

2018 Promotional Plans

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

We will continue to produce our popular **Military Insert**, with 564,000 copies being distributed mostly by hand at 250 military bases across the world.

We will also produce our **Special CFC Section in Recreation News**. This monthly is an excellent way to reach CFC donors (75,896 in 2017), especially federal employees. Each charity will also be highlighted in *Recreation News*' **Weekend Update** email, which goes to more than 40,000 federal and military email addresses.

We are also offering several options involving our 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 101,000, including 90,000 at 101 U.S. military bases. We inserted nearly 11,000 in *Recreation News* at federal and military offices outside the DC CFC Campaign area (primarily parts of MD, VA, WV, DE, PA and NY).

Our **DC CFC GUIDE** is distributed to federal and military employees in the DC area. Last year we distributed more than 101,000 of these guides. We handed out nearly 21,000 in the early morning outside federal buildings and near Metro stations. We distributed 7,600 to DC-area military personnel at six DC-area bases. We inserted 64,975 in *Recreation News*' November issue, which is distributed internally at [nearly 200 DC-area federal and military offices](#).

Our **WASHINGTON POST/Holiday GUIDE** is inserted in the *Post* on a Sunday in early December and handed out to DC-area federal and military employees at or near their offices during the final month of the campaign. Many pledges are made late in the campaign. Last year we handed out more than 16,500 Holiday Guides, targeting 121 federal and military offices. We inserted more than 84,000 in the *Post*. We select the 75 *Post* zones with the highest concentrations of federal employees. About 17.5% of the *Post* subscribers who receive our guides are federal or military employees.

Additional CFC Promotion Options

Our [Military Insert](#) is a page of full-color display ads distributed at nearly 250 military bases across the world, almost all by hand. Nearly 565,000 were distributed last fall. We use a company that distributes small coupon books at commissaries on the bases.

Our insert always includes charities that do a range of things – not simply charities 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.

Our [Special CFC Section in Recreation News](#) is the centerfold of the *October issue*. *Recreation News* 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.

More than 75,000 copies of *Recreation News* are distributed inside [nearly 200 federal and military offices](#) (about 65,000 go to offices in the DC area). It has this access because it is the official publication of Government Employee Associations and MWRs (Morale, Welfare and Recreation), both of which provide services for federal employees and military personnel. *Recreation News*' total print run is 100,000.

In our Special CFC Section, 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.

Recreation News' special relationship to these employee associations also allows it to send its **Weekend Update** newsletter to 40,000+ federal and military employees, using internal government servers. **This means Weekend Update actually reaches the in-boxes of employees at work.** Charities in our Special CFC Section are featured in at least one of these newsletters (below).



How to save a life for \$100

Exoce had a 10-lb. tumor on his stomach, nearly a quarter of his weight. **Children's Food Fund/World Emergency Relief** (CFC #10984) supports a medical mission in Congo that removed his tumor, saving his life. It was one of 87 surgeries the team performed in one week. [Read the inspiring stories](#) of Exoce and CFF/WER. (11/29/17)

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

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