



KATwalk

2026 TOOLKIT

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IN-PERSON EVENT INFO

Plan a KATwalk in your city!

- A confirmed date, time, location
- Tickets required for walkers
\$25 (includes t-shirt)
\$15 General Admission (no t-shirt)
- **Promo Code KAT6-** your walkers save \$5 per ticket when they register on or before August 3rd.

Reimbursement for Event Expenses

- Examples of expenses include park fees, food, nonalcoholic drinks, ice, entertainment, paper/plastic
- Hosts can be reimbursed up to 10% of their fundraising total (Maximum reimbursement \$2000)

KATwalk Banner

- Each host will receive a **3ft x 6 ft** banner
- Custom banners provided to hosts who obtain sponsorships
- Sponsor **logos** must be emailed to katwalk@kat6.org at least three weeks prior to your walk date



KATwalk Team Leaders Facebook Group

Connect, ask questions, share ideas, and get real-time updates
[Join Group](#)

Team Social Media Graphic

Send a photo to Megan Stetts at mstetts@kat6.org and she will create a graphic for you to use on Facebook, Instagram and more.



Spreadsheets

- The KATwalk team will provide each host with a spreadsheet with attendees and t-shirt sizes 3 days prior to walk.
- A final spreadsheet with donor contact info will be shared with team captains in early October after KATwalk is officially over.

KATwalk Swag

FREE giveaways for registered walkers



Host Rewards

Top teams earn a voucher to our shop and will be announced in Foundation communications

KATWALK ANYWHERE INFO

Some of our top fundraisers each year are virtual fundraising teams!

Fundraise Online

No event planning necessary!
No walker registration fees!
Simply create a team fundraising page and share it on social media, email or by phone to solicit donations.

Team Social Media Graphic!

Send a photo to Megan Stetts at mstetts@kat6.org and she will create a graphic for you to use on Facebook, Instagram and more.

KATwalk Team Leaders Facebook Group

Connect, ask questions, share ideas, and get real-time updates
[Join Group](#)

Order Tees for the Fam!

Show your unity with our KAT6 community by supporting our **Custom Ink t-shirt fundraiser.**
Wear your shirt throughout September and walk anywhere.



KATwalk Fundraising Materials

Visit <https://kat6.org/katwalk> to download or print fundraising materials, sample emails, logos, brochures, signs and more.

Spreadsheets

A spreadsheet with your team's donor/contact information will be shared with each captain in early October after the KATwalk is officially over. You can use this to thank your supporters.

Host Rewards

Top teams earn a voucher to our shop and will be announced in Foundation communications

HOW TO CREATE A KATWALK TEAM FUNDRAISING PAGE (powered by GofundmePRO)

How to Create a Fundraising Page:

View this [video tutorial](#) to walk you through the steps to creating a team page.

1. REGISTER on the KATwalk 2026 landing page at <https://donate.kat6.org/KATwalk2026>

We recommend using a desktop or laptop computer to create your team, but your mobile device will also work.

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

3. Select Registration Type

The screenshot shows a registration form with two options. The first option is 'KATwalk Team Captain Family Member Ticket (In-person event hosts)' with a description: 'Thanks for hosting a KATwalk event in your city! This registration is for team captains and their immediate household family members (Parents and siblings of KAT6 child). Select t-shirt sizes for each member of your family.' The price is 'Free' and the quantity is '0'. A red arrow points to this option with the text 'In Person walk Hosts: Select the number of family members living in your immediate household.' The second option is 'KATwalk Anywhere Team Captain' with a description: 'Way to go! You're going to KATwalk at your leisure and share your page with your friends and family.' The price is 'Free' and the quantity is '0'. A red arrow points to this option with the text 'Virtual Hosts'.

4. Register each member of your family. After doing this, you will see a list of your family members. Next to your name, please click: **"Make Captain."**

5. On the next screen you have the option to make a donation. You can do that or you may select "skip donation." And finish checking out.

6. Once you receive the **"Thank You!"** message, Your team is successfully registered.

7. Next to your team name choose **"View"** and you can edit the rest of your team page.

8. Go to the header of the page and select SIGN IN or MANAGE if you are already logged in.

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.

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) From here you can add your **team photo, vanity link, and Edit Your Story**. Your story should include:

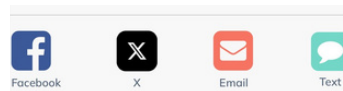
- Your walk details so that your participants know what to expect on the day of the event.
- Add photos, videos, and links with the tools at the bottom of the text block.
- Need inspiration? Share why this cause is important to you and its impact.

