



2022 America's Charities Member Advertising Campaign

Final deadline to reserve an ad package is June 13, 2022

Sign up now at: www.charities.org/advertising



Purpose and Benefit of Campaign:

Exclusively available to members of America's Charities, our annual Member Advertising Campaign is an awareness campaign designed to amplify your organization's brand visibility and reach a mix of potential workplace donors (military, Federal government, state/local public sector, and private sector employees) located across the United States during the peak giving season.

America's Charities purchases multiple types of media in bulk volume and then bundles that media space into tiered advertising packages to fit different budget levels. Acquiring media in volume allows America's Charities' members to achieve better overall pricing on multiple types of media that members otherwise might not be able to afford on their own.

Promotion of members through this year's advertising campaign will take place between:
September 19, 2022 – January 13, 2023.

Final deadline to reserve an ad package is June 13, 2022





Advertising Package Summary and Comparison

	Print Media			Digital Media				
Package Media Components and Costs:	Print Ad inside The Washington Post Newspaper CFC/Giving Insert (pg 9)	500-word Editorial inside The Washington Post Newspaper CFC/Giving Insert (pg 12)	Featured Logo on front page of The Washington Post Newspaper CFC Giving Insert (pg 14)	America's Charities Website & Organic Social Media Exposure (pg 15)	3BL Media Article and/or Video (pg 18)	Digital Display Banner Ads (pg 16)	Streaming Audio Ad (pg 17)	Streaming TV Ad (pg 17)
Blue Ribbon: \$17,000	★ (Ad is 3x size of Classic)	★ (Space limited to first three registrants)	★ (Space reserved for first three Blue Ribbon registrants)	★	★	★	★	★
Premium: \$8,640	★ (Ad is 2x size of Classic)	Not included	Available as an add-on (see bottom row)	★	★	★	★	Not included
Classic: \$3,000	★	Not included	Available as an add-on (see bottom row)	★	★	★	Not included	Not included
Basic: \$500	Not included	Not included	Available as an add-on (see bottom row)	★	★	★	Not included	Not included
Package Add-on: \$500 (See Pg 14 for details)	Available as an add-on to any ad package, your logo will be featured on the front page of The Washington Post Newspaper CFC insert <u>or</u> Giving Tuesday Insert. Space is limited on a first-come first-serve basis to the first 6 registrants. (This component is automatically included with the Blue Ribbon package for the first three Blue Ribbon registrants.)							

Advertising Campaign Promotion Timeline At a Glance

(Where, what, and when)

September

October

November

December

January

2022 Combined Federal Campaign (CFC) solicitation period

Social media messages (Sep 19, 2022 – Jan 13, 2023)

3BL Media article/video (Sep - Dec)

Digital banner ads (Oct 1 – Dec 1)

Streaming Audio and Video Ads (Oct 1 – Dec 1)

Washington Post Newspaper Insert
Print Ads + Editorials + Featured Logos
(10/23 and 11/29)



We Have Partnered with The Washington Post for Print and Digital Media Ad Distribution:

