

Let's Help People. Together.



Fundraising Toolkit

Presented By:
SEARCH Foundation
Outreach Committee &
Board of Directors



Get to Know SEARCH

Did you Know...

"SEARCH" is an acronym!

**Special
Event
Assistance
Relief and
Crisis
Help**

The SEARCH Foundation is a 501(c)3 that was formed in 1997 to assist event, meetings and catering professionals faced with a life-threatening illness. Since that time, it has expanded to include not only illness, but also catastrophic occurrences.

Since inception, **SEARCH has funded 100% of qualified cases** for individuals, and year over year we see the crisis relief requests increase 48%. Our flagship donor program, the SEARCH100, is an ongoing monthly giving plan, of which 100% of proceeds go directly to crisis relief efforts. Annual signature events and support from partner organizations and conferences help professionals in need.

"Crisis" means many things to many people. Your entire neighborhood washed away in a flood, being ravaged by wildfires, or lost in a tornado. Doctor visits coming back with the dreaded words "it's COVID" or "you have cancer." A car accident that leaves you impaired or hospitalized for an extended period of time.

SEARCH is for our industry, by our industry.

🎯 Our Goals



Distribute Donations



Raise Funds



Build Awareness

As a volunteer organization, our reach is limited without your help. We are always looking for platforms to tell our stories to others in our industry so they can let their industry friends know that we are here when they need us.



Where Does the Money Go?

"I could never have imagined being taken out of work overnight by an unforeseen and unpredictable injury."

"The bills were overwhelming – the loss of income completely unexpected and unplanned for – but your assistance is giving me a stepping stone to turn the corner."

"In am incredibly grateful for your organization's support."

SEARCH offers financial support to individuals in the events, meetings, and catering industries who are in crisis due to the direct result of life-threatening illness or catastrophic occurrence.

Applications for relief are reviewed carefully and anonymously.

Assistance for each application is up to \$5,000 per occurrence within a 12-month period.

To date, the SEARCH Foundation has distributed over \$800,000 to event professionals in need, worldwide.



How Does SEARCH determine Who Gets Funding?

To qualify for a SEARCH grant, applicants must:

- Work in the Special Events Industry (events, catering, meetings, etc.)
- Include two letters of recommendation from industry colleagues
- Provide records of specific, crisis-related expenses for reimbursement

All applications are redacted, and then reviewed anonymously and objectively by a SEARCH committee to determine whether it meets the qualifying criteria.

The SEARCH Foundation helps applicants worldwide, and those that apply for a grant do not need to belong to any particular industry association or organization.

We provide relief “For Event Pros, By Event Pros.”



Why They Fundraise

MPINCC supports and salutes the SEARCH Foundation for all of the good that they do for our industry. Our colleagues, friends, and members all need help from time to time. Our chapter and industry is more than just a group of professionals, it is a true community. The SEARCH Foundation understands that, and gives our community a dose of hope when our members and colleagues need it most.

- Patrick McMichael, President MPI Northern California Chapter

"The Special Event and Catersource are always proud to partner with SEARCH at our show. The mission of SEARCH is so important. And the caliber of event professionals who support SEARCH aligns perfectly with our attendees, speakers and exhibitors."

- Tara Melingonis, Group Show Director



How YOU Can Help



SEARCH
100
ONE HUNDRED

You can join the SEARCH 100 as an individual or as a chapter!

With an ongoing monthly donation of \$100 or more, SEARCH 100 members ensure that we have ongoing strength and stability throughout the year.

<https://searchfoundation.org/search100/>

amazonsmile
You shop. Amazon gives.

Did you know that you can make a donation to SEARCH just by shopping as you normally would on Amazon? It's true!

Click here to learn more:

<https://searchfoundation.org/give-search-amazon-smile/>



Host an Affiliate Event



Host an event with your organization that donates proceeds (or a portion of proceeds) to SEARCH.

For more information, visit
<https://searchfoundation.org/affiliate-event-form/>



Social Campaigns



You can add a **one-click button** to any **social media post** on both Instagram and Facebook. When you follow the instructions below, **SEARCH** will receive **100% of the donations** with ZERO credit card fees.

Here's how to do it:

1. Click **Fundraisers** in the left menu of your news feed
2. Click **Raise Money**
3. Select **Nonprofit or Charity**
4. Select **SEARCH Foundation**, choose a cover photo and fill in the fundraiser details
5. Click **Create**



**HELP SUPPORT SEARCH
FOUNDATION**

Donations go to searchfound

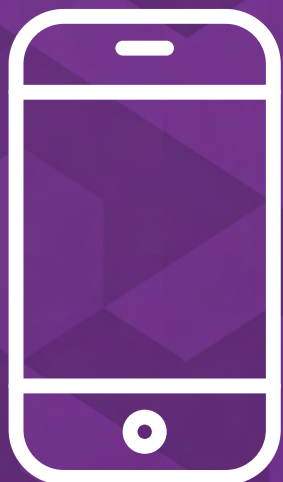
[Donate](#)



Donations via Web or Mobile



SEARCH can build a custom webpage to support your event or campaign. Just send us the name of the group, event, or campaign, and we'll send you a URL to share with attendees, members, or participants.



We can also accept donations via QR code:

- Use our custom QR code on the right
- Or, we can set up a custom code for you.

For support, email
admin@SEARCHfoundation.org

We've got your back!



DONATE



Become a **SEARCH Ambassador**



SEARCH Ambassadors serve as an effective and powerful voice to support the SEARCH Foundation while acting as a local liaison to the SEARCH Outreach Committee.

**Interested in more information? Visit
<https://searchfoundation.org/ambassador-application/>**



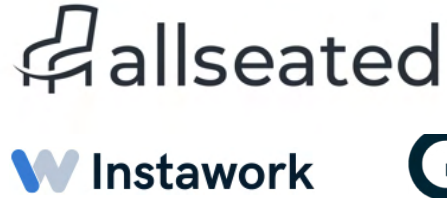
Other Ways to Help



- Set up **monthly "asks"** with your organization and members
- **Add a "Donate to SEARCH" option** on your ticketed events
- Become a **sponsor** providing goods or services to a fundraiser
- Provide items to auctions that benefit SEARCH
- Make a **yearly** or **one-time donation** online, at <https://searchfoundation.org/donate/>
- Make a donation in memory or in honor of someone
- **Buy a SEARCH heart pin** to signify you care
- **Promote** our fundraising events on your social media and in your chapter meetings
- Buy **tickets** or **VIP booths** to SEARCH fundraising events
- Ask your company to **match** employee donations to SEARCH
- Donate a portion of proceeds from sales or bookings to SEARCH



SEARCH Sponsors include...



SEARCH Partners include...



BIZBASH





Let's Connect!



@searchfoundation



@searchfound



@search-foundation

Thank you

For helping SEARCH help others.

For additional information or support, visit SEARCHfoundation.org,
call 480.538.7912, or email admin@SEARCHfoundation.org