

2017 Promotional Plans

This year we will distribute three guides to CFC charities, including our **National Guide, DC-area Guide** and a new combined **Holiday/Post Guide**.

We will continue to produce our popular **Military Insert**, with 564,900 copies being distributed mostly by hand at 250 military bases across the world.

We will also continue to produce our CFC Charity Supplement in Recreation News. This monthly is an excellent way to reach CFC donors (more than 75,000), especially federal employees. Each charity in our supplement will also be highlighted in *Recreation News*' **Weekend Update** email.

We are also offering several options involving our new website. These include a banner ad and a web story about your charity's work.

GUIDE OPTIONS

Our NATIONAL CFC GUIDE is distributed to federal and military employees across the country. Last year we distributed a total of nearly 100,000, including 76,800 at 79 U.S. military bases. This fall we will be distributing 11,000 through *Recreation News* at federal and military offices *outside* the DC CFC Campaign area (*primarily parts of Maryland and Virginia, West Virginia, Delaware and Pennsylvania*).

Our DC CFC GUIDE is distributed to federal and military employees in the DC area. Last year we distributed more than 100,000 of these guides. We handed out more than 42,000 in the early morning outside federal buildings and near Metro stations. We distributed 10,800 to DC-area military personnel at six DC-area bases. We inserted 50,000 in *Recreation News*' November issue, which is distributed internally at nearly 200 DC-area federal and military offices.

Our WASHINGTON POST/Holiday GUIDE will be inserted in the Post in November and handed out to DC-area federal and military employees at or near their offices, starting on Giving Tuesday (Nov. 28). Many CFC pledges are made late in the campaign. The deadline has been extended to the end of December for many years. Last fall our distributors handed out more than 38,000 Holiday Guides, targeting 121 federal and military offices. We will insert about 60,000 guides in the Post. We select the 75 Post zones with the highest concentrations of federal employees. About 17.5% of the subscribers who receive our guides are federal or military employees.

Additional CFC Promotion Options

Over the years, we've examined many ways charities can reach potential CFC donors. We've focused on two excellent ways to reach either military donors or federal employee donors.

To Reach Military donors, we use Maxi Saver, a company we've worked with for many years. It distributes a small packet of coupons at commissaries on nearly 250 military bases across the world, nearly all by hand. It distributes a huge number – 564,900 in 2016. Our **Military Insert** is a page of full-color display ads. We always have charities that do a range of things – not simply supporting military families or veterans. Our inserts are handed out mostly on high-traffic Saturdays in October, when the CFC is going strong on military bases.

To reach DC-area federal employees (as well as about 5,000 military people), we use **Recreation News**, a monthly that focuses on places to visit around DC. It is packed with ads for recreation destinations, which tells you it is well read...these advertisers know what works for them. Just as important, it is *not* packed with ads for CFC charities.

Last year we developed a special **CFC Charity Supplement** in its October issue. You can choose to have a full-color **display ad** (two sizes), a *Why should I support your work?* space, and/or a **story about your charity's work**.

Choose one of these options and your charity will be featured in *Recreation News*' **Weekend Update**, an email newsletter that summarizes events happening around the DC area the coming weekend. *It's well read, going to 40,000 opt-in government employees*, using internal government servers (*because of Recreation News' status as the official publication of Government Employee Association and MWRs, which provide services for soldiers and their families*). In addition, a banner ad on **RecreationNews.com** will link to a page on our website that highlights the charities in our *Recreation News* CFC Charity Section.

For more information, please call (240-683-7100) or email us.

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