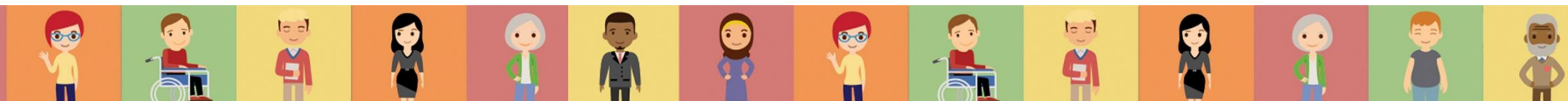
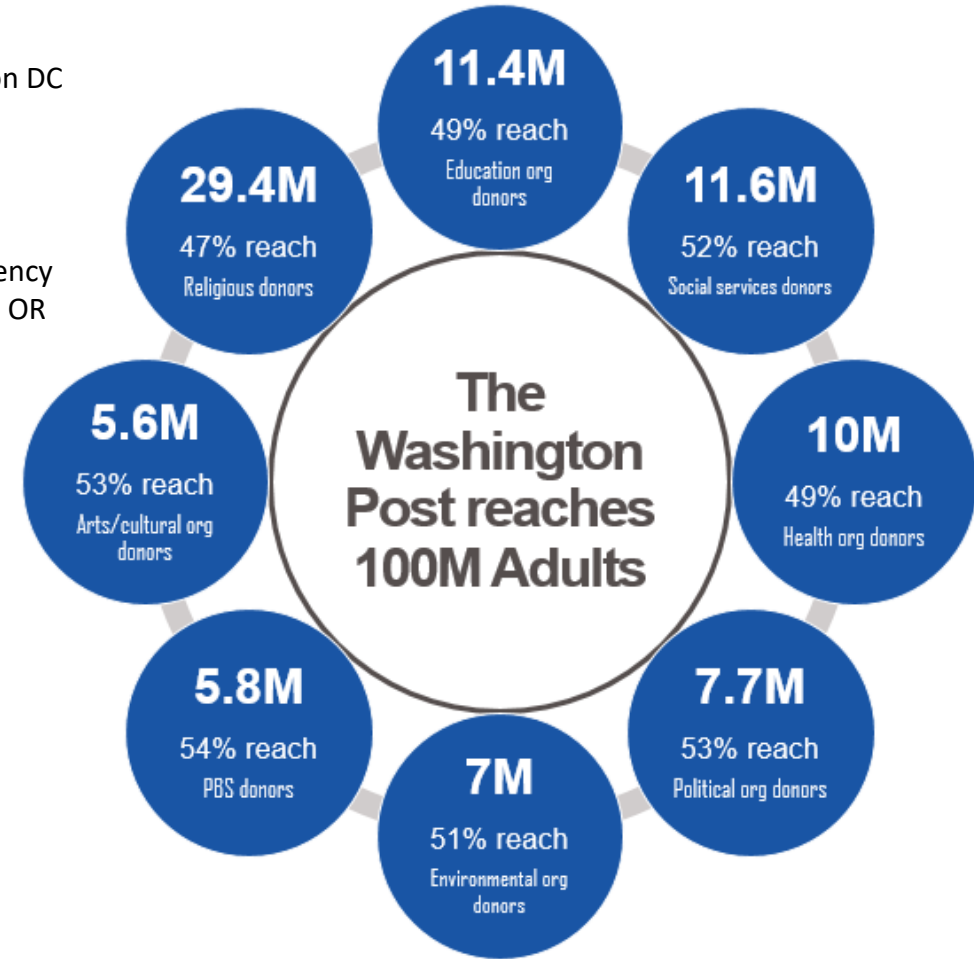
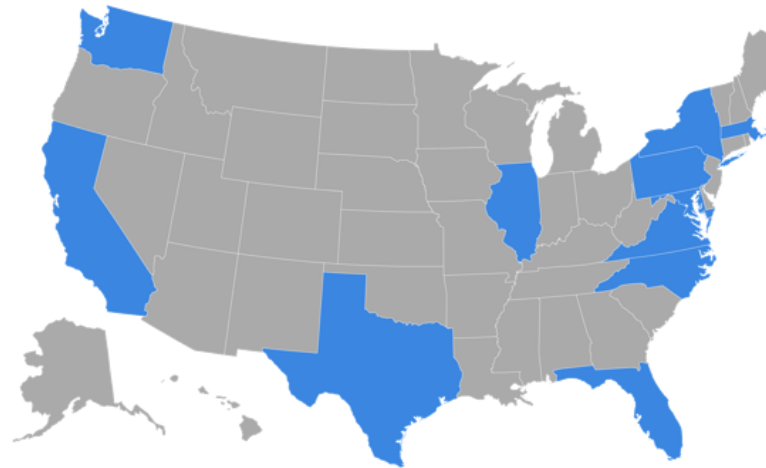
The Washington Post reaches 95 million US adults each month – nearly 1 out of every 3 Americans – and 2.7 million DC DMA adults each week – nearly 1 out of every 2 adults.

Below is a breakdown of how we will work with The Washington Post to target digital ads

- 1st Party Data: Charitable Donors, Government Worker, Government/Military, Regional Government, Charity
- 3rd Party Data: Age 25-65 AND Occupation: Government Workers OR Industry: Government, Defense, & Emergency OR State & Local Government OR Embassies & Consulates OR Legislative Branch OR Army OR Navy OR Air Force OR Marines OR Interest in Charity Philanthropy OR Philanthropic Executives OR Interest in Charities & Fundraising
- Contextual: Law Government Politics, Charities, Philanthropy, Local NewsGeo: US National

Top 10 Largest States

States	Readers (Monthly UVs)	Pages Monthly Page Views
California	15,048,000	50,957,000
Texas	9,184,000	23,412,000
New York	8,545,000	28,115,000
Florida	7,587,000	21,303,000
Virginia	6,550,000	31,784,000
Massachusetts	6,444,000	19,187,000
Illinois	5,776,000	16,337,000
Pennsylvania	5,183,000	16,503,000
North Carolina	4,198,000	12,834,000
Washington	4,164,000	15,110,000



Through our Partnership with 3BL Media, We Will Help Tell Your Story and Impact:

Regardless of which ad package you purchase, all participating members will get to have an article and/or video published through our 3BL Media account. 3BL reaches an audience of 10 million+ people consisting of corporate leaders, investors, professionals, organizations, and policymakers. The graphic displayed shows a breakdown of their news distribution network and some examples of the companies and brands your story will be shared with.



