

2020 Distribution Overview

Two things make our distribution unique:

- **The sheer number of print impressions we get to federal employees and members of the military – more than 697,000 last fall.** It's very hard to target CFC donors, especially federal employees. This is especially true now, when good ways to target them have disappeared, such as the Post's *Express* daily newspaper.
- **The number we distribute by hand—more than 392,000 last fall.** We use either our own distributors or a network of distributors at military bases in the U.S. and around the world. Our own hand distribution was limited last year due to the pandemic, but our distributors could still hand out guides at most U.S. military bases.

To reach federal employees we can't reach by hand, we inserted 52,000 guides into *Recreation News*, a monthly that is delivered *inside* nearly 200 federal and military agencies, mostly in the DC area. During the pandemic, most of these went to employees working at home through intra-office mail.

To reach more employees working at home last fall, we teamed with *Recreation News*' publisher to put out a monthly CFC-focused email, which went four times to about 60,00 people, mostly federal or military employees. Each email included information about the CFC (such as the deadline for giving) and profiles of some of our charities.

To bring attention to our printed and digital materials, we focused on the pandemic, talking about how it impacted all charities, not just those directly responding to it. We showed images of the pandemic on our guide covers, our monthly Rec News CFC emails, and our ads in *The Washington Post*. We included an article in our guides and website that highlighted how our charities were responding to the pandemic.

Our additional CFC promotional options

In addition to our guides, we reach CFC donors in two other ways.

- **483,200 Military Inserts** were distributed at commissaries at 229 bases in the U.S. and around the world, more than 325,000 by hand.
- More than 92,000 printed copies of our **Special CFC Section in *Recreation News* (Oct)** were distributed, 81% to federal offices and military bases. **This**

issue was downloaded more than 131,000 times from the Rec News website. Each charity was also featured in its **Weekend Update** email (*see below*), which goes *on internal government servers* to nearly 60,000 federal and military employees.



Ending Poverty for the World's Most Vulnerable

Since 1971, [Food for the Hungry](#) (CFC #11732), a Christian nonprofit, has been going to the world's hardest places with an exit strategy: to respond to human suffering and graduate communities from extreme poverty into self-sustainability. [Here](#) is one of countless stories of how Food for the Hungry has helped struggling communities become sustainable.
