



Charitable Choices Contract: DC AGENCIES

\$100 Early Response Discount Deadline: **Friday, July 31, 2020**

Organization Name: _____

Guide Options

Guide listing: Listing includes name, address, 40-word description, web address, CFC number, *plus a premium page in our website for a full year.*

- DC-area Guide:** (distributed mostly to federal and military employees in the DC area).....\$1,250 _____
- Holiday/Post Guide:** (distributed by hand in DC and inserted in *The Washington Post*)\$1,150 _____
- BOTH GUIDES:** (includes a **\$350 discount**) \$2,000 _____

Additional guide exposure: By being in more than one category, you can highlight different parts of your work. We offer a 50% discount for each additional listing in both guides..... \$1,000 _____

Guide category: Please select or highlight **one category** for our printed guides.

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

40-Word description: We include your web address; it doesn't count as a word. E-mail addresses are two words.

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 handle the production.

- DC-area Guide \$750 Holiday/Post Guide \$750 _____
 BOTH GUIDES (Includes a \$250 discount) \$1,250 _____
 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, how it's helped a person or family. You get up to 500 words and a photo to tell your charity's story. This story will also be on our website.

- DC-area Guide \$1,250 Holiday/Post Guide \$1,250 _____
 BOTH GUIDES (Includes a \$500 discount) \$2,000 _____
 Please write a story for us \$500 _____

► **Display Ads:** Medium horizontal and larger ads will be included in our website.

- 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	
<input type="checkbox"/> Small Vertical (1 3/8" x 2 1/4")	\$500	\$750	_____
<input type="checkbox"/> Tall Vertical (1 3/8" x 4 5/8")	\$750	\$1,250	_____
<input type="checkbox"/> Medium Horizontal (2 7/8" x 2 1/4")	\$750	\$1,250	_____
<input type="checkbox"/> Large Horizontal (4 3/8" x 2 3/8")	\$1,000	\$1,500	_____
<input type="checkbox"/> Large Vertical (3" x 4 3/4")	\$1,250	\$1,750	_____
<input type="checkbox"/> Square (4 5/8" x 4 3/4")	\$1,750	\$2,500	_____

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

Guide Subtotal: \$ _____

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Website Options

With the CFC moving to an online-only campaign with little information about individual CFC charities, our website is a valuable resource for donors. We highlighted our site in all 927,000 printed guides and inserts we distributed last fall. We also will be marketing it online.

Organization Name: _____

Premium webpage: *(A premium page is included if you're in our guides or other ads.)* This page has your 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).
..... \$250 _____

Web Banner Ad: Your banner ad rotates at the top of our home page, website category pages (*“Health, etc.”*), and “areas served” pages (*National/International, 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.
..... \$150 _____

Web Display Ad: Your full-color ad that will appear on several website category and content pages (*“How to respond to a recent disaster”*). ***If you have a medium horizontal ad or larger in our guides or inserts, you get a web display ad for free.***.....\$150 _____

Web Story: Every charity has a story to tell – how it got started, how it’s made a difference in the world, how it’s helped one person or family. Your charity’s story will get a separate page in our website. A rotating link to your story will appear on our home page. You get up to 750 words to tell your story.
..... \$250 _____

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.
..... \$500 _____

Website Categories: Please select or highlight **up to three** for your page in our website.

- | | | |
|---|---|---|
| <input type="checkbox"/> Aging/Seniors/Hospice | <input type="checkbox"/> Education | <input type="checkbox"/> Mental Health |
| <input type="checkbox"/> Animal/Wildlife Protection | <input type="checkbox"/> Environment/Conservation | <input type="checkbox"/> Military/Veterans Services |
| <input type="checkbox"/> Arts/Museums | <input type="checkbox"/> Faith-based Services | <input type="checkbox"/> Poverty/Economic Justice |
| <input type="checkbox"/> Children/Youth/Adoption | <input type="checkbox"/> Health/Medical Research | <input type="checkbox"/> Public Safety/Criminal Justice |
| <input type="checkbox"/> Civil & Human Rights | <input type="checkbox"/> Homeless/Housing | <input type="checkbox"/> Social Services |
| <input type="checkbox"/> Disabilities | <input type="checkbox"/> Hunger | <input type="checkbox"/> Women/Domestic Violence |
| <input type="checkbox"/> Disaster Relief | <input type="checkbox"/> International | |

Website Subtotal: \$ _____

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Additional CFC Promotion Options

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

Organization Name: _____

► **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 200 federal and military agencies and bases, all but 11,000 in the DC area.

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 Rec News’ “*Weekend Update*,” an email that goes on internal government servers to 40,000 employees. *Recreation News* has this access because it’s 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)** \$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 31, 2020** _____
(Discount does not apply to website-only listing)

Total: _____

► **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 serves: DC MD VA All

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 2020 CFC campaign.

Authorized signature: _____

Billing Information (*Payment is not required with this contract*): A confirmation along with an invoice and specs will be emailed to you upon receipt of this contract. ***If you do not receive a confirmation within two weeks, 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 or ad of your choice if we receive your contract by **Friday, August 28, 2020.***

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