Advertising Campaign Audience and Reach



Approximate Campaign Impressions Participating Members Can Expect in 2022 (all print and digital ad types combined):

- Blue Ribbon advertisers each will receive around 3 million impressions*
- Premium advertisers each will receive around 2 million impressions*
- Classic advertisers each will receive around 1 million impressions*
- Basic advertisers each will receive around 100k impressions*

**Note: Impressions shared above are estimates calculated based on past campaign performance and media purchased. Your exact impressions may vary.*





PRINT MEDIA



Washington Post Newspaper Print Ads and Editorials

What:

The Washington Post newspaper audience is rich in federal employees, military, and retirees, **reaching a daily readership of 705,100 people**. This fall, a special Giving Insert featuring our members' ads will be distributed inside The Washington Post newspaper CFC Giving insert.

When: October 23 or November 29, 2022 (exact date TBD)

What You Get:

- **Basic:** Not included in package
- **Classic & Premium:** One color print ad inside The Washington Post newspaper CFC Giving insert. Premium ad is 2x size of Classic ad. (See dimensions on slide 11)
- **Blue Ribbon:**
 - One color print ad inside The Washington Post newspaper CFC Giving insert. Blue Ribbon ad is 3x size of Classic ad. (See dimensions on slide 11)
 - One editorial featured inside The Washington Post newspaper CFC Giving insert (500 words maximum, plus your logo or a photo you provide)

NOTE: The editorial is limited to the first 3 members who register for the Blue Ribbon package



View Last Year's Washington Post Print Ads:

Last year's ads appeared in the Nov 7, 2021 Washington Post Newspaper CFC insert.
 (Pages 6 and 12 <https://www.flipsnack.com/wpadops/cfc-2021-november/full-view.html>)

America's Charities IMPACT AT WORK
 CFC# 10224

Give at Work! Learn how: www.charities.org/WaPo

Melwood
 INCLUSION DRIVES INNOVATION
 Support an inclusive workforce. Create employment opportunities for people with disabilities.
 Serving DC, MD & VA • Melwood.org • CFC #21166

Conservation Fund
 Complex issues call for smart conservation.
 CFC# 10630

Humana Society
 Help make the world a kinder place for animals.
 CFC #67926

Human Rights Campaign
 CFC#11893

YOU CAN MAKE CHILDHOOD POSSIBLE

WETA #99581
 Quality television programs and beautiful classical music, made possible by your CFC gift.

ACLU
 AMERICAN CIVIL LIBERTIES UNION FOUNDATION
 CFC#11890
 www.aclu.org | (212) 540-2500
 Make a tax deductible contribution to the ACLU Foundation today.

LDF
 LEAD THE FIGHT for RACIAL JUSTICE
 DONATE TODAY
[HTTPS://WWW.NAACPLDF.ORG/](https://www.naacpldf.org/)
 CFC #11104

SPCL A catalyst for racial justice in the Deep South and beyond
 Give today through your workplace campaign
 CFC 10352

FEED LOVE FIGHT HUNGER

WETA #99581
 Quality television programs and beautiful classical music, made possible by your CFC gift.

Alzheimer's Disease Research
 RESEARCH = HOPE FOR FAMILIES FIGHTING ALZHEIMER'S DISEASE
 CFC# 30518
brightfocus.org/CFC

THURGOOD MARSHALL COLLEGE FUND
 We carry forward the legacy of Justice Thurgood Marshall by offering students at Historically Black Colleges and Universities pathways to economic mobility and high demand careers.
 JOIN US AND GIVE TO TMCF TODAY!
 For more information, visit tmcf.org.
 CFC #11691

America's Charities IMPACT AT WORK
 CFC# 10224

Donate through PAYROLL DEDUCTION AT YOUR WORKPLACE.
 SUPPORT AMERICA'S CHARITIES AND OUR 100+ HIGH-IMPACT NONPROFIT MEMBERS THROUGH THE COMBINED FEDERAL CAMPAIGN (CFC) OR THROUGH YOUR EMPLOYER'S WORKPLACE GIVING PROGRAM.
WWW.CHARITIES.ORG/WAPO

Together We Can Make the World a Better Place
 Workplace giving makes it easy for you to make tax-deductible contributions to all of your favorite charities through the ease and efficiency of automatic payroll deduction. Simply choose which charities you want to support and how much you want to donate. That's it! Based on your pledge, your employer deducts a small, recurring amount of money from your paycheck each pay period for a year, which means you can give a lot without feeling the impact all at once. If your employer matches gifts, you can double your impact!

Plus, workplace giving helps reduce fundraising and administrative costs for nonprofits. Since charities know how much money they can expect to receive from recurring workplace giving donations, they can be more strategic and make a stronger impact with your gift. Workplace giving gifts also provide nonprofits with unrestricted funds, empowering them to direct donations where they're needed most and operate more efficiently. Learn more at www.charities.org/wapo.

Melwood
 INCLUSION DRIVES INNOVATION
 Support an inclusive workforce. Create employment opportunities for people with disabilities.
 Serving DC, MD & VA • Melwood.org • CFC #21166

Conservation Fund
 Complex issues call for smart conservation.
 CFC# 10630

Humana Society
 Help make the world a kinder place for animals.
 CFC #67926

Human Rights Campaign
 CFC#11893

YOU CAN MAKE CHILDHOOD POSSIBLE

WETA #99581
 Quality television programs and beautiful classical music, made possible by your CFC gift.

