

ANNUAL APPEAL TOOLKIT



The purpose of this toolkit is to help you raise money and awareness for our Annual Appeal fundraising campaign.

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 make your own fundraising page, create a Facebook fundraiser and share links to our campaign on all of your social media.

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ANNUAL APPEAL TIMELINE

November 11:

- Make a list of all of the people you want to share your fundraiser with, gather their contact info
- Draft an email, make it personal by including sweet victories, photos and what the foundation means to you ([sample email page 4](#))

Nov 18th:

Make your fundraising page ([instructions on page 3](#))

Nov 25th:

Annual appeal launch!

- Share our social media posts
- Send emails with a link to your Annual Appeal page

Throughout December:

- Share our weekly posts on your socials
- Check your fundraising page to see who gave and make sure to thank them
- Send a follow up email to remind folks to give

December 23-31: This is the time to ramp up your asks as the appeal draws to a close. We will send out several posts this last week.

December 31st:

Send out our final blasts on socials and emails.

Jan 1:

Bask in the glow of your good work and make sure to thank all of your donors. [Printable thank you note template available here.](#)

CREATE YOUR FUNDRAISING PAGE

Follow these simple steps to set up your custom Annual Appeal fundraising page:

- Visit the Annual Appeal website at donate.kat6a.org/give2024.
- Click on "Become a Fundraiser"
- Sign in or Create an Account with Classy
- Create your page
 - Set your fundraising goal
 - Give your page a headline
 - Select "General Funds Project"
 - Set a short URL for your page - this is optional
 - Finish
- Upload a photo
- Answer Member Questions

That's it!

Now it's time to share your Annual Appeal page with friends, family, co-workers, neighbors and anyone you think would love to support our year-end fundraising via email and on your social media pages.

SAMPLE EMAIL

The most successful fundraising emails are personalized and tell a story. Use this template as a starting point and add your own personal details.

Dear Family and Friends,

Happy Holidays!

This year we are raising funds for the KAT6 Foundation, an organization close to our hearts.

As many of you know, our child was born with a rare genetic mutation that affects many aspects of their and our lives. The KAT6 Foundation is a parent-led foundation that has offered us community, medical advice and comfort as we navigate our unusual path. With their support, we can advocate for our child, find appropriate medical support and make sure they fulfill their greatest potential.

[Include details about your child and their milestones here]

This past year the foundation:

- Hosted their largest ever international conference with 59 families and 20 scientists from around the world
- Sponsored 7 research studies with 6 different institutions
- Supported 5 published papers on KAT6 Syndrome
- Provided 20 Empowered grants to families in need, reaching 100 total grants since the program's start
- Initiated an Advocacy Team to help families with issues ranging from navigating the school system to special needs estate planning

You can learn more about the KAT6 Foundation and the meaningful work they are doing by visiting www.kat6a.org.

Please visit our family's Annual Appeal page to make a donation: (include link here)
Or (if you don't make a page, direct them to : [The KAT6 Foundation Annual Appeal page](#).)

With gratitude and best wishes for a warm and wonderful holiday season!

[Add a photo or two to make your email more personal]

(Your name)

GIVING DETAILS

The Fundraising Committee is here to help!

- Let us know if you have someone in your life who might be interested in making a larger donation. We can work to get to know them and make an ask on your behalf.
- Double your donation by asking your employer about company matching programs.
- Reach out to local businesses to ask for donations in exchange for posting about them in your socials
- Use Giving Tuesday on December 3rd to promote the Annual Appeal
- Make a Facebook Fundraiser for your Annual Appeal
- Encourage larger donors to send checks or wire their donations to avoid large credit card processing fees.

Checks can be mailed to:

KAT6 Foundation
3 Louise Drive
West Nyack, NY 1099

We accept donations of equities and bequests.

Contact Karen Ginsburg, kginsburg.lcsw@gmail.com, for more information.



TALKING POINTS

- **WHAT IS THE KAT6 FOUNDATION:**

- The KAT6 Foundation is a parent-run foundation that was started in 2017. Since that time, we have won several prestigious grants and raised over \$1 million dollars to advance research and support our community.

- **WHAT DO WE DO?**

- The foundation sponsors research aimed at understanding the KAT6 gene and finding treatments. They also provide support groups, spread awareness and help parents navigate life with a KAT6 child.

- **HOW DOES KAT6 SYNDROME AFFECT PEOPLE?**

- The KAT6 gene helps to regulate the body's ability to access its DNA. Those with the mutation experience a broad range of symptoms, with a broad range of severity. Some individuals are unable to walk, feed themselves or speak. Others are more moderately affected.
 - Moderate to life threatening gastrointestinal issues
 - Gross and fine motor skills issues, difficulty with walking, writing, balance and coordination
 - Inability to chew and swallow
 - Issues with speech
 - Intellectual Disabilities
 - Lowered immunity

- **WHERE DO YOUR DONATIONS GO?**

- In 2024 the KAT6 Foundation:
 - Hosted our largest ever international conference with 59 families and 20 scientists from around the world
 - Sponsored 7 research studies with 6 different research institutions
 - Supported 5 published papers on KAT6 Syndrome
 - Provided 20 Empowered grants to families in need, reaching 100 total grants since the program's start
 - Initiated an Advocacy Team to help families with issues ranging from navigating the school system to special needs estate planning
 - Expanded our fundraising pool to international families
 - Maintained our registry which holds vital data for our researchers
 - Paid for a science advisor to keep us focused on the best research opportunities

SOCIAL MEDIA

Throughout the Annual Appeal, we will be making weekly posts on the KAT6 Foundation Facebook and Instagram pages. Please share these on your socials!

We have also included graphics that you can download for your own use on emails and socials. If you prefer, you can run your fundraiser as a Facebook Fundraiser. All of the proceeds will go to the Annual Appeal.

Keep an eye out for Giving Tuesday, December 3, 2024. It is a great way to maximize giving!



Click an image to open it in your browser then right click to save to use in your emails or social media posts.



THANK YOU'S

Please make sure to thank your donors.

Post thank you's on your social media pages and send thank you emails to your contact list. A personal note or phone call also goes a long way.

Here is a sample thank you card that you can print at home.



Please reach out to us with any questions regarding your Annual Appeal fundraising.

Whether sharing our social media posts and Annual Appeal page or creating your own, we're here to make year-end fundraising as simple as possible.