to better the lives of others. Participating in the TBBCF Walk Across Southeastern Connecticut, will allow me to be a part of something that will affect the lives of people I will never meet ... to truly make a difference.

Breast cancer is the leading cause of death in women between the ages of 40-55. The need for education and early detection is unquestionable – currently, one million women in the United States have the disease and do not know it. I am very fortunate – breast cancer has not taken the lives of any women in my family . . . YET. I want my children and their grandmothers, cousins, aunts, friends, teachers, counselors, acquaintances, etc. to be as lucky.

The Terri Brodeur Breast Cancer Foundation is a local, 501 (c) (3) non-profit organization founded by Norma Logan and Sandy Maniscalco, and dedicated to fighting this devastating disease.

Many organizations raise money for breast cancer research and awareness. The pink ribbons we see everywhere are evidence of their success. The Terri Brodeur Breast Cancer Foundation is different from other breast cancer foundations in that **100% of the fundraising dollars go directly to breast cancer research.** You might ask, "How is that possible?" The answer is it is run by experienced volunteers and depends on sponsorship dollars to cover fundraising events and administrative costs. It is due to that 100% commitment that over 1.8 million dollars have been raised allowing 18 grants to be given to our best and brightest breast cancer researches so they can find a cure to end this horrendous disease. The Foundation's name honors Terri Brodeur of Old Saybrook, Connecticut. Terri was Norma Logan's dear friend. They were both Stage 4 breast cancer patients. After a two-year battle Terri succumbed to the disease on October 11, 2005 as did Norma six months later on April 20, 2006.

In order to participate in this exciting event, I need to raise \$<>; however, my personal goal is \$<>. I hope I can count on your support to help me reach my goal. When considering how much to give, think of how hard I will be training and how you can truly make an impact on others. And remember, your gift is tax-deductible.

I have enclosed a self-addressed envelope and a donation form for you to fill out and send in, and I'll be writing or e-mailing you to follow-up in a month or two. You can also choose to donate online at <http://www.tbcbf.org>

Click on Sponsor a Walker at the top of the page and search for <your name>.

If you have any questions, please feel free to call me at <> or e-mail me at <>.

Thank you.

Matching Gift Process

Matching gifts can really help boost your fundraising efforts. Many companies, e.g., Monsanto, Merck, Pfizer, St. Paul Travelers, to name a few, will match their employees' donations. We encourage you to remind your walk sponsors to submit matching gift forms to us if their company participates in a matching gift program.

Here's how our process works:

1. Complete, sign and mail matching gifts forms to the Foundation using the information below.
 - a. Name of Organization: Terri Brodeur Breast Cancer Foundation
 - b. Program Designation: 2011 Walk Across Southeastern Connecticut and **your first initial and last name**.
 - c. Address: PO Box 785
 - d. City/State/Zip: New London, CT 06320
 - e. Name of Officer:
 - f. Title:
 - g. Organization Address: P.O. Box 785, New London, CT 06320
 - h. Organization Telephone #: 860-245-0402
 - i. Employer ID #: 20-4149832

2. Once we receive the matching gift form, we will complete and mail the form to the matching gift company.

Note: Some companies have the ability to fill out the matching gift form online.

Donors may request matching gifts either via mail or online.

- Within three to four weeks, the matching gift will appear on the **My Profile** page as **Pending**. This indicates the form was received, completed and mailed to the matching gift company.

- Once the matching gift is approved and paid, the status on **My Profile** will be changed from **Pending** to **Received**.

If the matching gift is not approved, you will be notified and the entry will be removed from the **My Profile** utility.

Track Your Fundraising Efforts Online – My Profile

My Profile was designed to give you easy access to the names and contact information for individuals who are supporting your walking marathon. The **My Profile** button is located at the top of the Terri Brodeur Breast Cancer Foundation Web Site Home Page.

While we can post donation checks to your online account, you might want to encourage donors to donate online. They won't have to fill out a form, copy down postage information or write a check. They will automatically receive a confirmation e-mail with tax deduction information. Remember, it may take up to two to three weeks before checks are posted on the website.

EVERY YEAR, the first time you log-in to My Profile, use the temporary password, my4file.

My Profile Login

E-mail : (your e-mail address)
Date of Birth : (mm/dd/yyyy)
Password : **my4file**

Submit

Please note: password is case sensitive.

Once you log-in, the system will prompt you to change your password.

My Profile Password

Please fill out the form below to create a new password. Enter your new password (twice for verification) then click on **Submit** button. Passwords must be at least 6 characters and can be mixed case. Once you click **Submit**, your password change will take effect immediately.

New Password
Confirm New Password

Submit

Please note: password is case sensitive.

Once you have changed your password, you can use "MY PROFILE" to update your personal data, check on your fundraising status, change your password, or logout

My Profile Personal Details

Personal | [Fundraising](#) | [Password](#) | [Logout](#)

***Fields must be filled in**

You joined as both Walker and Volunteer .	
First Name*	
Last Name*	
Address Line 1*	
Address Line 2	
City*	
State*	
ZIP/Postal Code*	
E-mail*	
Phone*	
Business Phone	
Cell Phone	
Gender*	
Birth Date*	
Please indicate a team shirt size*	
Guardian (If between 12 and 18 years of age)	
Are you a breast cancer survivor?	
Fundraising Goal	
Emergency Contact Information*	
Name*	
Relationship*	
Daytime Phone*	
Evening Phone*	

Click [here](#) to edit your personal details.

You can check on your fundraising status by clicking on the "Fundraising" link It will list your donors, their addresses, the donation amount and the donation designation. Please note, checks may take up to three weeks to process.

My Profile Fundraising Details

Personal | [Fundraising](#) | [Password](#) | [Logout](#)

Fundraising Goal: \$500

Total Donations: \$0

Name	Contact Details	Donation	Designation

Walk Cancellation Policy

Should there be strong predictions of a significant weather event such as a Nor'easter, hurricane or rain with significant flooding, the Walk will be cancelled. The Walk Co-Chairs will monitor the weather forecasts and radar; and should severe weather be predicted, they will make a recommendation to the TBBCF Executive Committee to cancel the Walk. This decision will be made by 9:00 a.m. the Friday before the Walk. Cancellation announcements will be communicated via the website, radio and e-mail.

There is no rain date if the Walk is cancelled. Cancellation of the walk does not affect fundraising targets provided by the walkers.

Thanks for all your efforts!



Please check our website at www.tbbcg.org on a regular basis as there will be updates throughout the summer months on our new status bar.

Join us on Facebook at www.facebook.com/tbpcf