ACLU
 AMERICAN CIVIL LIBERTIES UNION FOUNDATION
 CFC#11890
 www.aclu.org | (212) 540-2500
 Make a tax deductible contribution to the ACLU Foundation today.

LDF
 LEAD THE FIGHT for RACIAL JUSTICE
 DONATE TODAY
[HTTPS://WWW.NAACPLDF.ORG/](https://www.naacpldf.org/)
 CFC #11104

SPCL A catalyst for racial justice in the Deep South and beyond
 Give today through your workplace campaign
 CFC 10352

FEED LOVE FIGHT HUNGER

Alzheimer's Disease Research
 RESEARCH = HOPE FOR FAMILIES FIGHTING ALZHEIMER'S DISEASE
 CFC# 30518
brightfocus.org/CFC

THURGOOD MARSHALL COLLEGE FUND
 We carry forward the legacy of Justice Thurgood Marshall by offering students at Historically Black Colleges and Universities pathways to economic mobility and high demand careers.
 JOIN US AND GIVE TO TMCF TODAY!
 For more information, visit tmcf.org.
 CFC #11691



Print Ad Sizes:

Each advertiser will submit a full color print ad.

Shown here are the ad specs for each package, drawn to scale.

Classic

4.5 inches wide x 1.877 inches tall

Premium

4.5 inches wide x 3.37 inches tall

**Blue
Ribbon**

4.5 inches wide x 7 inches tall

View Last Year's Washington Post Member Editorials


Nov 7th insert - Pages 5 and 11 <https://www.flipsnack.com/wpadops/cfc-2021-november/full-view.html> and

Nov 30th insert - Page 11 <https://www.flipsnack.com/wpadops/cfc-december-2021/full-view.html>

AN ADVERTISING SUPPLEMENT TO THE WASHINGTON POST

Supporting HBCU's is Critical for Solving America's Racial Inequity Challenge

60 YEARS



Dr. Harry L. Williams is the President & CEO of Thurgood Marshall College Fund (TMCDF), the largest organization exclusively representing the Black College community.

Historically Black Colleges and Universities (HBCUs) have been greatly underfunded throughout their history, despite their proven track record in training and educating an outsized proportion of Black professionals. However, recent events have prompted philanthropists and large corporations to donate to and partner with these great institutions. HBCUs' role in educating, training and developing Black professionals creates a vital bridge between Black workers and corporate America's pledge to diversity. Blue-chip companies such as Visa, Boeing, Google and Apple have already recognized the fact and have partnered with the Thurgood Marshall College Fund (TMCDF) to invest time, money and resources with our organization to create comprehensive diversity, equity and inclusion (DEI) strategies.

Recent data from McKinsey & Company shows that this kind of investment in HBCUs would profoundly affect our economy. HBCUs are uniquely positioned to foster such engagement given their assets, experience and cultural and historical significance.

TMCDF recognizes that HBCUs are an essential component to the nation's diversity, equity and inclusion strategy. Few Americans realize there are more than 100 HBCUs in the United States, which serve as the powerhouse of Black mobility. HBCUs only represent 3% of all colleges and universities, but produce 26% of all Black American graduates. They also award, on average, 32% of STEM degrees earned by Black students and supply more Black applicants to medical schools than all other higher-education institutions combined.

These professions, as well as training and developing the next generation of Black entrepreneurs, are critical to closing the racial wealth gap.

Black students have nearly 225,000 more student loan debt than their White counterparts, according to the White House Initiative on Educational Excellence for African Americans. Our work at TMCDF addresses these issues by providing pathways intended to reduce student loan debt and address the racial wealth gap by giving Black talent access to lucrative jobs while providing an affordable path to college degree completion. We support nearly 300,000 HBCU students across the country with scholarship, leadership development and unique programs that bridge the resource gap to get students to and through college and into good jobs.

We believe HBCUs possess the power and the people to create a more equitable society – that's why we work so diligently to ensure their sustainability and strengthen their capacity to continue to produce top talent who are prepared to change the face of leadership in business and beyond.

As the common goals of diversity, equity and inclusion become even more widespread, companies have the daunting task of figuring out what works. My hope is that corporations and individuals demonstrate their commitment to HBCUs by renewing and reinvigorating their pledge to diversity, equity and inclusion. Now is the time to turn position statements into policies and action for change. •

CFC #37283

lupusresearch.org

AN ADVERTISING SUPPLEMENT TO THE WASHINGTON POST

Lupus

Lupus is the largest autoimmune disease striking mostly women, often in their prime.

CFC #37283

is a serious chronic autoimmune disease striking mostly women, often in their prime.

Help us find new treatments and a cure. 100% of your CFC contribution supports lupus research programs.

