



YEAR-END GIVING TOOLKIT



The purpose of this toolkit is to help you raise money and awareness for our first ever Annual Year End fundraising campaign. There are many ways to get involved. The most effective way to help raise funds is by reaching out to friends and families with Direct Asks. The toolkit helps make this easy and fun! You can also share links to our campaign on all of your social media and ask people to give through Amazon Smile.

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**Our goal is to raise \$50,000
Now- December 31, 2021.**

Feel free to create your own fundraising path and reach out to our Fundraising Committee for support. We can do this together!

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DIRECT ASKS

By far the most effective strategy we've seen is 1-1 outreach.

Techniques to asking donors for help:

- Create a list of contacts in an excel doc or using old-fashioned pen and paper, and note who you're reaching out to so you can follow up at least 2-3 times. Think about how much money you think each person could give. It doesn't matter how small the donation might be. Part of the point of the appeal is to educate people about our foundation and to make people feel good about getting involved. Add up all of the donations and think about how amazing it would be to raise all of that money.
- Think about the best way to reach out to each of your contacts. You could use any of your social media avenues, send an email, send a paper letter, or reach out with a phone call. The point is to make your ask direct, and personal. You can use our sample emails on the next page to give you a starting point.
 - Explain why their donation is so important to you, how their donation will support something you care about, and finally what they can do to help -- donate!
 - The more personalized the ask, the better. It's so obvious when people are just copy/pasting messages around. Take the extra 15 seconds to personalize your ask with someone's name and a personal note.
 - You can also ask your contacts to use AmazonSmile for their holiday shopping or year round purchases.
 - When sharing our website link, please ask your contacts to put your KAT6 loved one's name in the dedication field along with your personal email address so that you'll be notified of their contribution. This is an important step that will help us keep track of donations and thank-yous.
 - If you feel comfortable, include a photo or two to make it more personal.
- Follow up with your contacts. Once you have sent your personalized contact your letter or message, make sure to keep reaching out with updates and reminders. You can send another email or message letting them know how much money has been raised so far, or include another talking point about the Foundation. People often need several reminders to give, so try to reach out once a week during the week of December. If you have people whom you think might be able to make a larger donation, you can let them know you would like to make a time to speak with them about the foundation and how to make a donation.
- When the campaign is over, make sure to send a personal thank-you note to everyone who has donated.

SAMPLE EMAILS

The most successful fundraising emails are personalized and tell a story. We encourage you to use these email templates as a starting point and hope that you share some of your own personal journey with your potential donors.

GIVING TUESDAY

Dear [Name],

Have you heard of Giving Tuesday? It's a global day of giving, and it's a great opportunity to make a difference by donating to the causes you care about. This year, we are joining with people around the world to raise money for The KAT6A Foundation.

Giving Tuesday is the Tuesday after U.S. Thanksgiving, which is November 30th this year. With your help, our support group hopes to raise \$50,000, which will go toward research and funding programs to assist families with children diagnosed with KAT6A and KAT6B disorders, like our own family.

Your support will make a brighter future possible. We hope you'll join us on Giving Tuesday to make that goal a reality! You can learn more about the mission of the KAT6A Foundation and the meaningful work they are doing by visiting www.kat6a.org. To donate simply click here: <https://donate.kat6a.org/give/373951/#!/donation/checkout>.

With gratitude,
(Your names)

YEAR -END GIVING

Happy Holidays!

It's hard to believe we're just one week away from 2022, but the new year is almost upon us. I want to take a moment to thank you for the support you've given our family over the past year as we have navigated (child's name) rare (KAT6A or KAT6B) diagnosis.

This year we are raising funds for the KAT6A Foundation, which is an organization that offers immense support to individuals and their families in our KAT6 community. The foundation funds research into potential treatments and also awards families in need with Empowered grants so that they can provide important therapies and specialized equipment vital to their child's development.

We hope you will join us in showing your love for KAT6 individuals like (child's name) by sharing the KAT6A Foundation's year-end fundraising page or making a donation. You can learn more about the mission of the KAT6A Foundation and the meaningful work they are doing by visiting www.kat6a.org. To donate: <https://donate.kat6a.org/give/373951/#!/donation/checkout>. Please make sure to include who contacted you so we know how to thank-you!

With gratitude,
(Your name)

WAYS TO GIVE

Share the website link to donate:

<https://donate.kat6a.org/yearendgiving>

Share our Giving Tuesday Fundraiser on Facebook:

<https://www.facebook.com/donate/597730004766025/>

Major donors can mail a check to:

KAT6A Foundation
3 Louise Dr.
West Nyack, NY 10994

Send payment through Zelle-

The Kat6a Foundation, Inc

Scan this QR Code on your phone-

Open your camera app and simply scan the code and it will direct you to the website donation page.



If interested in donations in stock, transferring securities or matching gift opportunities, please contact Marjorie Weintraub at 914-329-2817 or kat6afundraising@gmail.com

TALKING POINTS ABOUT THE FOUNDATION

- In 2021, we funded over 22 Empowered grants to provide families with therapeutic equipment and communication devices. In 2022, the grants will also reimburse families for out of pocket therapy expenses. Each grant reward is for \$600.
- Our KAT6 Patient Registry launched in 2019. The purpose of the KAT6 Patient Registry is to document and increase understanding of the full range of KAT6 characteristics, which enables researchers to generate new insights into KAT6 disorders, and identify areas for additional study. Yearly cost to sustain the registry is \$18,000.
- The 2021 KAT6A/B symposium was the first collaborative research event organized by the KAT6A Foundation. It was designed to solidify the current KAT6A and KAT6B research network amongst clinicians and researchers through identification of research gaps, opportunities and collaborations. Over 45 participants attended the virtual meeting which included 16 speakers invited to present their research related to KAT6A or KAT6B genes.
- A new research study in Spain began in 2021. Specifically, starting with skin cell samples from KAT6 children, Dr. Alcazar will examine the therapeutic effectiveness of different treatments on the levels of mitochondrial function in various cell types. Year 1 funding from the KAT6A Foundation is \$52,650 (45,000 EUROS).
- To ensure new KAT6A and KAT6B patients find our community, and to share accumulated knowledge back out to families, clinicians, and researchers, we develop and maintain an excellent website – www.kat6a.org – and maintain a variety of social media accounts. For 2021, website and marketing costs will total approximately \$25,000, and we will need to support these costs annually.
- Visit www.kat6a.org for more details about the work the foundation is involved in.



