



## OUR VISION

**AN ENLIGHTENED, EMPOWERED,  
INCLUSIVE COMMUNITY FOR ALL,  
REGARDLESS OF ABILITY.**

## OUR MISSION

**UNLOCK POTENTIAL FOR  
INDIVIDUALS WITH DISABILITIES AND  
EMPOWER THEIR FAMILIES.**





# ABOUT PATTISON'S ACADEMY

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PATTISON'S ACADEMY BEGAN WHEN A GROUP OF FAMILIES EXPRESSED THE NEED FOR A PLACE FOR THEIR CHILDREN WITH DISABILITIES TO GROW AND THRIVE. INTEGRATING EDUCATION, THERAPY AND MEDICAL CARE, PATTISON'S BEGAN IN 2006 AS AN INNOVATIVE SUMMER CAMP GIVING CHILDREN A MEMORABLE SUMMER EXPERIENCE, LIKE EVERY CHILD DESERVES. TODAY, WE OPERATE FOUR PROGRAMS YEAR-ROUND, PROVIDING ENRICHMENT TO THOSE WE SERVE WHILE EMPOWERING THEIR FAMILIES AND PROMOTING INCLUSION THROUGHOUT THE LOWCOUNTRY.





# KEEPING THE PACE

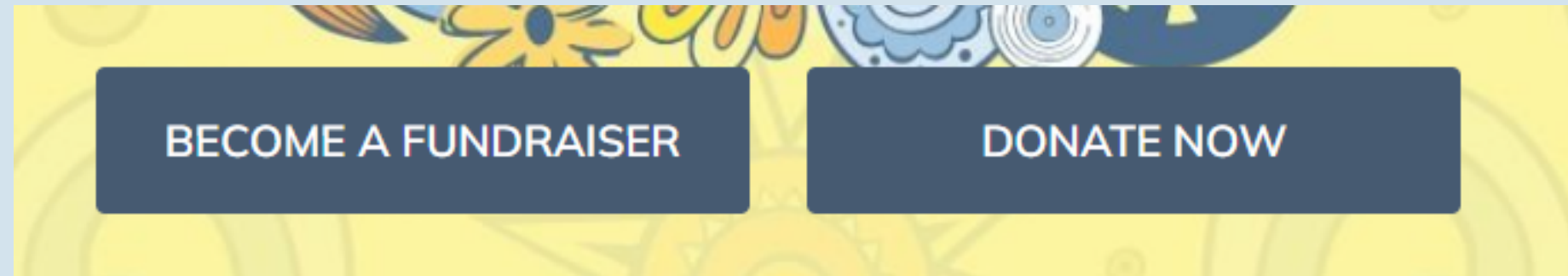
BEING THE ONLY PROGRAM OF OUR KIND IN THE LOWCOUNTRY, WE ARE A PLACE THAT NEARLY 200 CHILDREN AND YOUNG ADULTS WITH DISABILITIES CALL HOME. CHOOSING TO CELEBRATE THEIR ABILITIES INSTEAD OF DEFINE THEM BY THEIR CHALLENGES, PATTISON'S EMPOWERS EACH CHILD THAT COMES THROUGH OUR DOORS.

THIS SPRING, WE CHALLENGE **YOU** TO KEEP THE PACE AT OUR ANNUAL RIDE-A-THON TO SUPPORT PATTISON'S INITIATIVES ACROSS THE LOWCOUNTRY.



# REGISTRATION

VISIT OUR SITE HERE AND CLICK  
"BECOME A FUNDRAISER"



## SELECT A REGISTRATION OPTION



Start fundraising



As an individual



Join a team



Create a team

IF YOU'RE JOINING A TEAM, SEARCH AND SELECT THE  
TEAM YOU'D LIKE TO JOIN FROM THE DROP DOWN  
LIST

Join a team

Please search by Team Captain or the Team name to find a team to join.

Team ▼


Search by team name

IF YOU'RE CREATING A TEAM, FILL OUT  
THE QUICK FORM TO GET STARED!

Create your team

Team name \*

Set Team Fundraising Goal \*  
Currency cannot be changed once a donation to your team has been made.

USD ▼ \$ 500.00 

Team Page Headline \*  
  
0/255

Set your Team Page's Short URL (optional)  
https://give.classy.org/ExampleShortUrl

# BIKE REGISTRATION

PLANNING TO RIDE AT THE EVENT? HERE'S HOW!