Together we can transform lives!

lupusresearch.org

AN ADVERTISING SUPPLEMENT TO THE WASHINGTON POST

Human Rights Campaign: Build Better, More Inclusive Communities for LGBTQ+ People

60 YEARS

The Human Rights Campaign Foundation is fighting for a world where lesbian, gay, bisexual, transgender and queer people are truly equal – from the boardroom to the barbershop, from the corner store to the ER, and in every single community we call home.

To make this world a reality, the Human Rights Campaign Foundation engages with people across almost every aspect of everyday life. We work with educators, parents, people of faith, LGBTQ youth, corporate leaders and global innovators to educate, to empower and to make connections that will help build a better future for all.

There's no one with a greater stake in that future than our young people, which is why we're working to make sure that LGBTQ youth and their peers have the support they need to truly thrive. Through innovative training and consultation with schools, child welfare agencies and others, HRC's Children, Youth and Families Program creates welcoming and affirming environments for LGBTQ prospective parents, LGBTQ-led families and LGBTQ youth.

As we strive to build a better future, we're also working with corporations that are driving much-needed progress right now. Leading American businesses know that protecting employees from discrimination isn't just the right thing to do – it's also good for business. Our Corporate Equality Index (CEI) is helping national and international corporations reach for benchmarks for inclusion and build workplaces where every person knows they are truly welcome.

These corporate best practices propelled by the CEI are moving equality forward – not just in the U.S., but around the world. In addition to our corporate partnerships, our HRC Global Program works with advocates on the ground who are engaging in life-saving work to ensure they have the tools and resources they need. We're also shining a bright light on dangerous injustices facing our international community.

We do all this – and more. Our work is not done until every LGBTQ person is truly equal. And that's why we need your help. Support from donors through the Combined Federal Campaign (CFC#11863) and workplace giving campaigns helps us keep moving our community forward. •



AN ADVERTISING SUPPLEMENT TO THE WASHINGTON POST

LDF: Leading Our Nation's Quest for Greater Equality and Justice for All Americans

60 YEARS

The NAACP Legal Defense and Educational Fund, Inc. (LDF) has been at the center of protecting the right to vote, and all civil rights, since 1940. Founded by Thurgood Marshall, LDF is America's premier legal organization fighting for racial justice. Through litigation, advocacy and public education, LDF seeks structural changes to expand democracy, eliminate disparities and achieve racial justice in a society that fulfills the promise of equality for all Americans.

Amidst the ongoing presence of the COVID-19 pandemic, this year has seen extraordinary events that have tested the foundations of our democracy. Immediately after the January 6th insurrection at the Capitol, and after a series of elections in which Black voters and other voters of color turned out in historic ratios, states across the nation began introducing legislation to suppress their voting rights and ballot access.

LDF has responded to these attacks on civil rights as we have for the past 81 years — by fighting for racial justice in the courts, at the local, state and federal levels, and on the ground in communities across the country. Due to the courage and commitment of our clients, the generosity of our supporters and the dedication and expertise of our staff and cooperating attorneys over the years, LDF has remained what it has always been: a pioneering force in our nation's quest for equality.

We know that it is the ability to participate in the political process that unlocks so many of the other important civil rights issues. It increases the prospect for meaningful reforms in the criminal justice system, it expands the possibility of education equity, and it opens the doors of opportunity for fair housing practices and economic advancement.

LDF is continuing the fight to protect voting rights in 2021, and we will continue to do so every year, in every election going forward. We are uniquely positioned to navigate one of the most important moments for civil rights in our nation's history. Join us in our fight to achieve equality for all by donating to LDF through your workplace giving program or through the Combined Federal Campaign (CFC #11104). For more about our work, please visit naacpldf.org.



This year, give the gift of play!

With NAMI's comprehensive, customizable, and affordable program, you can help your child access to the healthy benefits of play.

Every child deserves play!

For more information, visit www.namimind.org

CFC #92397

TOGETHER for Mental Health

Mental health is an incredibly important part of overall health.

The National Alliance on Mental Illness (NAMI) is dedicated to improving the lives of individuals and families affected by mental health conditions.

We must come together for mental health to advocate for access to affordable, quality support and care for all. #Together4MH



Support NAMI with a donation through your CFC. #10562



Together, we find a way.

Alongside partners and supporters like you from across the globe, we've spent the last 10 years beating the odds. In the future with a gift to The Nature Conservancy, together we can build a world where people and nature thrive.

The Nature Conservancy participates in the Combined Federal Campaign (CFC #10543) as well as other public and private workplace giving programs. Ask your HR department about how to contribute.

Nature.org/WorkplaceGiving






PACKAGE ADD-ON

AVAILABLE TO
ALL AD PACKAGE LEVELS

COST = \$500

Featured Logo on Front Page of Washington Post Newspaper CFC Giving Insert

What:

The Washington Post newspaper audience is rich in federal employees, military, and retirees, **reaching a daily readership of 705,100 people**. America's Charities has reserved space on the front cover of both the Oct 23 and Nov 29 CFC Giving inserts, where members who purchase the "Add-on Package" will be featured. The image shown here is a copy of a CFC Giving insert cover from the 2021 campaign with an example of where and how your logo and CFC number will be promoted.