SOCIAL MEDIA

#GIVING TUESDAY NOVEMBER 30, 2021

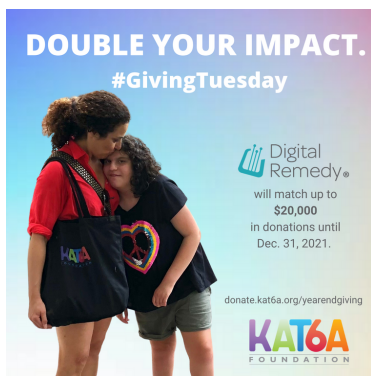
On Facebook you can directly share our [Giving Tuesday fundraising link](#) by sharing it from the KAT6A Foundation Facebook page or you can copy and paste the link from here.

Use one of your favorite graphics below by clicking on the image and downloading it to your device. Pair it with your own personalized caption or choose from one on page 4.

YEAR-END GIVING NOW- DEC 31, 2021

On Facebook you can directly share our annual appeal fundraising website page: <https://donate.kat6a.org/yearendgiving>

Email a photo to kat6aimee@gmail.com if you'd like a graphic made up using your KAT6A/B loved one.



HASHTAGS

- #GivingTuesday
- #TuesdayTakeover
- #YearEndGiving
- #KAT6AFoundation
- #checkrare
- #RARErevolution
- #KAT6A
- #KAT6B



SOCIAL MEDIA- CAPTIONS



GIVING TUESDAY

Caption 1:

Giving Tuesday is coming up! We're teaming up with our amazing KAT6 community to raise \$50,000, which will go toward funding vital research and assistive equipment/therapies for KAT6 individuals. Your donation today will make a difference!

<https://www.facebook.com/donate/597730004766025/>

Caption 2:

Please join the Giving Tuesday movement by giving to The KAT6A Foundation! Your gift will help fund research initiatives for a treatment that could improve the quality of life for individuals diagnosed with KAT6 disorders. We hope to work with you and our community to raise **\$50,000** by December 31st. <https://www.facebook.com/donate/597730004766025/>

Caption 3:

Double your impact this #GivingTuesday! Thanks to Digital Remedy, all gifts will be matched up to \$20,000. Click the link below to give and make an impact in the lives of KAT6 individuals and their families! <https://www.facebook.com/donate/597730004766025/>

Caption 4:

Today's the day! If you're passionate about making a difference this Giving Tuesday, please consider supporting The KAT6A Foundation. Thanks to Digital Remedy, your donation will be doubled. Every gift makes a difference to our KAT6 community.

<https://www.facebook.com/donate/597730004766025/>

YEAR-END GIVING

Caption 1:

As 2021 comes to an end, we're teaming up with our amazing KAT6 community to raise \$50,000, which will go toward funding vital research and assistive equipment/therapies for individuals diagnosed with KAT6 disorder. Your donation today will make a difference!

<https://donate.kat6a.org/yearendgiving>

Caption 2:

Double your impact when you make a donation to The KAT6A Foundation! Thanks to Digital Remedy, \$20,000 in gifts will be matched until December 31st. Click the link below to make your gift and improve the lives of KAT6 individuals and their families!

<https://donate.kat6a.org/yearendgiving>

Caption 3:

Happy Holidays! It's hard to believe we're just one week away from 2022, but the new year is almost upon us. I want to take a moment to ask you to support a nonprofit organization dear to my heart. The KAT6A Foundation has been a huge emotional support for our family and we hope that you will honor their mission during your year end giving.

Donate at <https://donate.kat6a.org/yearendgiving>.

SUPPORT WHILE YOU SHOP

Did you know Amazon will donate 0.5% of the price of your eligible purchases at absolutely no cost to you? Please share this information with your friends and family.

How to sign up for AmazonSmile

How to use AmazonSmile on a web browser:

1. Visit smile.amazon.com
2. Sign in with the same account you use for Amazon.com
3. Select your charity (The Kat6a Foundation, Inc)
4. Start shopping! Remember to checkout at smile.amazon.com to generate donations for your chosen charity.

Tip: Add a bookmark to make it easier to shop at smile.amazon.com.

How to use AmazonSmile using the Amazon app on your mobile phone:

1. Open the Amazon Shopping app
2. Navigate to the main menu (=)
3. Tap on Settings and then select "AmazonSmile"
4. Select your charity (The Kat6a Foundation, Inc) and then follow the on-screen instructions to turn ON AmazonSmile in the mobile app
5. Once AmazonSmile has been activated in your app, future eligible app purchases will generate a donation for the charity you have selected.

Note: The tablet app is not yet supported. Please visit smile.amazon.com/onthe-go to learn more.



INCLUDE THE KAT6A FOUNDATION ON YOUR WISH LIST

Each your offices, churches, large families and other social groups like to celebrate the holidays with Secret Santa or Kris Kringle. Consider asking your friends/family to list a donation to KAT6A on their wishlist instead of getting another coffee mug or candle.