



OFFICIAL HOST TOOLKIT

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REGISTER YOUR TEAM ON CLASSY

How to Create a Fundraising Team:

1. REGISTER on the KATwalk 2023 landing page at <https://donate.kat6a.org/KATwalk2023>

We recommend using a desktop or laptop computer to create your team.

How would you like to register?



Join a team



Create a team

2. Select "Create a team" and fill in the form

Create your team

Team name *

 0/127

Set Team Fundraising Goal *

Team Page Headline *

 0/255

CREATE TEAM

*Start off with a modest goal. You can increase it once it is reached.

*Your headline should just be a short sentence to grab the attention of your potential walkers/donors. *For example: Come walk for Jack along the beach!*

Team Questions

Tell us a little more about yourself.

Zip *

City *

Address *

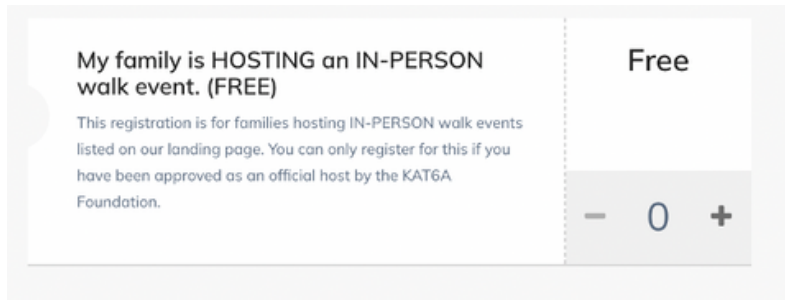
Country *

State *

REGISTER

*We require that you complete these fields with your shipping address information so that we can send you your walk merchandise.

3. Select Registration Type



*Select the number of family members living in your immediate household.

4. Complete the following form for each member of your household.

Attendee 1
Provide the attendee's information

First name *

Last name *

Email *

Cell Phone

Home Phone

Additional Questions

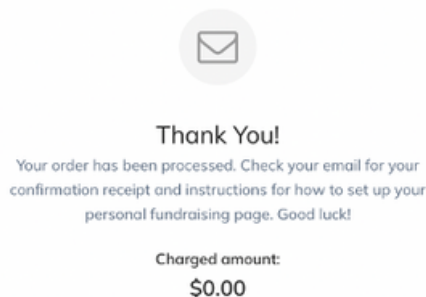
Which in-person walk event will you be hosting? *

*Be sure to choose your walk event from the drop-down menu.

5. You should now see a list of your family members. Next to your name, please click: "Make Captain."

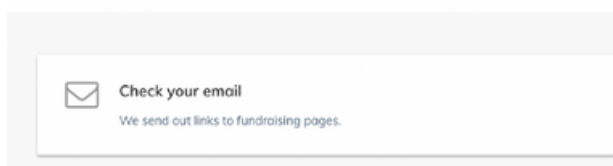
6. On the next screen you have to option to make a donation. You can do that or you may select "skip donation."

7. Congratulations! Your team is registered once you see this message:



Wait a few minutes, then check your email. You are going to see several emails. There will be one for each of your family members because Classy automatically invites each attendee to create a fundraising page.

Open the email that says, "Welcome to KATwalk 2023".



You can ignore the other emails for your family members. They can customize their fundraising pages at a later if they'd like to fundraise individually. For example, perhaps your spouse wants to directly ask their coworkers, you may choose to customize their page. It will be linked to your team page, so all your donations will be lumped together :)

8. Open email: Welcome to KATwalk 2023

Hi aimee,

aimee reitzen registered you for KATwalk 2022.

As part of this event, we create a fundraising page for you. Use the link below to personalize your page and then easily share with family and friends.

We look forward to the event and happy fundraising!
KAT6A Foundation







**Click the blue button:

This will take you to Classy and will allow you to customize your team page.

8. Go to the header of the page and select LOGIN. LOGIN

If you had a KATwalk page in the past, you will need to use the same password, if you forget it then you will need to reset your password.

Once you have logged in, the header will look like this:    

This next step is very important!!

