

2019 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 756,000 last fall.** It's very hard to target CFC donors, especially federal employees. This is especially true now, when good ways to target them have disappeared, such as the Post's Express daily newspaper.
- **The number we distribute by hand—more than 540,000 last fall.** We use either our own distributors or a network of distributors at military bases in the U.S. and around the world. This network has continued to distribute at commissaries, which are an essential service at these bases.

To reach federal employees we can't reach by hand, we inserted 60,000 guides into *Recreation News*, 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 CFC donors in two other ways.

- **522,400 Military Inserts** were distributed at commissaries at 229 bases in the U.S. and around the world, 491,600 by hand.
- Nearly 100,000 printed copies of our **Special CFC Section** in *Recreation News* (Oct. issue) were distributed, 83% to federal offices and military bases. This issue was downloaded more than 129,000 times from the Rec News website. Each charity was also featured in its **Weekend Update** email (*see below*), which goes on internal government servers to nearly 60,000 federal and military employees.



Ending Poverty for the World's Most Vulnerable

Since 1971, [Food for the Hungry](#) (CFC #11732), a Christian nonprofit, has been going to the world's hardest places with an exit strategy: to respond to human suffering and graduate communities from extreme poverty into self-sustainability. [Here](#) is one of countless stories of how Food for the Hungry has helped struggling communities become sustainable.

2019 Distribution Summary

This summary shows how we distributed our three guides, our Military Insert and our Special CFC Section in *Recreation News*.

- **Altogether, this added up to more than 847,000 print impressions.**
- **Our guides, Military Insert and Special CFC Section went to more than 154,000 federal employees and 601,000 members of the military.**
- **More than 540,000 were distributed by hand, either outside military commissaries or by our own distributors near federal offices.**

Total Distributed

National Guide	69,600
DC Guide	77,650
Holiday/Post Guide	<u>79,740</u>
TOTAL Guides:	226,990
Military Insert	522,400
<i>Recreation News</i> CFC Special Section*	<u>97,742</u>
TOTAL Distribution	847,132

Who Received Them?

Federal Employees:

Guides in Post (17.6% of 61,565)	10,835
Guides by hand (67% of 37,607)	17,675
Guides in <i>Recreation News</i> (Nov & Dec)	56,200
CFC Special Section <i>Rec News</i> (Oct.)	<u>69,685</u>
TOTAL to Federal Employees	154,395

Military Personnel

Guides at U.S. Commissaries	69,600
Guides in Post (1.4% of 61,561)	862
Guides in <i>Recreation News</i> * (Nov.)	4,000
CFC Special Section <i>Rec News</i> *(Oct.)	5,000
Military Insert -- U.S. and overseas	<u>522,400</u>
TOTAL to Military	601,862

Total Distributed by Hand

Guides by hand by our distributors	37,607
Guides by hand at Commissaries	69,600
Military Insert at Commissaries	<u>491,600</u>
Total Hand to Hand	540,393

Total Distributed DC

DC Guide	77,650
Holiday/Post Guide	79,740
CFC Special Section <i>Rec News</i> **	89,364
Military Insert at 6 DC bases	<u>33,000</u>
TOTAL DC Distribution	279,754

DC Federal Employees

Post (17.6% of 61,565)	10,835
Guides by hand (67% of 37,607)	17,675
Guides in <i>Rec News</i> (Nov and Dec)**	56,200
CFC Special Section <i>Rec News</i> (Oct.)**	<u>60,096</u>
TOTAL DC Federal	144,806

DC Military

Guides by hand at 6 DC Commissaries	10,000
Guides in <i>Recreation News</i> (Nov.)*	4,000
Guides in Post (1.4% of 61,561)	862
Military Insert at 6 DC Commissaries	33,000
CFC Special Section <i>Rec News</i> (Oct.)*	<u>5,000</u>
TOTAL DC Military	52,962

*Estimate of number of federal vs. military recipients.

**10,800 copies of *Rec News* go to federal and military offices outside area of the DC CFC, mainly PA, WV, NY, and parts of MD and VA.

*This issue of *Rec News* was also downloaded 129,307 times.