



## SocialOffset & AMCs

### Opportunities to Work Together

Your support will allow us to further our mission to help event attendees and business travelers offset spending in destinations whose laws do not align with their core values by making it easy to donate to local charities that do. All our partners have a special spot in the SocialOffset story. Together, we are making a real difference.

### **Become a SocialOffset Partner**

SocialOffset offers partnership levels with tiered benefits, including increased visibility, branding opportunities, and access to free event campaigns to grant your association partners. These levels are designed to maximize impact while providing flexibility to meet diverse marketing and engagement goals.

#### **AMC PURPLE PARTNER (\$3,000 Investment)**

- Recognition as partner on SocialOffset website, social media, newsletters, webinars, and other areas as appropriate
- Two complimentary event campaign pages for clients
- Use of SocialOffset logo to promote partnership

#### **AMC SILVER PARTNER (\$5,000 Investment)**

- Recognition as partner on SocialOffset website, social media, newsletters, webinars, and other areas as appropriate
- Five complimentary event campaigns for clients
- Discounted rate of \$500 for additional campaigns (valued at \$750 per event)
- Use of SocialOffset logo to promote partnership

#### **AMC GOLD PARTNER (\$10,000 Investment)**

- Dedicated partner page with logo, CEO image, and testimonial
- Recognition as partner on SocialOffset social media, newsletters, webinars, and other areas as appropriate



- Ten complimentary event campaign pages for clients
- Discounted rate of \$300 for additional campaigns (valued at \$750 per event)
- Use of SocialOffset logo to promote partnership

## FAQs

### 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.

### 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. 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 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 partner to select one additional cause that relates to the partner’s mission.

### How do campaigns work?

1. **We Research:** SocialOffset prioritizes causes where help is needed and vets local charities making an impact.



2. **You Amplify:** Event organizers select your cause(s), create a campaign, then share it with attendees who make donations.
3. **They Benefit:** For every dollar you offset, 100% of donations go to your designated charity(ies) serving local communities and your attendees have peace of mind.

### How do we initiate a campaign?

To initiate a campaign, we ask that event organizers fill out and submit the [Event Organizer Form](#) on our website. This will give us the information we need to get started. Our team will then reach out to you to confirm details and begin the process!

### What is required of an event organizer to successfully manage a campaign?

1. **Promotion:** The campaign should be promoted before, during and after the event takes place. There should be information about the campaign on the registration website, in the event information emails, on signage at the event, in PowerPoint slides, on the conference app, and mentioned during at least one general session.
2. **Commitment to Campaign:** The association event campaigns that raise the most for their selected charities are those who do more than just set up the campaign and leave it. Associations who talk about the importance of making a local impact, whose leadership team is also committed to contributing to the campaign, and who have member ambassadors also talking about the campaign are those who have the most successful campaigns.