Need help? Contact us or refer to this article: [How to Edit a Team Fundraising Page](#)

HOW TO SHARE YOUR FUNDRAISING PAGE

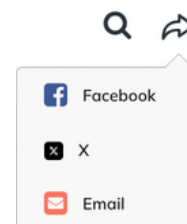
Mobile

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?

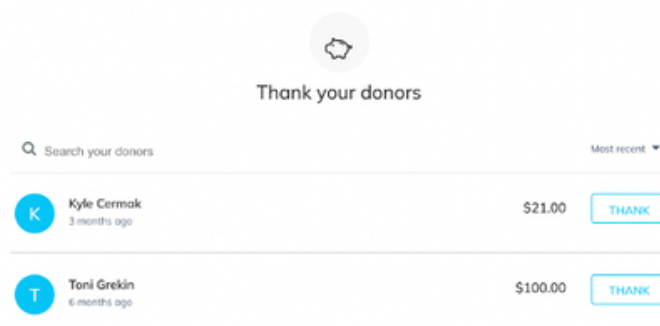
Since Instagram does not have the option to add hyperlinks to Instagram posts, we recommend adding a link to your fundraising page in the website section of your Account Bio or in an instagram story. **[Article with additional information.](#)**

Email

There are templates available to you in the email tab of your team page that you can use to encourage your teammates, ask for donations, or to thank your donors. Personalizing these emails will increase your fundraising success. Additional email samples are available at **<https://kat6.org/fundraising>**

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.



Invite Team Members to Help you Fundraise

We've found that email invites are one of the more effective and personal ways to recruit new team members.

[Learn more.](#)

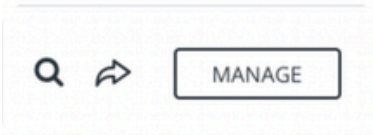
LINK YOUR FUNDRAISING PAGE TO FACEBOOK!

New for 2026!

When someone donates to your Facebook fundraising page it will update your total fundraising progress. The donation will also appear on your GoFundMe Pro fundraising page's activity feed.

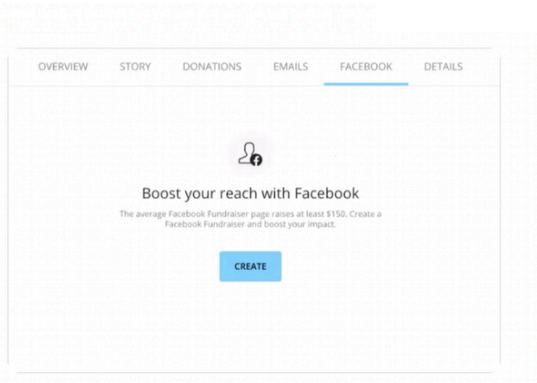
Here's how to set this up:

1. Access your GoFundMe Pro fundraising page
2. Log in at the top of the page if you haven't already
3. In the header, select **Manage**

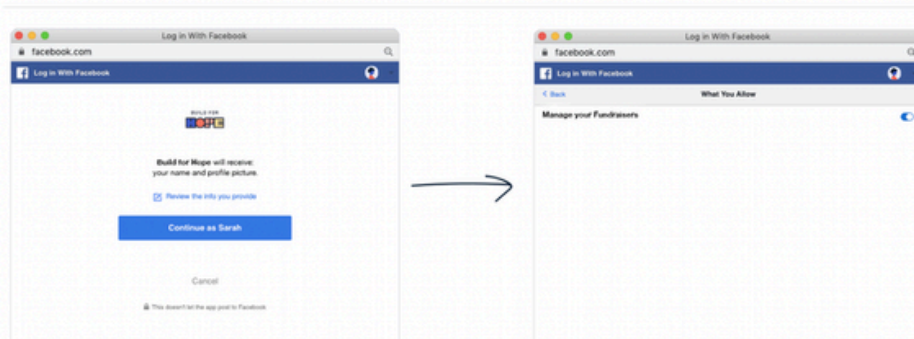


4. Select the **Facebook** tab

5. Select **Create**



6. When the Facebook login prompt appears, log in if you haven't already
7. Make sure you allow Manage your Fundraisers (slide the toggle on)



Note: If you don't allow Manage your Fundraisers, you will see an error message. Facebook will remember your choice, and you won't be prompted to allow Manage your Fundraisers until you remove your preference from your Facebook settings. To do this, view our [troubleshooting steps](#) at the end of this article.

