SocialOffset Frequently Asked Questions

How to create a campaign for an event?

Go to SocialOffset.org, click on "Create a campaign" on the upper navigation bar, and complete the information. Completing this form does not commit you to a campaign but starts the conversation.

How are causes selected?

We work with the event organizers and/or partners to select the causes that best match their objectives. Typically, two to five causes are selected per event. SocialOffset's causes are 1) Environmental Sustainability, 2) Housing Security, 3) Hunger Relief, 4) LGBTQ+ Equality, 5) Racial Justice, and 6) Reproductive Freedom. We also permit the sponsor to select one additional cause that relates to the sponsor's mission.

I work for a city or regional area. How do I partner with SocialOffset so my city can have its own SocialOffset page?

A member of our Board would be happy to set up a call with you to provide you with more information on how you can partner with SocialOffset. Send us a note through our Contact Us link, send us an email at Admin@SocialOffset.org, or email christie.tarantino@gmail.com and we will be happy to schedule an appointment right away.

How are charities vetted?

We make sure all charities are properly registered with the IRS as 501(c)3 charities. We confirm they are listed through major charity rating sites including BBB, Charity Navigator, and Guidestar. We prefer that charities contribute the majority of their donations to programs and services, as opposed to administrative overhead. However, we recognize that some very impactful local charities may not yet be able to meet these criteria. In these cases, we have an application process to vet the charity to ensure donations are being put to good use. When needed, we also work with city partners to understand the local reputation and impact of charities prior to confirming them as accepted charities.

How much of a donation goes to the local charities?

SocialOffset does not take any portion of donations. We have negotiated for favorable credit card fees so donors can feel comfortable that their donations are having the biggest impact, and ask our donors to cover the low credit card transaction fees. Social Offset benefits local charities by bundling contributions, reducing their staff and fee load and allowing even more funds to go to direct community services. SocialOffset is a registered 501(c)3 charity and our website is PCI compliant.

What is SocialOffset's business model?

Most of the work of SocialOffset is handled by volunteers so we can keep our costs and fees low. This is how we are able to pass through 100% of the donations we collect to local charities. For events, we ask for $500 per event set-up which covers our web development costs to establish a page for the event. We have partnered with Convention & Visitors Bureaus (CVBs)/Destination Marketing Organizations (DMOs) and others to support SocialOffset operationally. These organizations generously contribute at two-tiered annual sponsorship levels of $5,000 and $10,000. This business model allows SocialOffset to donate 100% of the money targeted to local charities to these charities while maintaining the organizational structure to facilitate the choice of making a difference locally over boycotting a destination.

How do we communicate with meeting organizers and/or DMO after events take place?

After each event, SocialOffset provides the event sponsor with the final tally on how much money they raised for each of their chosen charities. SocialOffset also distributes an evaluation for meeting planners to complete as well as suggested questions the organizer can include in their own post-event evaluations.

www.socialoffset.org
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