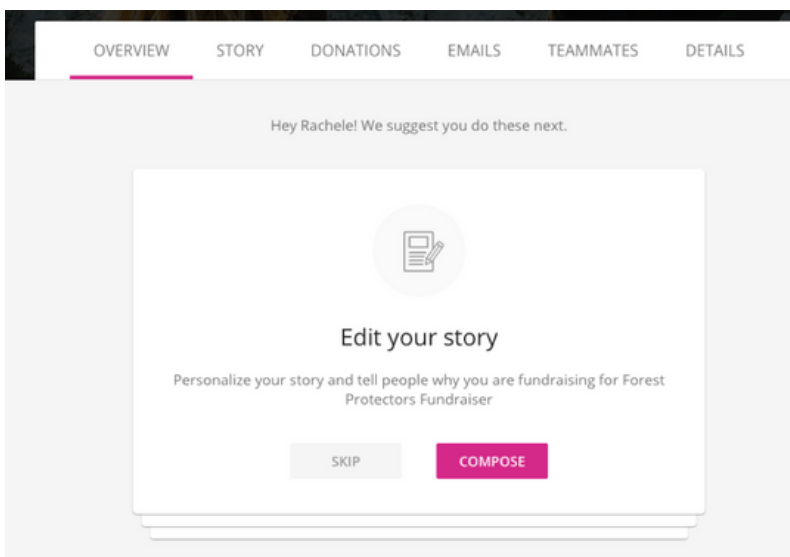
9. Select "GO to..."

In the dropdown, there will be a list of all your registered family members, scroll to the bottom and select your **TEAM PAGE**

Next, select **MANAGE** (if you are using a phone, this will be at the bottom right)

Overview

The first thing you see when you open the editor is the Overview tab. From here, you can view some cards with suggested next steps and access other content tabs. There are 2 content tabs that control the appearance and details of your fundraising page: the Story tab and the Details tab.



If this is your first time viewing the editor, we recommend completing the cards. They will help you edit your Story, make the first donation to your team, and ask for donations from friends and family. If you've already completed the cards, use the other sections in this guide to edit your page. Check out **Will's Warriors** team page from KATwalk 2021 for ideas on writing your own story.

10. Edit your story

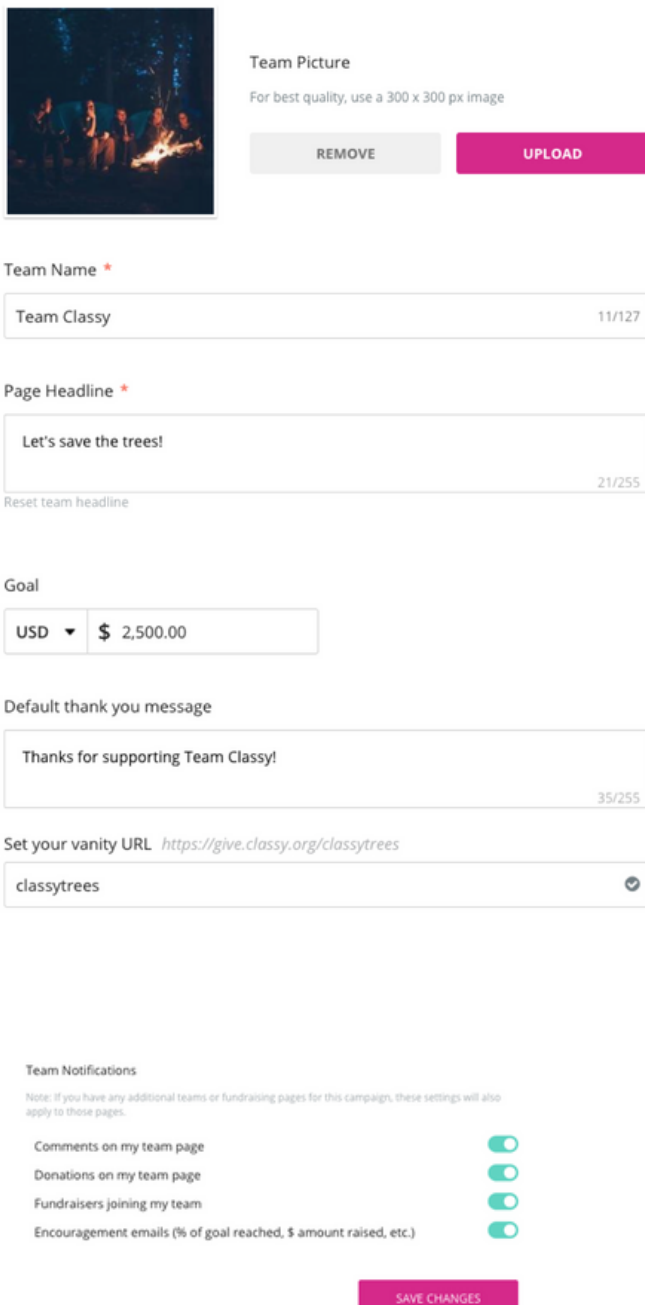
Your Story is the main content that appears on your fundraising page. To edit the content, tap on the Story tab and make your changes in the text block. Hit Save when you're finished to save your edits.