BEGIN WITH THE REGISTRATION INSTRUCTIONS FROM THE LAST PAGE. IF YOU ARE ACTING AS A RIDE-A-THON TEAM CAPTAIN OR RESERVING A BIKE TO PARTICIPATE AS AN INDIVIDUAL, ELECT TO DO SO BY SELECTING "CREATE A TEAM," OR "AS AN INDIVIDUAL" TO REFLECT YOUR PLANS.

### Member Questions

Please tell us a little more about yourself.

Do you and/or your team plan on riding at the event on May 13? \*

☐ Yes ☐ No

If yes, how many bikes would you like to reserve? Please remember the fundraising minimum is \$600 per bike. If you do not plan to ride, please enter zero. \*

How would you like your team or company name listed at the event? \*

FINISH

WHEN PROMPTED IN THE REGISTRATION PROCESS, SELECT "YES" AND ENTER THE NUMBER OF BIKES YOU WISH TO RESERVE. DON'T FORGET TO NAME YOUR TEAM!

# REGISTRATION

## COST

- ✿ IF YOU PLAN ON SPONSORING A BIKE, YOUR MINIMUM OBLIGATION AS A TEAM IS \$600
- ✿ IF YOU'D LIKE TO FUNDRAISE FOR PATTISON'S WITHOUT COMMITTING TO A BIKE SPONSORSHIP, THERE IS NO MINIMUM FUNDRAISING AMOUNT.

## FAQ

### DO I HAVE TO RIDE A BIKE?

NO! YOU CAN FUNDRAISE WITHOUT SPONSORING A BIKE, OR YOU CAN SPONSOR A BIKE AND HAVE TEAM MEMBERS RIDE IN YOUR HONOR!

### IS WHAT I FUNDRAISE TAX DEDUCTABLE?

YES! EACH AND EVERY DONATION MADE TO ONE OF OUR PAGES WILL RECEIVE A TAX RECEIPT.

### HOW MANY PEOPLE CAN BE ON MY TEAM

THERE IS NO LIMIT TO THE NUMBER OF PEOPLE YOU CAN RIDE WITH OR FUNDRAISE WITH.



# SETTING UP YOUR FUNDRAISER

THE MOST IMPORTANT PART OF MAKING YOUR PAGE  
IS MAKING IT YOUR OWN!

## ADD A PHOTO



CHOOSE A PHOTO TO  
USE AS YOUR PAGE  
HEADER. YOU CAN USE  
THE DEFAULT PHOTO  
WE ALREADY SET UP  
FOR YOU OR  
PERSONALIZE IT BY  
UPLOADING YOUR  
OWN!

## TELL YOUR STORY



TELL ALL YOUR FRIENDS  
WHY PATTISON'S IS  
IMPORTANT TO YOU.  
FEEL FREE TO USE THE  
NARRATIVE WE HAVE  
PRE-FILLED INTO YOUR  
CAMPAIGN, BUT WE  
EMPOWER YOU TO ADD  
A PERSONAL TOUCH!

## SET AND SHARE YOUR GOAL



DETERMINE THE GOAL  
AMOUNT FOR YOUR  
PAGE. AS YOU  
RECEIVE DONATIONS,  
THE PROGRESS BAR  
WILL SHOWCASE HOW  
MUCH YOU'VE RAISED  
TOWARDS YOUR  
GOAL.





# SHARING ON SOCIAL MEDIA

AFTER YOU'VE JOINED A TEAM OR CREATED A FUNDRAISER, SHARE YOUR PARTICIPATION ON SOCIAL MEDIA! SHOW YOUR NETWORK THAT YOU'RE COMMITTED TO STANDING WITH PATTISON'S TO CREATE A MORE INCLUSIVE, EMPOWERED COMMUNITY.

## HASHTAG

#KTP  
#PATTISONSACADEMY  
#UNLOCKPOTENTIAL

## TAG



@pattisonsacademy



Pattison's Academy

## LINK

After you've finalized your page, you will have a personalized URL to **SHARE SHARE SHARE!**

# SAMPLE POSTING TIMELINE

**NOW-APRIL 15**



**ANNOUNCE YOUR PARTICIPATION**

**APRIL 16-MAY 1**



**SHARE PROGRESS AND  
ENCOURAGE SUPPORT**

**MAY 2-MAY 10**



**ANNOUNCE YOUR MILESTONES AND  
ASK FOR SUPPORT TO REACH YOUR  
END GOAL**

**MAY 10 - 13**



**LAST CALL FOR SUPPORT**

**MAY 13-31**



**THANK YOUR SUPPORTERS**

# HOW TO POST ABOUT KTP

WE KNOW THAT PROMOTING A FUNDRAISER CAN BE INTIMIDATING. TO HELP INSPIRE YOU, WE'VE CREATED POSTING TEMPLATES FOR EACH STAGE OF PROMOTING YOUR FUNDRAISER.

