



Charitable Choices Contract: NATIONAL AGENCIES
\$100 Early Response Discount Deadline: Friday, July 27, 2018

Organization Name: \_\_\_\_\_

Guide Options

Guide listing: Listing includes name, address, 30-word description, web address, CFC number, plus a premium page in our website for a full year.

- National Guide: (distributed nationally at military bases and to federal employees) .....\$1,250
DC-area Guide: (distributed mostly to federal and military employees in the DC area).....\$1,350
Holiday/Post Guide: (distributed by hand in DC and inserted in The Washington Post) .....\$1,250
ALL THREE GUIDES: (includes a \$350 discount) ..... \$3,500
Discount for being in two guides: (not eligible if you selected ALL THREE GUIDES) (-\$100) \_\_\_\_\_

Additional guide exposure: By being in more than one category, you can highlight different parts of your work. You also get additional premium web pages for each listing. We offer a 25% discount for each additional listing. Check this box and we will send you a sign-up form.

Guide category: Please select one category for our printed guides.

- Adoption, Aging, Animal/Wildlife Protection, Arts/Museums, Children, Civil and Human Rights, Conservation, Disabilities, Disaster Relief, Domestic Violence, Education, Environmental Protection, Faith-based Services, Health, Homeless, Hospice, Housing, Hunger, International, Medical Research, Mental Health, Military/Veterans, Poverty, Social Services, Social/Economic Justice, Women, Youth

30-Word description: We include your web address; it doesn't count as a word. E-mail addresses count as two words. [Please type, copy/paste or write your description below]

[Empty box for 30-word description]

4 Park Avenue, Suite 200
Gaithersburg, MD 20877

www.CharityChoices.com
e-mail: Info@CharityChoices.com

Phone:240-683-7100
Toll Free: 1-888-410-1999
Fax: 240-683-8337

## More Guide Options

*A guide listing is required to have a display ad, "Why Support," or Charity Story space in that guide.*

Organization Name: \_\_\_\_\_

► **"Why Should I Support Your Work?" Space:** You get up to 75 words to answer this question, along with a small photo, logo, tagline, web address and CFC#. We can help you write or edit it. We handle the production; just get us your logo, photo and 75 words.

- National Guide \$750     
  DC-area Guide \$750     
  Holiday/Post Guide \$750      \_\_\_\_\_  
 ALL THREE GUIDES (Includes a \$500 discount) .....\$1,750      \_\_\_\_\_  
 Use last year's "Why Support" space.

► **Charity Story:** Every charity has a story to tell – about how it got started, how it has made a difference in the world, why its work is so vital. You get up to 350 words and a photo to tell your charity's story. This story will also be displayed on our website where you can include links to videos and audios.

- National Guide \$1,250     
  DC-area Guide \$1,250     
  Holiday/Post Guide \$1,250      \_\_\_\_\_  
 ALL THREE GUIDES (Includes a \$750 discount) .....\$3,000      \_\_\_\_\_  
 Please write a story for us \$500      \_\_\_\_\_

► **Display Ads:** Medium horizontal and larger ads will be included in our website (large ads will be resized to a medium horizontal for the website). The ad will link to your web page on our site.

- National Guide                     
  DC-area Guide                     
  Holiday/Post Guide

*Price includes highlight color and conversion to our specs. Placement will depend in part on when we receive your contract.*

Size of Ad (W x H)	1 Guide	2 Guides	3 Guides
<input type="checkbox"/> Small Vertical (1 3/8" x 2 1/4")	\$500	\$750	\$1,000
<input type="checkbox"/> Tall Vertical (1 3/8" x 4 5/8")	\$750	\$1,250	\$1,500
<input type="checkbox"/> Medium Horizontal (2 7/8" x 2 1/4")	\$750	\$1,250	\$1,500
<input type="checkbox"/> Large Horizontal (4 3/8" x 2 3/8")	\$1,000	\$1,500	\$2,000
<input type="checkbox"/> Large Vertical (3" x 4 3/4")	\$1,250	\$1,750	\$2,250
<input type="checkbox"/> Square (4 5/8" x 4 3/4")	\$1,750	\$2,500	\$3,250

- Use last year's ad     
  We will supply an ad     
  Please design an ad

**Guide Subtotal: \$** \_\_\_\_\_

4 Park Avenue, Suite 200  
Gaithersburg, MD 20877

[www.CharityChoices.com](http://www.CharityChoices.com)  
 e-mail: [Info@CharityChoices.com](mailto:Info@CharityChoices.com)

Phone: 240-683-7100  
 Toll Free: 1-888-410-1999  
 Fax: 240-683-8337

# Website Options

**With the CFC moving to an online-only campaign, our new website is a valuable resource for CFC donors. We will be promoting it among federal and military employees on the Washington Post website and other websites used by government employees, as well as in our printed guides.**

**Organization Name:** \_\_\_\_\_

**Basic webpage:** This page includes your name, mailing address/phone number, CFC number and a brief summary of your work. .... \$100 \_\_\_\_\_

**Premium webpage:** (*A premium page is free if you are in one or more guides.*) This page includes your name, tagline, summary of your work, answers to our seven questions about your work (such as *Why Should I Support Your Work?*), four photos with captions, your logo and contact information (with links to your website and online donation pages, as well as your social media sites and videos). It will be on our site for a full year. .... \$250 \_\_\_\_\_

**Web Banner Ad:** This ad will include a one-sentence “hook” about your work, plus a graphic. It will rotate at the top of our home page, your website category pages (such as “Health”), and your “areas served” page (such as “National/International” or “DC Metro Area”), as well as all content pages (such as “How to check out a charity”). Your ad will link to your page in our website. Banner ads are different from display ads: banner ads will be at the top of these pages. And, unlike display ads, they rotate every few seconds. .... \$150 \_\_\_\_\_

