

## 2018 DC-area Distribution Overview

Two things make our distribution unique:

- **The sheer number of print impressions we get to DC-area federal employees and members of the military – more than 184,500 last fall.**
- **The number we distribute by hand—more than 51,500 last fall.** We mostly use our own distributors or use a network of distributors who hand out our guides at six DC-area military commissaries.

Hand distribution is by far the best way to insure people actually see your charity's message. It is also the only way to reach the many employees who don't get publications like the Post's *Express*.

Last fall our distributors targeted employees of 121 federal and military offices in the DC area, handing out more than 41,500 guides, an increase of 4,000. They did 125 distinct distributions (one location, one distributor).

**This sounds 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 November was much colder than normal, causing several schedule changes. Fortunately, the government shutdown only impacted the last week of our distribution.

### **The other way we get our guides to DC-area CFC donors**

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

- To reach the military, we use a company that hands out our guides at six DC-area commissaries.

- To reach federal and military employees we can't reach by hand, we **inserted 68,584 guides into *Recreation News*** (Nov and Dec issues), a monthly that is delivered *inside* nearly 200 federal and military agencies, mostly in the DC area.

### Our additional CFC promotional options

In addition to our guides, we reach DC-area CFC donors in one other way:

- More than 100,000 printed copies of our **Special CFC Section in *Recreation News*** (Oct. issue) were distributed, 83% to federal offices and military bases. The October issue was downloaded from *Rec News*' website more than 128,000 times. Each charity was also featured in *Rec News*' **Weekend Update** email (*see below*), which goes on internal government servers to about 40,000 federal and military employees. In late January and February, we included a notice about the CFC giving deadline being extended every week.



You can now give to charities through the **Combined Federal Campaign's [new online giving portal](#)**. *Here is one of the charities you can support.*

#### Protecting wildlife and wild lands

Nature is threatened today by habitat destruction, air and water pollution, global climate change and growing numbers of people. [The National Wildlife Federation](#) (CFC # 10622) works to protect wildlife and wild lands, for today and every generation to come.



### Deadline for CFC donations extended to Friday, Feb. 22

The Combined Federal Campaign has again extended the donation deadline to Friday, Feb. 22. Federal employees will be able to donate or pledge while knowing that a second shutdown won't happen.

**CFC donations provide valuable support to thousands of charities doing important work.** [Here](#) is where you can read about how many of these charities use your donations.

It's now very easy to give, through the CFC's new [online giving portal](#). You can give a one-time donation or have a little deducted from every paycheck. Here is [guidance](#) about how to use the CFC's online search engine to find charities to support. If you prefer to give using a [paper pledge card](#), you can still do that, but your card must be mailed by your CFC "keyworker" by Friday, Feb. 22. Retirees can also now give through the CFC; [here is the pledge card retirees can use](#).