



ANNUAL APPEAL TOOLKIT

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INTRO TO ANNUAL APPEAL

As the year comes to a close, we invite you to join us in building a brighter future for everyone living with KAT6 syndrome.

Our Annual Appeal is a meaningful tradition that brings our community together at the end of the year. Your generosity—whether through a one-time or monthly donation, a gift of stock, or an estate bequest—directly fuels progress for families worldwide.

Because of donors like you, the KAT6 Foundation has become a global driver of research, resources, and connection. Together, we've launched studies, built community, and given families hope. But there is still so much to do.

This year our goal is to raise \$350,000 to continue the amazing work we started!

Every gift, no matter the size, makes us stronger—and helps families thrive. Please consider making your end-of-year donation today and share this page with friends and loved ones who can help us move closer to treatments.

Thank you for standing with the KAT6 community.

We are truly stronger with you.

ANNUAL APPEAL TIMELINE

Week of November 10th:

- 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**)
- Make your fundraising page (**instructions on page 3**)

November 17th:

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 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 post several times this week.

December 31st:

- Send out your final asks on socials and emails

January 1st week:

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

CREATE YOUR FUNDRAISING PAGE

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

1. Visit the Annual Appeal website at donate.kat6a.org/give2025
2. Click on "Become a Fundraiser"
3. Sign in or Create an Account with Classy
4. Create your page
 - a. Set your fundraising goal
 - b. Give your page a headline
5. Set a short URL for your page - this is optional
6. Click "Finish" button
7. Upload a photo and edit your story.



SAMPLE EMAIL

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.

[Optional: Include details about your child and specific ways the foundation has helped you]

This past year the foundation:

- Hosted their largest ever international conference with 59 families and 20 scientists from around the world
- Sponsored 7 new research studies
- Provided 20 Empowered grants to families in need

You can learn more about the KAT6 Foundation and the meaningful work they are doing by visiting www.kat6.org.

We would be so grateful if you would consider making a donation to the KAT6 Foundation, which has done so much for our lives. 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)



**[Link to customizable letter
available on Google Doc](#)**

TALKING POINTS

WHAT IS THE KAT6 FOUNDATION:

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

WHAT DO WE DO?

The foundation sponsors research aimed at understanding the KAT6 gene and finding treatments. They also provide support groups, Empowered grants for reimbursement of therapy expenses, 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 walking, writing, balance
- Inability to chew and swallow
- Issues with speech
- Intellectual Disabilities
- Lowered immunity

WHERE DO YOUR DONATIONS GO?

- Hosting our international KAT6 conference
- Funding research- seven new research studies in 2025!
- Supporting families through our Empowered Grant program
- Maintaining our KAT6A/KAT6B Patient Registry

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 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 to promote the Annual Appeal.
- Encourage larger donors to send checks or wire their donations to avoid large credit card processing fees.

Checks can be mailed to:

8 Leland Court
Chevy Chase, MD 20815

We accept donations of equities and bequests.

Contact Karen Ginsburg: kginsburg.lcsw@gmail.com

SOCIAL MEDIA

Throughout the Annual Appeal, we will post weekly on the KAT6 Foundation social media pages - please share these!

Note: Posts in our private groups are not shareable to the public.

We have included graphics you can download to use on emails and socials. Keep an eye out for Giving Tuesday, December 2, 2025.

It is a great way to maximize giving!



Customize a graphic in Canva to use on a Facebook post



**Customize your own Profile Photo Frame in Canva
(2 color options)**

For help creating a custom graphic, reach out to our Social Media Coordinator Megan Stetts at mstetts22@gmail.com

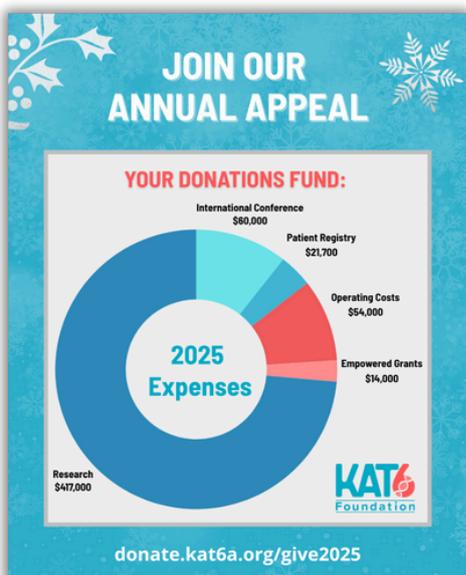
SOCIAL MEDIA

These general Annual Appeal and Giving Tuesday graphics make a great addition to an email to family members or in a social media post.

Select from the graphics below: our Annual Appeal tagline, a family photo, or a pie chart showing your donors how their Annual Appeal donations are spent.



Click an image to open it in your browser then right click to save.



THANK YOU

Be 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 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.



KAT6 Foundation Fundraising Contacts

Karen Ginsburg - kginsburg.lcsw@gmail.com

Rachel Worden - rachelnworden@gmail.com