

2017 Distribution Overview

Two things make our distribution unique:

- **The sheer number of print impressions we get to federal employees and members of the military – more than 967,000 last fall.**
- **The number we distribute by hand—more than 665,000 last fall.** We use either our own distributors or a network of distributors at nearly 250 military bases.

There is no better way to make sure that people actually see your charity's message. Hand distribution is also the only way to reach the many employees who don't get publications like the *Post Express* or *Federal Times*.

Last fall our distributors targeted employees of 121 federal and military offices in the DC area, handing out more than 37,500 guides. They did 123 distinct distributions (one location, one distributor).

This sounds fairly easy. It isn't. It's a major organizing and research task. We've organized a core group of distributors who usually go out three times a week during the fall.

We've researched DC-area federal buildings and Metro stations. We look at which agencies are nearby and how busy the station is – number of parking spaces (some have more than 5,000), number of bus lines feeding the station, whether commuter trains stop there (VRE and MARC trains) and more.

We figure out the best places to stand to reach people going to specific federal agencies. Often our distributors walk to an agency's main entrance and hand out guides on the public sidewalk. We get feedback every day. **All this is part of a profile we maintain of every Metro station** (more than 90).

We also deal with challenges that come up, often weather issues. This past fall, the big issue was the delay in the campaign's start. We distributed much later than normal, meaning the weather was even more of a challenge.

The other ways we get our guides to CFC donors

We also use two other excellent ways to get our guides in the hands of CFC donors.

- To reach military personnel, we use a company that hands out our guides at commissaries. **Last fall they distributed 97,600 guides at 107 U.S. military bases.**

- To reach federal employees we can't reach by hand, **we inserted 75,896 guides into *Recreation News*** (Dec. issue), a monthly that is delivered *inside* nearly 200 federal and military agencies.

Our additional CFC promotional options

In addition to our guides, we reach CFC donors in two other ways.

- **564,000 Military Inserts** were distributed at commissaries on 241 bases around the world, **94% by hand**.
- Our Special CFC Section of ***Recreation News*** (Nov. issue) went to more than **100,000** people, three quarters of whom are federal employees or military personnel. Each charity was also featured in *Recreation News* ' **Weekend Update** email (*see below*), which goes *on internal government servers* to about 40,000 federal and military employees.



How to save a life for \$100

Exoce had a 10-lb. tumor on his stomach, nearly a quarter of his weight. **Children's Food Fund/World Emergency Relief** (CFC #10984) supports a medical mission in Congo that removed his tumor, saving his life. It was one of 87 surgeries the team performed in one week. [Read the inspiring stories](#) of Exoce and CFF/WER. (11/29/17)