



# Local Donations Instead of Destination Boycotts

Like a carbon offset model, **SocialOffset** enables a charitable donation that “offsets” tax dollars spent in a destination with policies that run counter to personal values. 100% of individual donations go to vetted local charities we work with event organizers to select.

## So what can you do with **SocialOffset**?

### Event Organizers

“ As an event organizer hosting a conference in a non-inclusive state I have concerns that some attendees want us to cancel it. We are one bad tweet away from a major issue.

#### Create

Event organizers can create a custom campaign page to collect offset donations for local charities.

### Destination Reps

“ As a destination rep I am worried: groups are considering moving their events or going virtual instead of coming here because of our state’s laws. I need a way to help my clients and help our city.

#### Launch

Destination reps can create a page to highlight local charities and show your clients you support their values.

### Event Attendees

“ As an attendee I’m upset that an important event is in a state with policies I don’t agree with, and I’m considering not going.

#### Attend

Attendees can donate through the SocialOffset custom event page to “offset” the tax money collected by the state.

## Our Guiding Principles:

We validate that people may be uncomfortable visiting destinations where laws and policies go against their core values.

We believe boycotting event destinations hurt the very people many of us want to help, so, local donations make a more powerful impact than boycotting event destinations.

Our intent is to enable donations to local charities to offset visitors’ tax dollars spent that support policies against their personal values, while also supporting in-person events.

## Causes:

- Racial Justice
- Reproductive Freedom
- LGBTQ+ Equality
- Environmental Sustainability
- Housing Security
- Hunger Relief