Your story should include:

- Your walk details so that your participants know what to expect on the day of the event.
- Add photos, videos, and links with the tools at the bottom of the text block.
- Need inspiration? Share why this cause is important to you and how it has a beneficial impact.

11. Edit your details

The Details tab is where you can edit the key details of your team fundraising page such as your team picture and fundraising goal. Simply make the edits you need and hit the Save Changes button when you're finished. We explain what you can change below:



Team Picture
For best quality, use a 300 x 300 px image

REMOVE UPLOAD

Team Name *
Team Classy 11/127

Page Headline *
Let's save the trees! 21/255
Reset team headline

Goal
USD \$ 2,500.00

Default thank you message
Thanks for supporting Team Classy! 35/255

Set your vanity URL <https://give.classy.org/classytrees>
classytrees ✓

Team Notifications
Note: If you have any additional teams or fundraising pages for this campaign, these settings will also apply to those pages.

Comments on my team page

Donations on my team page

Fundraisers joining my team

Encouragement emails (% of goal reached, \$ amount raised, etc.)

SAVE CHANGES

*This is the thank you message that will appear after someone submits a donation to your team page.

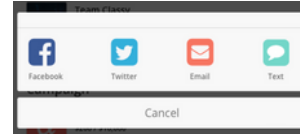
*This is simply a shorter version of your fundraising page's website address. Short URLs are easier to share and look nicer on social media. **Use your team name here!** For example: *WillsWarriors2023*

Fundraising notifications are sent to the email you used when creating your Classy account. The notifications are designed to keep you up-to-date on your fundraising activity. Toggle them on or off to control your preferences and select Save Changes.

How to Share your Fundraising Page

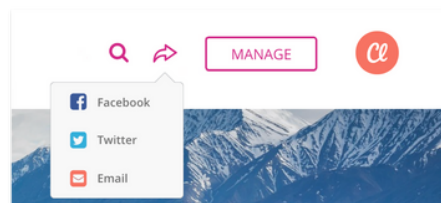
Mobile

1. Access your fundraising page
2. Select the menu icon at the top of your phone screen
3. Select Share this page
4. Choose to share your page through Facebook, Twitter, Email, or Text



Desktop / Laptop

1. Access your fundraising page
2. Select the Share arrow at the top-right
3. Choose to share your page through Facebook, Twitter, or Email



How do I share on Instagram?

Since Instagram does not have the option to add hyperlinks to Instagram stories, we recommend adding a link to your fundraising page in the website section of your Account Bio. Then in your Instagram story, you can mention the link so others can easily access your page. Here's an article to help you with this:

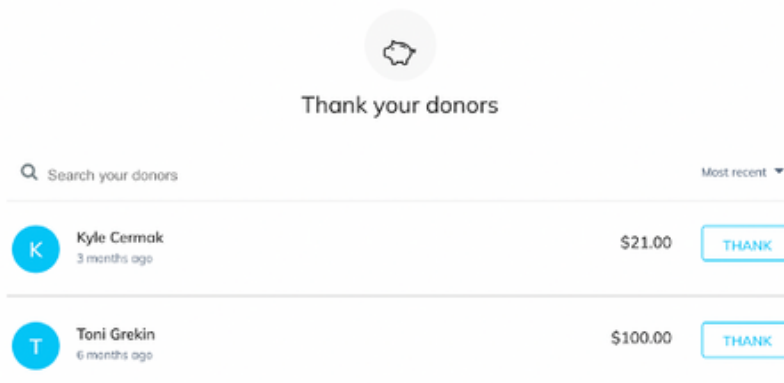
<https://embedsocial.com/blog/how-to-post-a-link-on-instagram/?scrlybrkr=53070b8c>

Email

There are some templates available to you in the email tab in order for you to encourage your teammates, ask for donations, or to thank you donors. Personalizing these emails will increase your fundraising success.

Give Thanks

Every time you login to classy, you can check the donations tab to see who has donated and you can thank them directly by clicking on the blue THANK button next to their name.



HOW TO COLLECT DONATIONS

Share the website link

<https://donate.kat6a.org/KATwalk2023>

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.



Encourage large donors to avoid credit card processing fees:

Mail a check

KAT6 Foundation
3 Louise Dr.
West Nyack, NY 10994

Send payment through Zelle

The Kat6a Foundation, Inc

Collect Cash

Any cash you collect can be converted into a check or you can submit it to the foundation via Zelle or PayPal. This will be credited to your fundraising team.

Corporate Sponsors

Please reach out to Marjorie Weintraub for additional support in securing corporate sponsorship or gift giving. Email: mgw326@gmail.com

IMPORTANT INFORMATION FOR T-SHIRT ORDERS!

NEW THIS YEAR:




Walking for a brighter tomorrow!

 All funds raised will go directly to **The Kat6a Foundation Inc**

18 items sold of 150 goal 38 days to go

\$20
Gildan Softstyle Jersey T-shirt
Adult - Heather Sapphire

[Buy / Donate](#)

[Share](#)

Gildan Softstyle Jersey T-shirt
Sizes S - XXXL [View Sizing Guide](#)

T-shirts will be ordered separately from admission tickets. Anyone who would like to purchase a t-shirt can do so from Custom Ink. A portion of the proceeds from t-shirt orders this year will go to the foundation because this year shirt orders have been set up through a Custom Ink fundraiser!

Shirts will be directly shipped to participants. It is very important to share this information through your outreach.

The LAST day to order shirts is August 14, 2023.

Feel free to copy this link:

<https://customink.com/fundraising/katwalk-2023>

REGISTRATION INFORMATION

General Admission (Ages 2 and up) - T-shirt NOT included.	\$5.00
Your ticket helps cover the cost of snacks and refreshments provided by the event host.	
Registration does NOT include a t-shirt this year.	
Please wear a t-shirt that you own from previous fundraising and awareness events to show your team spirit.	
If you would like a NEW t-shirt, you must order at https://www.customink.com/fundraising/katwalk-2023 . T-shirts will be shipped directly to your home address prior to the walk event. Deadline to order is August 14th.	

TIPS FOR A SUCCESSFUL KATWALK

- **By far, the most effective strategy we've seen is 1-1 outreach.**
- Create a list of contacts in an Excel spreadsheet or use an 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 with a cause personally important to you. 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 speak to them in person, by phone, via text, email, or use any social media avenues. The point is to make your 'ask' personal and direct.
- There are sample emails in Classy to give you a starting point and look at the samples here in the toolkit people have used in the past.
- Don't forget, the more personalized the ask, the better. It's obvious when something has been a copy/paste message. Take the extra time to personalize your ask with someone's name and a personal note.
- If you feel comfortable, include a photo or two to make it more personal. Follow up with your contacts. You can send another email or message letting them know how much money has been raised or include another talking point about the Foundation. This helps build momentum. People often need several reminders to give, so don't forget to reach out to your contacts periodically.
- When the campaign is over, make sure to send a personal thank-you note to everyone who has donated. An email will come from the president, but once again, 1-1 outreach is the best way to make people feel appreciated and continue to build relationships.