When: October 23 or November 29, 2022 (exact date TBD)

What You Get:

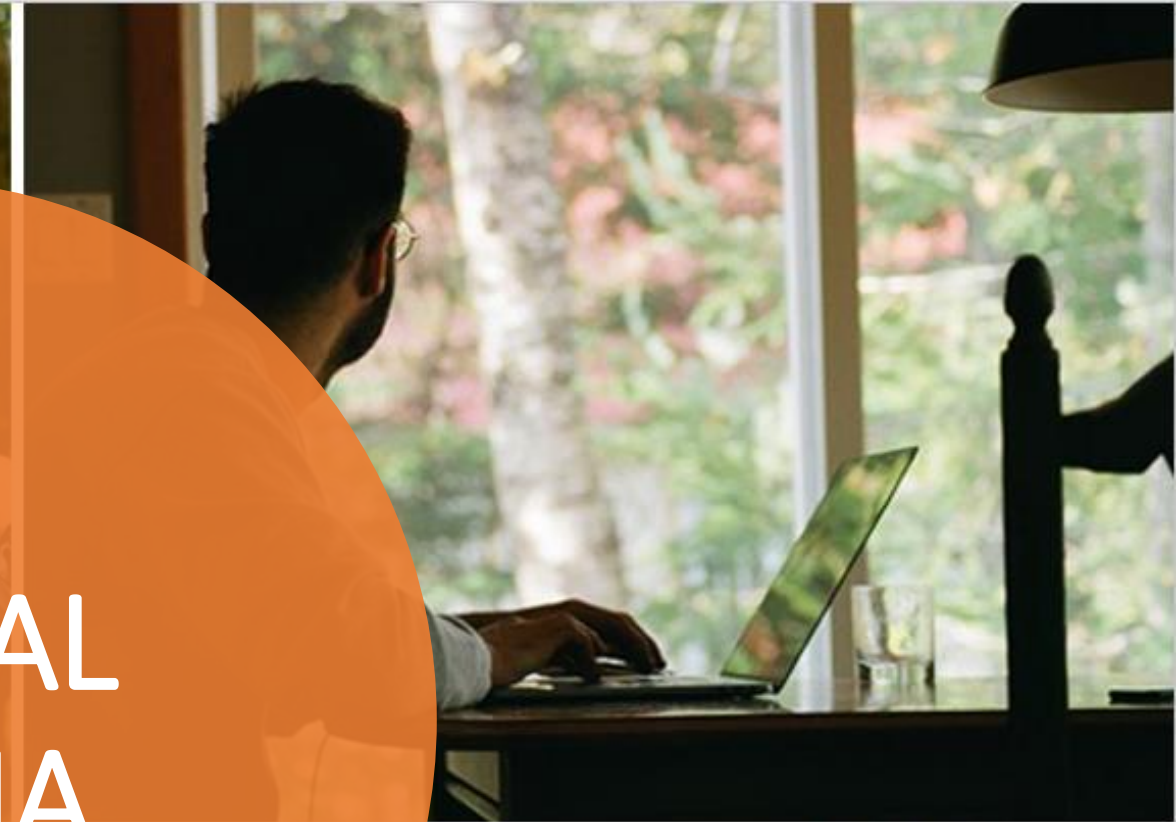
Available as an add-on to any ad package, your logo will be featured on the front page of The Washington Post Newspaper CFC insert or Giving Tuesday Insert.

Space is limited on a first-come first-serve basis to the first 6 registrants.

Cost: \$500

Note for Blue Ribbon Advertisers: The featured logo is automatically included in the Blue Ribbon package. As long as you are one of the first 3 members to register for the Blue Ribbon package, you will not need to purchase the add-on package. *If you register for the Blue Ribbon package and are the fourth (or later) member to sign-up for the Blue Ribbon package, you will need to purchase the add-on package to have your logo featured on the CFC Giving insert front page.*





DIGITAL MEDIA



Digital Standard Display Ads

When, Who, and Where:

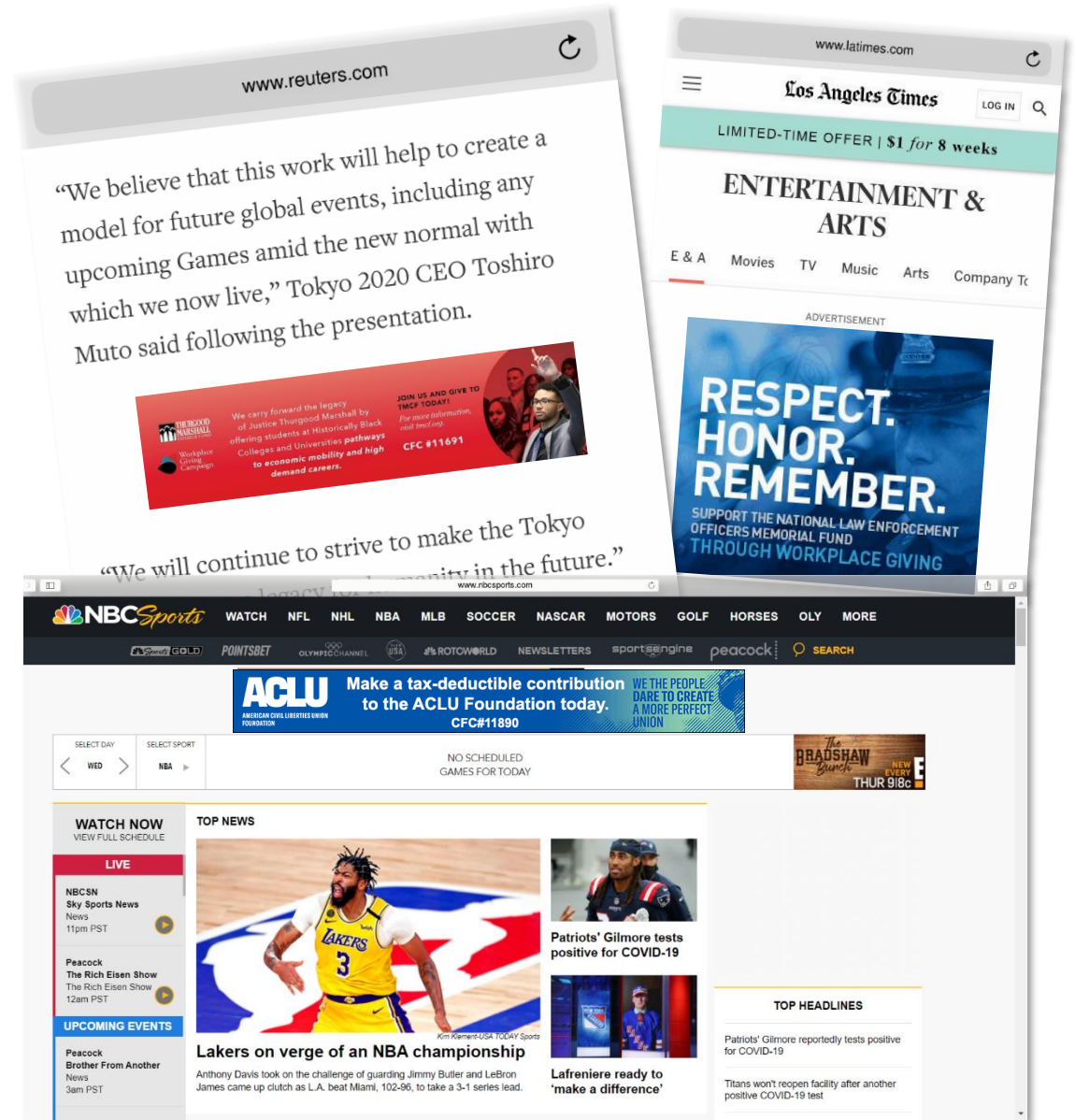
From Oct 1 – Dec 1, your digital standard display banner ads will be promoted to a targeted, custom audience of philanthropists, private sector charitable donors, and Federal employees between ages 25-65 all across the United States. Ads will be served across thousands of popular websites reaching that targeted audience, including: CNN.com, FoxNews.com, GovExec.com, USAToday.com, WashingtonPost.com, FoodNetwork.com, People.com, ETOline.com, TheHill.com, HuffPost.com, BusinessInsider.com, to name a few.

What You Get:

Blue Ribbon, Premium, Classic, and Basic: The difference between each ad package is frequency. Blue Ribbon advertisers will receive 4x the exposure of Basic advertisers, and so on. All advertisers will need to provide ads in each of the following dimensions to promote your organization's logo, EIN/CFC number, and workplace giving donation-focused message: 320x50, 300x250px, 300x600px, 728x90px, and 970x250px.

You choose where your ads will direct people. Below are three different types of locations we've directed members' ads in past campaigns:

- A workplace landing page on your organization's website
- Your charity profile on America's Charities website
- The CFC giving portal



Streaming Video and Audio Ads

When: Oct 1 – Dec 1

Where, Who, and What You Get:

- **Blue Ribbon and Premium** members' audio ads will be presented on premium stations including Spotify, Pandora, SoundCloud, and iHeartRadio, along with an audience of **22 million unique listeners** of over 2,000 different podcasting programs, including NPR. You will be responsible for producing and providing a 15-second and 30-second audio ad (MP3, M4A, or WAV format).
- **Blue Ribbon** members' video ads will be broadcast on Smart TV and streaming devices, reaching viewers of a range of popular channels and streams, including Hulu, Netflix, Amazon Prime, ESPN+ and more. You will be responsible for producing and providing a 15-second and 30-second video ad (30 mbps size, MP4 format)