Edit the page

When you create a Facebook fundraising page, the following information will transfer over from your GoFundMe Pro fundraising page:

- The campaign's background image
- Your Fundraiser Name
- Your Page Headline
- Your Fundraising goal
- Your Fundraising end date

While the background image can only be changed in Facebook, you can edit the other details at any time from your GoFundMe Pro fundraising page. To do so, select the **Details** tab in the editor for your GoFundMe Pro fundraising page. The changes you make will automatically apply to your Facebook fundraising page.

Can I just create a fundraising page on Facebook?

Yes, but the donations you gather won't display on your GoFundMe Pro fundraising page. We recommend creating your Facebook fundraising page through GoFundMe Pro to combine the benefits of both GoFundMe Pro and Facebook's tools.

For example, you can use your GoFundMe Pro page as a central hub for your fundraising activities. Your Facebook fundraising page is a great way to boost donations through your Facebook friends.

IMPORTANT INFORMATION FOR 2026 T-SHIRT ORDERS!



Updated Design and Distribution for 2026

In-Person Event Captains

We're trying a new approach this year to give your walkers more time to order their shirts. The Foundation will purchase shirts in bulk. A KATwalk team member will sort and ship your full order to you approximately three weeks before your event.

What you need to do:

- Promptly review and confirm your t-shirt spreadsheet (approx 3 weeks prior to your walk)
- Confirm receipt of your shipment to your home address
- Distribute shirts to participants at your event

As a thank you for hosting, you will receive a t-shirt for each member of your immediate family (KAT6 parents and siblings).

Important for your walkers:

Ask participants to select "KATwalk Admission with T-Shirt" when registering.

- **Use promo code KAT6** to save \$5 per ticket purchases on or before August 3rd
- Registrants will choose their t-shirt size and walk location
- Order deadline: 3 weeks prior to your walk. After that t-shirt tickets will not be available for your walk event.
- Shirts are unisex and available in toddler, youth and adult sizes
- A small number of extras will be included for walk-ons

Walking from Anywhere?

Supporters participating remotely can order a general KATwalk t-shirt through our Custom Ink fundraiser starting on July 13th.

- Available in toddler, youth, and adult sizes
- Ships directly to each individual's home
- International shipping available (rates vary via Custom Ink)
- Order deadline: August 15

Custom Ink T-shirt fundraiser: <https://www.customink.com/fundraising/katwalk-2026-youth-and-adult-tees>

For Our Smallest Walkers

- Onesies are available through the [KAT6 Shop](#) and ship directly to your home.
- No order deadline

COLLECTING DONATIONS

Share the website link

<https://donate.kat6.org/KATwalk2026> and your specific team page link.

Scan this QR Code on your phone

Open your camera app and simply scan the code and it will direct you to the KATwalk 2026 fundraising page.



Encourage large donors to avoid credit card processing fees:

Mail a check

KAT6 Foundation c/o Aimee Reitzen
2341 Oak Street
Bellmore, NY 11710

Send payment through Zelle

The Kat6a Foundation, Inc
Let us know it's on the way, so we can confirm receipt.

Collect Cash

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

Corporate Sponsors

Please reach out to the KATwalk team for additional support in securing corporate and small business sponsorship or gift giving.
Email: katwalk@kat6.org

PROMOTING KAT6

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.

- Look up your local newspaper/tv/radio 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 video call 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

- Fewer than 1,000 individuals have been diagnosed with KAT6 syndromes internationally.
- Most individuals are diagnosed through 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, frequent infections and sleep disturbances. (See Infographic p. 14, or the KAT6 Caregiver handbook found at kat6.org)

FACTS ABOUT THE FOUNDATION

- The Foundation created the **KAT6A/KAT6B Patient Registry** in collaboration with the National Organization of Rare Diseases (NORD). **Today, over 500 individuals are registered.**
- In 2025, The Foundation approved funding for 8 new research projects! **We are currently funding 13 in total!** Visit <https://kat6.org/funded-projects/> to learn about them.
- The Foundation provides Empowered Grants to support families that require specialized equipment and therapies to assist their child's development. We have given over **125 grants** since 2020.
- The first official KAT6 Clinic opened in Boston in January 2026- funded in part by KAT6 Foundation
- The Foundation created its first **biobank** in June 2022. KAT6 cells are stored at the Center for Regenerative Medicine (CREM) at Boston University.

WHY SUPPORT THE KATWALK?

