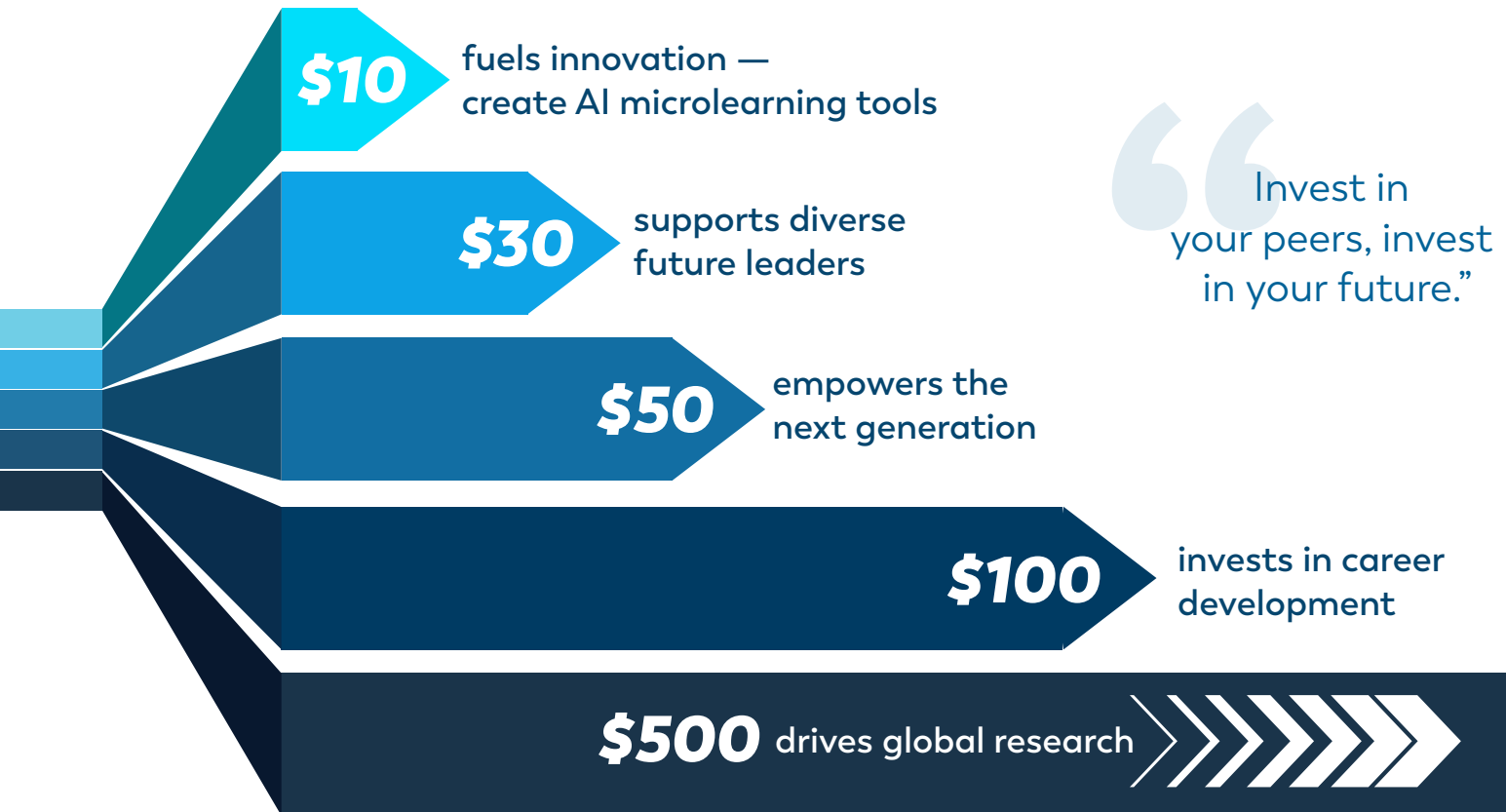


EVERY CONTRIBUTION MOVES US FORWARD

You don't need to give big to make a big difference. Every dollar fuels scholarships, innovation, research and workforce initiatives that shape the future of our industry.



KEY INITIATIVES & COST EXAMPLES:

Initiative	Average Cost	Example Collective Impact
CDME Scholarship (Registration)	\$1,795 per participant	20 people giving \$90 each funds one scholarship.
30 Under 30 (Registration & Travel)	\$2,635 per participant	30 people giving \$88 each supports one young leader.
AI Microlearning Sessions	\$20,000 total	2,000 people giving \$10 each fuels cutting-edge training content.
DestinationNEXT Future Study	\$127,000 total	254 people giving \$500 each funds game-changing research.
Workforce Diversification & Retention Narrative	\$30,000 total	1,000 people giving \$30 each helps advance workforce storytelling and scholarships

INVEST TODAY. FUEL OUR INDUSTRY'S FUTURE.