**Web Display Ad:** A medium horizontal, full-color ad that will appear on several website category and content pages (“How to check out a charity”). ***If you have a medium horizontal ad (or larger) in our guides, you get a web display ad for free.*** This ad will link to your page on our site but, unlike a Banner Ad, a Web Display Ad does not rotate when a visitor is on a webpage. .... \$150 \_\_\_\_\_

**Web Story:** Every charity has a story to tell – how it got started, how it has made a difference in the world, why its work is so vital. Your charity’s story will get a separate page in our website, with your four photos and captions. A rotating link to your story will appear on our home page. You get up to 750 words to tell your charity’s story, plus you can include links to videos and audios. .... \$250 \_\_\_\_\_  
*(A premium page on our site is required for this option.)*

**Helping You Tell Your Story:** We’ve been helping charities tell their stories and explain why donors should support their work for more than 30 years. We work with you to tell your story, summarize your work, answer our seven questions and write your photo captions. You approve everything. .... \$500 \_\_\_\_\_

**Website Subtotal: \$** \_\_\_\_\_

4 Park Avenue, Suite 200  
Gaithersburg, MD 20877

[www.CharityChoices.com](http://www.CharityChoices.com)  
e-mail: [Info@CharityChoices.com](mailto:Info@CharityChoices.com)

Phone: 240-683-7100  
Toll Free: 1-888-410-1999  
Fax: 240-683-8337

# Additional CFC Promotion Options

You do *not* have to be in our guides to sign up for these additional options.

Organization Name: \_\_\_\_\_

► **Military Free-Standing Insert:** This full-color display ad will be part of a page of ads for CFC charities. This is an excellent way to reach a very large military audience – 564,000, nearly all distributed by hand at commissaries at nearly 250 bases worldwide.

- Large vertical: \$3,500     Large horizontal: \$2,500     Medium horizontal: \$1,750     Small vertical: \$1,250  
2 1/2" x 4 1/2"                      3 7/8" x 2 1/4"                      2 1/2" x 2 1/4"                      1 1/4" x 2 1/4"

**Military Free-Standing Insert**                      \$ \_\_\_\_\_

► **Special CFC Section in *Recreation News*:** *Recreation News* is an undiscovered way to reach DC-area CFC donors, especially federal employees. More than 75,000 are distributed monthly *inside* nearly 100 DC-area federal and military agencies and bases.

Our Special CFC Section has three options: a display ad (two sizes), a “*Why should I support your work?*” space, or a story about your charity’s work. In addition, charities will also be featured in its “*Weekend Update*,” a weekly email that goes on internal government servers to 40,000 employees (total distribution is 60,000+). *Recreation News* can do this because it is the official publication of Government Employee Associations.

- Why Should I Support Your Work?** .....\$850 \_\_\_\_\_  
(Name, tagline, 75-word answer, logo, small photo, CFC #, web address)
- Horizontal Color Display Ad** (3.25" x 3") .....\$850 \_\_\_\_\_
- Vertical Color Display Ad** (3.25" x 5") ..... \$1,100 \_\_\_\_\_
- Story** (Photo plus up to 500 words in journalistic style; we can help write or edit) ..... \$1,500 \_\_\_\_\_

**Additional promotion subtotal:** \$ \_\_\_\_\_

**Guide subtotal** (from page 2): \$ \_\_\_\_\_

**Website subtotal** (from page 3): \$ \_\_\_\_\_

- Early Response Discount:** Subtract \$100 if responding by **Friday, July 27, 2018** \_\_\_\_\_

**Total:** \_\_\_\_\_

4 Park Avenue, Suite 200  
Gaithersburg, MD 20877

[www.CharityChoices.com](http://www.CharityChoices.com)  
e-mail: [Info@CharityChoices.com](mailto:Info@CharityChoices.com)

Phone:240-683-7100  
Toll Free: 1-888-410-1999  
Fax: 240-683-8337

► **Contact Information:** This should be the person in charge of this listing/contract.

Contact Name: \_\_\_\_\_

Title: \_\_\_\_\_

Direct phone: \_\_\_\_\_

Direct e-mail: \_\_\_\_\_

► **Organization Information:**

Organization Name: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

CFC Number: \_\_\_\_\_ Organization's main phone: \_\_\_\_\_

Organization's general e-mail: \_\_\_\_\_

Website address: \_\_\_\_\_

Our organization is primarily:       National       International       Both

I authorize my organization, which is eligible for the CFC, to participate in Charitable Choices guide(s) and website or additional promotion options for the Fall 2017 CFC campaign.

Authorized signature: \_\_\_\_\_

**Billing Information** (*Payment is not required with this contract*): A confirmation email, with an invoice and specifications for display ads and why support spaces, will be emailed to you upon receipt of this contract. ***If you do not receive a confirmation within two weeks of submitting your contract, please contact us.***

We accept checks (payable to *Charitable Choices*) and credit cards (*MC, Visa, Discover*). Billing terms are on the invoice. *We can only guarantee that you will be included in the guide of your choice if we receive your contract by Friday, August 24, 2018.*

4 Park Avenue, Suite 200  
Gaithersburg, MD 20877

[www.CharityChoices.com](http://www.CharityChoices.com)  
e-mail: [Info@CharityChoices.com](mailto:Info@CharityChoices.com)

Phone: 240-683-7100  
Toll Free: 1-888-410-1999  
Fax: 240-683-8337