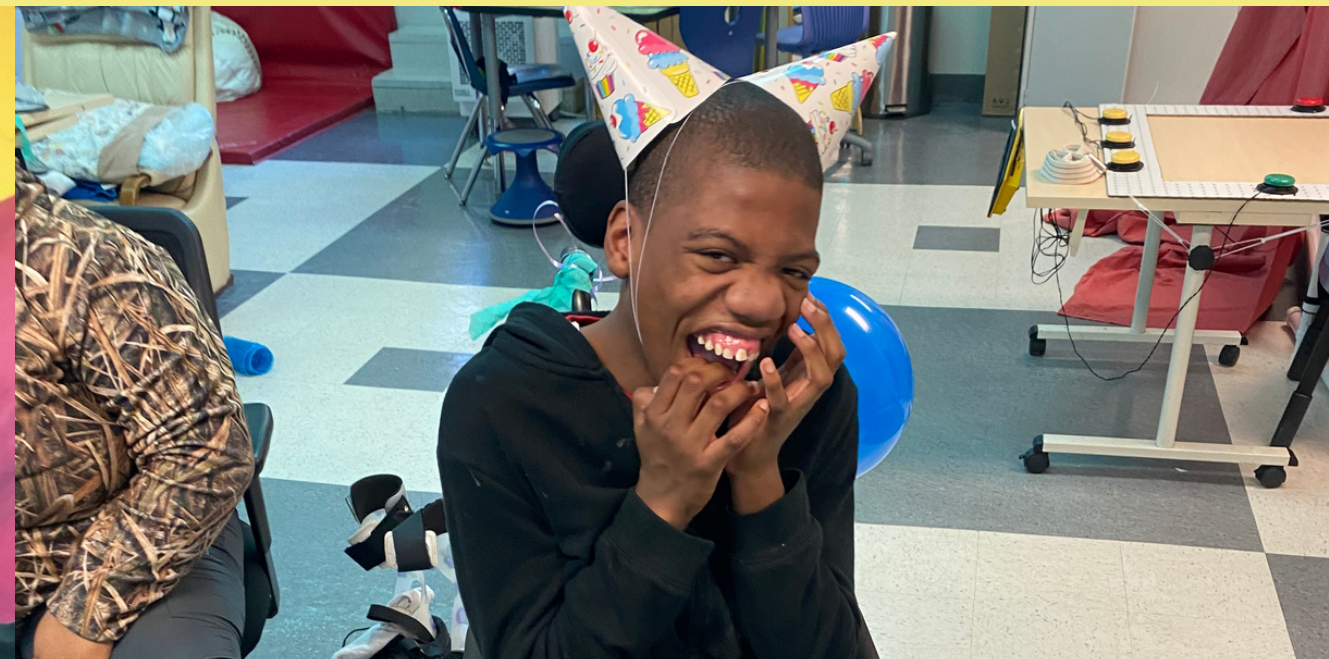


TO VIEW OUR  
TOOLKIT, CLICK  
[HERE](#)



# SAMPLE IMAGES

ALONG WITH YOUR CAMPAIGN LINK,  
WE ENCOURAGE YOU TO POST  
IMAGES TO EXPRESS HOW SPECIAL  
PATTISON'S IS. WE'VE ATTACHED  
SOME OF OUR FAVORITE IMAGES  
BELOW!



DOWNLOAD OUR  
FAVORITES [HERE](#)

# EMAILING SUPPORTERS

ALTHOUGH SOCIAL MEDIA IS A GREAT TOOL TO HELP BOOST YOUR CAMPAIGN, EMAIL IS STILL A KEY PLAYER IN ENCOURAGING SUPPORT. TO HELP YOU GET STARTED CRAFTING A MESSAGE TO YOUR CONTACTS, WE'VE CREATED A TEMPLATE FOR YOU TO USE [HERE](#). AS ALWAYS, ADD YOUR PERSONAL TOUCH AND TELL EVERYONE WHY PATTISON'S!







# THANK YOU FOR JOINING US!

FOR QUESTIONS OR ADDITIONAL INFORMATION,  
PLEASE CONTACT  
[MADISON.ANDERSON@PATTISONSACADEMY.ORG](mailto:MADISON.ANDERSON@PATTISONSACADEMY.ORG)