

## 2023 Distribution Overview

Our distribution went very well last fall. Altogether we distributed nearly 817,000 print impressions. This includes our three Charity Guides (200,875), Military Insert (400,000), CFC Section in *Recreation News* (78,955) and our *Why Support Your Work?* display ad in *The Washington Post*'s new Giving Tuesday special section that wraps around the printed Post (137,004).

Two things make all this distribution so effective:

1. **The sheer number of potential CFC donors we reach – more than 619,000 last fall.** It's very hard to target CFC donors -- federal employees, members of the military and postal workers. This is especially true now, when good ways to target them have disappeared, such as the Post's *Express* and the *Military Times*.
2. **The number we distribute by hand—nearly 420,000 last fall.** We use either our own distributors or a network of people at U.S. military bases.

**Our hand distribution is extremely effective.** Our distributors hand out guides in the early morning, as employees are coming to their offices. We focus on Metro stations near large federal buildings. We distribute on different days at each location, to catch employees who are coming into their offices just one or two days a week. Last fall we distributed nearly 15,000 guides at 34 Metro stations, starting in October and continuing into December.

**It's hard to communicate how much work and thought goes into our hand distribution.** We consider the weather, Metro issues (station closures, delays, etc.), whether Congress is in session (it's served by two Metro stations), when employees are coming into work (Fridays aren't good), and much more. We think this [spreadsheet](#) -- which documents a month of distribution -- provides a sense of how much goes into our hand distribution.

**To reach federal employees we can't reach by hand,** we inserted **51,985 guides into *Recreation News***, a monthly that is delivered *inside* nearly 200 federal and military agencies, mostly in the DC area. We also inserted **79,074 guides in *The Washington Post***. We target areas with high percentages of federal and military employees.

To reach military members, we had **55,000 guides inserted in copies of *Military Family* magazine**, which is distributed at commissaries on military bases across the U.S. We also ran our Military Insert full-page display ad on the inside cover of *Military Family*, with 400,000 copies distributed at 220 military stores, 350,000 by hand.