- Directly support families navigating a rare genetic condition by raising funds for research
- Align with a trusted, mission-driven community
- Be part of an event focused on connection, care, and community

SPONSORS

**Download
Sponsorship Packet**

Obtaining local sponsors is a great way to raise funds and involve your community! The KATwalk provides sponsors with meaningful visibility while supporting our foundation's mission. Reach out to us to request a sample letter to share with your community contacts.

SAMPLE EMAIL



Dear Family and Friends,

I'm reaching out to ask for your help with something very close to our hearts. As many of you know, our child has been diagnosed with an ultra-rare genetic disorder called KAT6. It's a journey that has brought challenges, but also hope—thanks in large part to the incredible support we receive from the **KAT6 Foundation**. This organization has become a lifeline for our family, providing emotional support, healthcare resources, research connections, and a community that truly understands.

Every September, the Foundation hosts its biggest annual fundraiser and awareness event: the KATwalk. This year, **the goal is to raise \$175,000**, and we would be so grateful if you could help us reach it. You can donate directly to my **team** *[insert team page link!]*.

Your contribution—no matter the size—will make a real difference by supporting:

- Empowered Grants that help families like ours afford essential therapies and assistive equipment
- The KAT6A & KAT6B Patient Registry, which connects families and shares vital medical data with researchers around the world
- 8 new innovative research studies into biomarkers and potential therapies- laying critical groundwork for clinical trials.
- The first of its kind KAT6 Connect event, where families, therapists and scientists will come together to share knowledge and build community

If the fundraising goal isn't met, some of these crucial programs may be reduced—a heartbreaking setback for a rare community that depends on them.

You can learn more about the Foundation and the amazing work they're doing at www.kat6.org.

Thank you for your continued love, generosity, and support. It truly means the world to us.

With love,
[Your Name]

[See more samples here](#)
[and download/edit](#)

EVENT DAY REMINDERS

On the day of your walk remember to bring:

1. Tshirts
2. KATwalk banner (and string to hang it)
3. Wrist bands
4. Stickers/tattoos
5. Registration spreadsheet with t-shirt size info (print from email)
6. Pens, scissors, tape
7. Coloring pages & crayons (optional)
8. Print/display QR code flyer (page 12 in toolkit) or create your own!

Tips to help make your day go smoothly:

- Send a reminder email to your attendees a few days before your event.
- Designate a helper for you at your check-in table to distribute tees and handle any last minute registrations
- 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 8 for talking points about KAT6 and work being done at the Foundation.*
- Keep any cash/checks you collect at your walk in a safe place. Registration is \$15 per person for same day registration (no tee). They can give you cash or register using their mobile devices.
- Collect money for extra tee sales or same days registrations (\$15 per shirt, \$15 registration).
- 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 #KATWALK2026. Ask them to tag KAT6 Foundation. We are on Instagram, X, YouTube and Facebook.
- Save your receipts for host reimbursement.

HAVE FUN!!



JOIN US

Date:

Time:

Location:

Local Contact:



GIVE NOW

WHAT IS THE KATWALK?

KATwalk is the KAT6 Foundation's annual fundraising event, held each September to support individuals and families living with KAT6A and KAT6B syndromes. Funds raised help advance research, provide family resources, and build a stronger global KAT6 community.



katwalk@kat6.org



KAT6.org



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 #KATwalk2026



**WALKING FOR
A BRIGHTER
tomorrow!**



DOWNLOADS

Download materials at [KAT6.ORG/KATWALK](https://kat6.org/katwalk)

24 X 36 IN INFOGRAPHIC



SOCIAL MEDIA FRAME



Email Megan a photo and she'll create a customized graphic for your social media posts and stories.

Email: mstetts@kat6.org

KAT6 LOGOS



SAMPLE FUNDRAISING LETTERS

Choose from a selection of fundraising letters to customize by copy/paste to your personal email to solicit donors and walkers. [Click here.](#)

HOST REIMBURSEMENT FORM

Official walk hosts, complete this form reimbursement of walk expenses.

Examples of expenses may include park fees, food & nonalcoholic beverages, consumables, entertainment, decorations, etc

Hosts can be reimbursed up to 10% of their fundraising total.

Maximum reimbursement is \$2000.

Host Name _____

Phone number _____

Email _____

Event location/team name _____

Mailing Address _____

Item(s)	Description	Cost

signature

date

Total Reimbursement requested: \$ _____

How would you like to be reimbursed?

☐ Zelle (provide phone number above)

☐ personal check (make sure your mailing address is listed above)

Submit form and proof of purchases to katwalk@kat6.org by October 30th.