SAMPLE EMAIL

Dear _____,

I want to thank you for your generosity and support of the KAT6A Foundation and team Will's Warriors in past years. We are looking forward to another great KATwalk event on September 18 and hope that you can join us for a fun-filled day or consider donating to Will's Warriors at <https://donate.kat6a.org/willswarriors2022>.

How can you support Will's Warriors?

- Join My Team to Register

When you register be sure to choose the Wantagh, NY walk and select your t-shirt size. I will distribute t-shirts on the day of the event. Register your whole family by August 1st to ensure you get your preferred t-shirt sizes. By registering, an individual fundraising page will be generated. If you'd like to edit this page and share it out that would be wonderful, but you are not obligated to do so.

- Donate

Your donation to KATwalk 2022 will help advance research into KAT6 syndromes and supports families through Empowered grants. Funding research is absolutely critical for our families. In order to manage each individual's health issues, we must learn more about the disorder's progression and how it affects all organ systems. The Foundation began funding four NEW research studies this year, which is absolutely amazing! Empowered grants provide communication devices, adaptive equipment and therapy reimbursement to kids like Will who otherwise would not have access to them. The gift of communication is truly life changing for KAT6 families.

Update on Will- age 7!

This past year has been filled with successes and challenges for Will. We saw regression in feeding skills that he worked so hard to achieve in the past, and he continues to experience GI issues that impact his life daily.

He continues to be the hardest working person we know as he follows a rigorous therapy schedule in school which includes physical therapy, occupational therapy and speech therapy. He receives these services all summer and boards the school bus with a smile each morning.

Outside of school, Will doesn't slow down. He receives weekly therapy sessions at the Rebecca Center for music therapy, More than a gym to support his sensory needs, and Horseability for horseback therapy. He recently resumed feeding therapy sessions twice weekly to help expand his diet and tolerance to different food textures. We give him many different supplements each day and we are confident they are supporting his immune system and energy levels. Even with all the time/money spent on out of school therapies, we believe that the greatest treatment he receives is from his two brothers. He is learning so much by observing and imitating them. When Matthew learned to do a somersault this past spring, Will was determined to figure it out himself and soon after we had two tumbling little boys.

Will is primarily nonspeaking, therefore he uses an Augmentative and Alternative Communication (AAC) device, which we call his "talker." With his talker he is able to make requests and express his feelings. We are so happy to have a window into his mind now and can't wait to hear more from him as he develops expressive language using this software. We are so fortunate that we can provide Will with everything he needs to reach his full potential and are happy that we are helping other kids get these same opportunities through our hard work in the foundation.

I am very active in the KAT6 Foundation as a board member and team leader of several initiatives. I would be happy to discuss with you in more detail about the new research we are funding and ways we are supporting families. You can also learn more about it at www.kat6a.org. If you have any questions about the KATwalk, you can reach me at xxx-xxx-xxxx. Thank you for supporting us on this journey with our beautiful warrior, Will.

With gratitude,
Aimee

(Include photos or video in the email to make a greater impact.)

MEDIA GUIDE

Contacting the media is optional.

Reaching out to your local media can be a great way to increase your fundraising efforts and to raise awareness about KAT6 syndromes. It's not as difficult as it sounds.

- Look up your local newspaper/tv media outlets online. Usually they have a contact form on their website that you can fill in. There may also be an email address and phone number provided. You have an interesting story to tell, and your local news wants to share it!
- Prepare yourself for a Zoom or in-person interview. First jot down some notes about what you are comfortable sharing about your personal journey. Next, use some of these talking points below to help drive home the importance of the KATwalk.

FACTS ABOUT KAT6 SYNDROMES

- Approximately 500 individuals have been diagnosed with KAT6 syndromes internationally.
- Most individuals are diagnosed through advanced genetic testing.
- The most common features are : global developmental delay, significant speech and language deficits, feeding difficulties, distinct facial features, gastrointestinal issues, intellectual disability, vision issues, abnormal muscle tone, heart defects and sleep disturbances.

