



Charitable Choices Contract: NATIONAL AGENCIES
\$100 Early Response Discount Deadline: Friday, August 11, 2023

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)\$1,350
DC-area Guide: (distributed mostly to federal and military employees in the DC area).....\$1,450
Holiday/Post Guide: (distributed by hand in DC and inserted in The Washington Post)\$1,350
ALL THREE GUIDES: (includes a \$400 discount) \$3,750
Discount for being in two guides: (not eligible if you selected ALL THREE GUIDES) (-\$150)
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..... \$1,850
Exposure on back cover: Your page in our website highlighted at top of page.....\$500 per guide

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

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

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

Empty rectangular box for 40-word description.

4 Park Avenue, Suite 200
Gaithersburg, MD 20877

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 \$850
 DC-area Guide \$850
 Holiday/Post Guide \$850 _____
 ALL THREE GUIDES (Includes a \$450 discount) \$2,100 _____
 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 \$1,000 discount) \$2,750 _____
 Please write a story for us \$250 _____

► **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")	\$800	\$1,300	\$1,550	_____
<input type="checkbox"/> Medium Horizontal (2 7/8" x 2 1/4")	\$800	\$1,300	\$1,550	_____
<input type="checkbox"/> Large Horizontal (4 3/8" x 2 3/8")	\$1,100	\$1,600	\$2,100	_____
<input type="checkbox"/> Large Vertical (3" x 4 3/4")	\$1,350	\$1,850	\$2,350	_____
<input type="checkbox"/> Square (4 5/8" x 4 3/4")	\$1,850	\$2,600	\$3,100	_____

- 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 820,000 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 categories (*"Health"*) 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

Organization Name: _____

► **Military Insert:** Your full-color display ad will be part of a page of ads for CFC charities on the *inside cover* of Family magazine, handed out at 220 military stores across the U.S. This is an excellent way to reach a very large military audience (450,000 in 2022).

- Large vertical: \$3,500
2 1/2" x 4 1/2"
 Large horizontal: \$2,750
3 7/8" x 2 1/4"
 Medium horizontal: \$2,000
2 1/2" x 2 1/4"
 Small vertical: \$1,350
1 1/4" x 2 1/4"

Use last year's display ad
 Military Free-Standing Insert
\$ _____

► **Special CFC Section in *Recreation News*:** *Recreation News* is a great way to reach DC-area CFC donors, especially federal employees. More than 53,000 are distributed monthly *inside* nearly 200 federal and military agencies and bases, mostly in the DC area. There are two full-color options: a display ad or a "Why should I support your work?" space. In addition, charities will be featured in Rec News' "Weekend Update," a weekly email that goes to 60,000 employees, as well as a monthly CFC Charity email.

- Why Should I Support Your Charity's Work?**.....\$950 _____
 (Name, tagline, 75-word answer, logo, small photo, CFC #, web address)
- Horizontal Display Ad (3.25" x 3")**\$950 _____
- Vertical Display Ad (3.25" x 5")**\$1,300 _____
- Use last year's display ad or *Why Support* space

► **Why Support Your Work space in The Washington Post:** Our half page full-color ad will appear in a section that is wrapped around the Post on Giving Tuesday, which means it will be seen by every Post subscriber (143,000). It will also be part of the Post's digital "print edition," which has 185,000 daily readers. (*Open only to charities in one of our CFC Charity Guides.*)

- Why Should I Support Your Charity's Work?**.....\$1,500 _____

Guide subtotal (from page 2): \$ _____

Website subtotal (from page 3): \$ _____

TOTAL: \$ _____

- Early Response Discount:** Subtract \$100 if responding by **Friday, Aug 11** \$ _____
 (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 2023 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 25.***

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