

Memo

To: Charitable Choices DC-area Clients
From: Tim Saasta, Harriet Dugan, Grace Giermek
Date: May 4, 2009
Subject: 2008 Final Distribution Report

More than 558,400 guides distributed!

Enclosed are reports on how we distributed the 2008 Charitable Choices guides that included your charity, along with another copy of each guide. We print and distribute two guides to charities that are part of the Combined Federal Campaign in the DC area.

The DC CFC is by far the largest workplace campaign in the country, raising \$62.6 million last fall, **an increase of \$1.8 million** despite all the economic turbulence.

Altogether we distributed more than 558,400 guides during last fall's CFC, 12,000 more than we distributed in 2007 and ***the most we have ever distributed.***

Our website continues to attract many visits: 347,401 in 2008. **More than 97,000 visitors clicked on "Give Online Now,"** which takes them to the online donation page on each charity's website.

More than a 200,000 of our guides went to federal employees. *There is no other way to reach this many federal employees.*

Of these guides, we distributed more than **64,000 by hand** to federal employees. This distribution is timed to coincide with when employees of a particular federal agency receive their CFC pledge cards.

No one else does this hand-to-hand distribution to federal employees. It is extremely labor intensive, involving a crew of 10 who work over a 2-month period in the fall. But it is a superb way to get our guides in the hands of employees when they are asked to give to the CFC.

We mailed more than 12,600 guides to DC-area federal managers using the list from the *Federal Yellow Book*, which is published quarterly and thus updated constantly. This is an extremely clean list. The cost of this list plus postage makes mailing our guides very expensive. But next to hand-to-hand distribution, there is no better way to insure that federal employees see our guides.

We distributed more than **83,250 guides to members of the military** in the DC area, a number that went up by about 30,000.

We have greatly appreciated the trust that so many of you have invested in us over the years to keep producing attractive guides and distributing them in the most effective ways possible. If you have questions or suggestions about how we distribute our guides, please contact us. We document the printing and distribution of our guides at www.CharityChoices.com/distribution.

How we distributed each of our four guides

We have enclosed detailed distribution reports for each guide, listing each federal agency, military base and geographic area in which we distributed guides. In summary:

- **We distributed 233,819 of our DC CFC GUIDES, an increase of nearly 21,500.** We had a large overrun from our printer, which we distributed rather than recycled. We distributed 64,265 of these guides by hand to federal employees, using our own distributors. We distributed 73,000 to DC-area military personnel by hand at commissaries or by inserting them in military publications that target local bases. We mailed 12,659 to federal employees, delivered 8,125 to Congress and inserted 75,770 in a monthly publication distributed at about 300 federal offices and military installations.
- **We inserted 324,640 guides in *THE WASHINGTON POST*** on Friday, Oct. 10, 2008. We selected the 75 Post zones with the highest concentrations of federal employees. Based on the *Post's* demographic data, about 50,000 of these guides went to federal employees while about 4,500 went to military personnel.

Thank you for being part of our 2008 guides. We look forward to working with you again during next fall's campaign.

We will be mailing you information about being in our 2009 guides later in May. We know how tight budgets are for charities this year and we will not be raising the cost of being in our guides and website.