FACTS ABOUT THE FOUNDATION

- The largest gathering of KAT6 families and scientists took place on June 4, 2022 in Baltimore, MD at the 3rd International KAT6A & KAT6B Conference.
- The Foundation created the KAT6A/KAT6B Patient Registry in collaboration with the National Organization of Rare Diseases (NORD). This is the largest collection of KAT6 patient data to date.
- The Foundation is currently funding 6 different research studies including research on stem cells, cognitive functioning, fly models, and personalized medicine.
- The Foundation provides Empowered Grants to support families that require specialized equipment and therapies to assist their child's development.
- The Foundation created its first biobank in June 2022. KAT6 cells are stored at the Center for Regenerative Medicine at Boston University.

WHY SUPPORT THE KATWALK?

- BUILD a stronger support network for people with KAT6 syndromes and their families by assisting caregivers when they need help the most through support groups, webinars and conferences.
- EMPOWER families by providing grants for assistive equipment, technology and therapies.
- SUPPORT individuals diagnosed with KAT6 syndromes by funding groundbreaking research that could lead to a treatment.
- EDUCATE health care professionals to improve quality of patient care, accelerate diagnoses through genetic testing, and expand our KAT6 medical network.
- EXPAND knowledge of the entire genome. KAT6 research is applicable across many patient populations. The possibilities are endless!



KATWALK

2023

JOIN US

Date:

Time:

Location:

Contact:



WHAT IS THE KATWALK?

THIS FUNDRAISING EVENT IS SPONSORED BY THE KAT6 FOUNDATION, A 501(c)(3) NONPROFIT ORGANIZATION. THE KATWALK TAKES PLACE EACH SEPTEMBER TO RAISE MONEY TO SUPPORT CHILDREN LIVING WITH KAT6 SYNDROME. THIS ULTRA RARE DISEASE SEVERELY IMPACTS THE HEALTH AND DEVELOPMENT OF CHILDREN DIAGNOSED.

GIVE NOW

DONATE.KAT6A.ORG/KATWALK2023

HOST REIMBURSEMENT FORM

Host Name _____
Phone _____
Email _____
Event _____
Mailing Address _____

Item	Description	Cost

Total _____

****Submit this form to Emile Najm at kat6a@yahoo.com. Make sure to attach your receipts in the email.**

Indicate your Reimbursement Method: PayPal, Zelle or personal check

Provide your PayPal account email address or mailing address for a check if it is different than the information listed above.

(signature)

(date)

Official walk hosts will be reimbursed for their out of pocket expenses. Examples of expenses may include park fees, food & drinks, entertainment, etc. Hosts will be reimbursed up to 10% of their fundraising total.

EVENT DAY REMINDERS

On the day of your walk remember to bring:

1. KATwalk banner
2. Bracelets
3. Stickers
4. Registration Spreadsheet (check your email)
5. Pens, string, scissors, tape
6. Coloring page & crayons (optional)

Follow these tips to help make your day go smoothly:

- Designate a volunteer to distribute t-shirts and other merchandise. Sort t-shirts in advance by size. Bring a few pens so they can check off each person that arrives.
- Hang your banner in a visible spot in order to raise awareness.
- Share some words of appreciation to your supporters and let them know how the foundation uses their donations. *See page 13 for talking points about KAT6 syndromes and work being done at the Foundation.*
- Keep any cash/checks you collect at your walk in a safe place. You will have extra t-shirts in your shipment, so you can sell them that day to any last minute attendees. The cost is \$5 per person. They can give you cash or register using their mobile devices.
- Taking photos can be difficult to do when you are hosting. We recommend that you designate a friend or family member to circulate and take photos/videos.
- Encourage your attendees to post on social media using #KATWALK2023 . Ask them to tag the KAT6 Foundation. We are on Instagram, Twitter and Facebook.

HAVE FUN!!



Thank you for joining us today!



GIVE NOW

We are so grateful for your participation and support this year! It's not too late to support our team. Simply scan the QR code and select register and join our team!

Help us raise awareness!

Share photos from today on social media.
Use #KATwalk2023



**WALKING FOR
A BRIGHTER
tomorrow!**

