



Charitable Choices Contract: NATIONAL AGENCIES

\$100 Early Response Discount Deadline: **Friday, July 2, 2021**

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.*

- 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. We offer a 50% discount for each additional listing in all three guides..... \$1,750 _____
- Exposure on back cover:** Your page in our website highlighted at top of page.....\$1,000 per guide _____

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

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

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.

- 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, 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.

- 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.

- 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: \$ _____

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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 886,000 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: _____

► **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 (557,600 in 2018), with 93% 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 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; we can help write or edit)** \$1,500 _____

Additional promotion subtotal: \$ _____

Guide subtotal (from page 2): \$ _____

Website subtotal (from page 3): \$ _____

TOTAL: \$ _____

- Early Response Discount:** Subtract \$100 if responding by **Friday, July 2** \$ _____
(Discount does not apply to website-only listing)

Total: _____

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► **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 2021 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 27.***

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