3BL Media Featured Article and/or Video

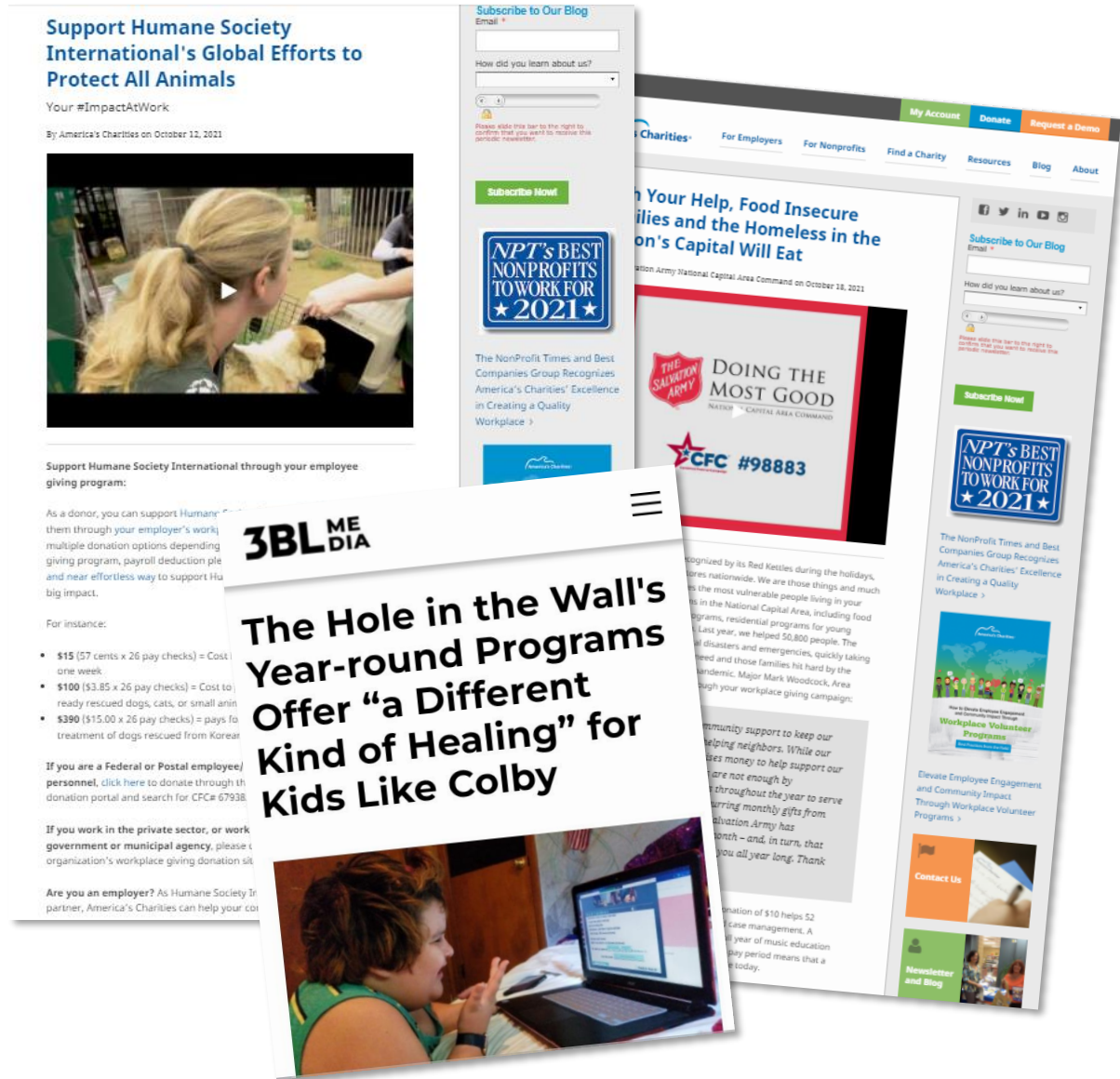
When: Between Sep 19, 2022 – Jan 13, 2023

What You Get:

- **Blue Ribbon, Premium, Classic, and Basic:** Your article and/or video will be used to tell your story and share your impact with individuals and companies interested in knowing how they can support your work through workplace giving and employee engagement programs.

We Will Follow Last Year's Model to Maximize Your Exposure to Private Sector Leaders and Donors:

- In last year's ad campaign, the average member's post received **23,000** impressions.
- Between being promoted on 3BL Media, as well as through America's Charities' website, newsletter, and social media sites, members' articles were presented to a **combined audience of more than 312,000** corporate social responsibility, workplace giving, and philanthropy-minded professionals.
- There were also **78 third party sites** that republished each members' post in 2021, with a **combined monthly traffic of 2.9 million** for all of those sites combined.





America's Charities®

HELPING YOU HELP OTHERS SINCE 1980



Ready to Sign up?

Visit: www.charities.org/advertising or contact Sarah Ford, Marketing Director at:
sford@charities.org

Final deadline to reserve an ad package is June 13, 2022