



## Charitable Choices Contract: DC-AREA AGENCIES

\$100 Early Response Discount Deadline: **Friday, July 27, 2018**

**Organization Name:** \_\_\_\_\_

### Guide Options

**Guide listing:** Listing includes name, address, 30-word description, web address, CFC number, *plus a premium page in our website for a full year.*

☐ **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 \_\_\_\_\_

☐ **BOTH GUIDES:** (includes a **\$250 discount**) ..... \$2,350 \_\_\_\_\_

☐ **Additional guide exposure:** By being in more than one category, you can highlight different parts of your work. We offer a 25% discount for each additional listing. Check this box and we will send you a sign-up form.

**Guide category:** Please write in one guide category from the list below: \_\_\_\_\_

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

**30-Word description:** We include your web address; it doesn't count as a word. E-mail addresses count as two words. [Please type, copy/paste or write your description below]

**Description:**

4 Park Avenue, Suite 200  
Gaithersburg, MD 20877

[www.CharityChoices.com](http://www.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:** This special page includes six charities responding to this question. You get up to 75 words to answer it, along with a small photo, logo, tagline, web address and CFC#. We can help with writing or editing. We handle the production; just get us your logo, photo and 75 words.

☐ **DC-area Guide \$750** ☐ **Holiday/Post Guide \$750** \_\_\_\_\_

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

☐ 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, why its work is so vital. You get up to 500 words and a photo to tell your charity's story. This story will also be displayed on our website, where you can include links to videos and audios. *(Limited availability.)*

☐ **DC-area Guide \$1,250** ☐ **Holiday/Post Guide \$1,250** \_\_\_\_\_

☐ **BOTH GUIDES** (Includes a \$500 discount) .....\$2,000 \_\_\_\_\_

► **Display Ads:** Medium horizontal and larger ads will also appear on content pages (such as "Where to give away your stuff") and directory pages (such as "All Charities A to Z") in our website (large ads will be resized). The more guides you choose, the more web pages your ad will be on. The ad links to your web page on our site.

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

☐ 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, our new website is a valuable resource for CFC donors. We will be promoting it among federal and military employees on websites used by government and military employees as well as in our printed guides.**

**Organization Name:** \_\_\_\_\_

☐ **Basic webpage:** This page includes your name, mailing address/phone number, CFC number and a summary of your work. .... FREE

☐ **Premium webpage:** (*A premium page is free if you are in one or more guides or other promotional options.*) This page includes your name, 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) It will be on our site for a full year.....\$100 \_\_\_\_\_

☐ **Web Banner Ad:** This ad will include a one-sentence “hook” about your work, plus a graphic. It will rotate at the top of our home page, your website category pages (such as “Health”), and your “areas served” page (such as “National/International” or “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. Banner ads are different from display ads: banner ads will be at the top of these pages. And, unlike display ads, they rotate every few seconds..... \$150 \_\_\_\_\_

☐ **Web Display Ad:** A medium horizontal, full-color ad that will appear on several website category and content pages (“How to check out a charity”). *If you have a medium horizontal ad (or larger) in our guides, you get a web display ad for free.* This ad will link to your page on our site but, unlike a Banner Ad, a Web Display Ad does not rotate when a visitor is on the web page  
..... \$150 \_\_\_\_\_

☐ **Web Story:** Every charity has a story to tell – how it got started, how it has made a difference in the world, why its work is so vital. Your charity’s story will get a separate page in our website, with your four photos and captions. A rotating link to your story will appear on our home page. You get up to 750 words to tell your charity’s story, plus you can include links to videos and audios.  
.....\$250 \_\_\_\_\_

*(A premium page on our site is required for this option.)*

☐ **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. You approve everything..... \$500 \_\_\_\_\_

**Website Subtotal: \$**\_\_\_\_\_

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## Additional CFC Promotion Option

You do *not* have to be in our guides to sign up for these additional options.

Organization Name: \_\_\_\_\_

► **Special CFC Supplement 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 DC-area federal and military offices.

There are three options: a display ad (two sizes), a “*Why should I support your work?*” space, and a story about your charity’s work. In addition, charities in *Recreation News* will also be featured in its “Weekend Update,” a weekly email that goes internally to 40,000 federal or military employees in the DC area.

- ☐ **Why Should I Support Your Work?** .....\$750 \_\_\_\_\_  
(Name, tagline, 75-word answer, logo, small photo, CFC #, web address)
- ☐ **Horizontal Color Display Ad** (3.25” x 3”) .....\$750 \_\_\_\_\_
- ☐ **Vertical Color Display Ad** (3.25” x 5”) ..... \$1,000 \_\_\_\_\_
- ☐ **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): \$ \_\_\_\_\_

☐ **Early Response Discount:** Subtract \$100 if responding by **Friday, July 27, 2018** \_\_\_\_\_

**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 serves: ☐ DC ☐ Suburban MD ☐ No. VA ☐ All three

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 2018 CFC campaign.

Authorized signature: \_\_\_\_\_

**Billing Information** (*Payment is not required with this contract*): A confirmation email, with an invoice and specifications for display ads and why support spaces, will be emailed to you upon receipt of this contract. ***If you do not receive a confirmation within two weeks of submitting your contract, 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 of your choice if we receive your contract by Friday, August 24, 2018.*

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