

## A Note to Charities that Are Part of CFC Federations

Many charities like yours that are part of CFC federations think that they cannot also be part of Charitable Choices' CFC guides and website. But you can. **Charitable Choices is *not* a federation.** We simply offer all CFC charities a very cost-effective way to get your message to people who can give to you through the CFC.

Unlike federations, Charitable Choices does not receive any part of the money given to you through the CFC. Similarly, when people click *Give Online Now* on your page in our website, we do not receive any part of their online donation to you. Those donations are made directly to you through the online donation page of *your* website.

We know that several CFC federations offer their own promotional opportunities to their member charities. We encourage charities to promote their work as much as they can afford to do so. We think our guides and website compare very well to these other opportunities. Each year we compile a chart that compares various CFC promotional opportunities. You can see it at [www.CharityChoices.com/clients](http://www.CharityChoices.com/clients).

We emphasize three points when people are weighing their options:

1. **Our guides reach far more *federal employees* than any other way of promoting your work.** Last year we distributed our guides to more than 280,000 federal workers, the people who give about two thirds of all CFC donations. In comparison, the special CFC issues of the *Federal Times* are distributed to just 55,000 people.
2. Most other CFC promotional opportunities involve inserting advertising supplements in publications such as *Stars and Stripes* and the *Federal Times*. We also insert our guides in various publications. But in addition, **we distribute nearly 100,000 of our guides by hand directly to federal employees at or near their workplaces, timed to coincide with when these employees actually receive their pledge cards.** We also mail more than 50,000 guides directly to federal managers, using a superb (and expensive!) list from the *Federal Yellow Books*.
3. **In relation to the distribution of our guides to members of the military, our guides reach a mostly different set of people** than are reached by inserts in *Stars and Stripes* and the *Military Times* newspapers. We distribute our guides through commissaries at 143 bases in the U.S. We also insert them in the Comprint newspapers, which are distributed to military people in the DC area. The *Times* military newspapers and *Stars and Stripes* are good ways to reach a lot of military people, but keep in mind that, in the fall, they are packed with ads from charities and ad books from CFC federations.

We have been helping charities promote their work in the CFC for nearly 25 years. Our credibility has been critical to our success. Each year we document our printing and distribution by posting our invoices at [www.CharityChoices.com/distribution](http://www.CharityChoices.com/distribution).

Thank you for your interest in our work.