



## Charitable Choices Contract

**\$100 Early Response Discount Deadline: Friday, Sept. 5, 2025**

**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 Guide:** Handed to employees outside federal buildings and at area military bases, mailed to federal and military retirees in the Greater DC area.....\$2,000 \_\_\_\_\_
- ☐ **Holiday Guide:** Inserted in *The Washington Post*..... \$1,350 \_\_\_\_\_
- ☐ **BOTH GUIDES:** (includes a **\$350 discount**) ..... \$3,000 \_\_\_\_\_
- ☐ **Additional guide exposure:** By being in more than one category, you can highlight different parts of your work..... \$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"/> Medical Research        |
| <input type="checkbox"/> Aging                      | <input type="checkbox"/> Education                | <input type="checkbox"/> Mental Health           |
| <input type="checkbox"/> Animal/Wildlife Protection | <input type="checkbox"/> Environmental Protection | <input type="checkbox"/> Military/Veterans       |
| <input type="checkbox"/> Arts/Museums               | <input type="checkbox"/> Faith-based Services     | <input type="checkbox"/> Poverty                 |
| <input type="checkbox"/> Children                   | <input type="checkbox"/> Health                   | <input type="checkbox"/> Public Safety           |
| <input type="checkbox"/> Civil and Human Rights     | <input type="checkbox"/> Homeless                 | <input type="checkbox"/> Social Services         |
| <input type="checkbox"/> Climate Change             | <input type="checkbox"/> Hospice                  | <input type="checkbox"/> Social/Economic Justice |
| <input type="checkbox"/> Conservation               | <input type="checkbox"/> Housing                  | <input type="checkbox"/> Women                   |
| <input type="checkbox"/> Disabilities               | <input type="checkbox"/> Hunger                   | <input type="checkbox"/> Youth                   |
| <input type="checkbox"/> Disaster Relief            | <input type="checkbox"/> International            |  |

**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

[CharityChoices.com](http://CharityChoices.com)  
e-mail: [Info@CharityChoices.com](mailto: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" space, or Charity Story 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#.

☐ **DC Guide**      ☐ **Holiday Guide** ..... \$750 \_\_\_\_\_

☐ **BOTH GUIDES** Includes \$200 discount ..... \$1,300 \_\_\_\_\_

☐ 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 a 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 Guide**      ☐ **Holiday Guide**..... \$1,250 \_\_\_\_\_

☐ **BOTH GUIDES:** Includes a \$250 discount ..... \$2,250 \_\_\_\_\_

☐ **Please write a story for us** ..... \$250 \_\_\_\_\_

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

☐ **DC Guide**      ☐ **Holiday 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"/> <b>Small Vertical</b> (1 3/8" x 2 1/4")	\$500	\$750	_____
<input type="checkbox"/> <b>Tall Vertical</b> (1 3/8" x 4 5/8")	\$900	\$1,500	_____
<input type="checkbox"/> <b>Medium Horizontal</b> (2 7/8" x 2 1/4")	\$900	\$1,500	_____
<input type="checkbox"/> <b>Large Horizontal</b> (4 3/8" x 2 3/8")	\$1,250	\$2,000	_____
<input type="checkbox"/> <b>Large Vertical</b> (3" x 4 3/4")	\$1,500	\$2,250	_____
<input type="checkbox"/> <b>Square</b> (4 5/8" x 4 3/4")	\$2,000	\$3,500	_____

☐ 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 limited information about individual CFC charities, our website is a valuable resource for donors. We highlighted our site in the 678,000+ printed guides and CFC display ads we distributed last fall.**

**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 on the inside cover of Military Family Magazine, 400,000 of which are handed out at 220 military commissaries across the U.S.

[illegible]

► **Washington Post Giving Tuesday Special Section**

On Giving Tuesday, at the peak of CFC pledging, we will again have a page in a special full-color section that will wrap around the *Post's* Style/Sports/Metro section. When the *Post's* 120,000+ subscribers open their newspapers on Giving Tuesday, they will see this section. It will also be seen by the *Post's* 150,000+ digital subscribers who read the “print edition” of the *Post*.

☐ **Why Should I Support Your Charity's Work?** You get up to 65 words to answer this question, along with a small photo, logo, tagline, web address and CFC#. ..... \$1,750

<input type="checkbox"/> <b>Horizontal Full-Color Display Ad (3.5" x 2.5")</b> .....	<b>\$1,750</b> _____
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<input type="checkbox"/> <b>Vertical Full-Color Display Ad (3.5" x 5.25")</b> .....	<b>\$2,850</b> _____
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☐ Use last year's Display Ad or *Why Support* space

► **NARFE Magazine:** This monthly goes to the 125,000 members of the National Association of Retired Federal Employees. NARFE members include both active and retired employees.

☐ **Why Should I Support Your Charity's Work?** You get up to 50 words to answer this question, along with a small photo, logo, tagline, web address and CFC#.....\$1,750\_\_\_\_\_

**Additional Options subtotal** (this page): \$\_\_\_\_\_

**Guide subtotal (page 2): \$**\_\_\_\_\_

**Website subtotal (page 3): \$**\_\_\_\_\_

**Total: \$**

☐ **Early Response Discount:** Subtract \$100 if responding by **Friday, Sept. 5** \$\_\_\_\_\_  
(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 2025 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, Sept 19.***

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