



GLOBAL IMPACT

Assuring help for people in need

Cooperative Advertising Program

Global Impact offers a Cooperative Advertising Program strategically designed to provide high visibility to reach your target audience during the fall workplace giving campaigns. When it comes to advertising, a cooperative approach can be the optimal solution — by reducing costs and increasing your exposure in key markets.

Benefits

- Visibility with millions of current and potential workplace giving donors.
- We handle all the details — from design to distribution.
- Less expensive than advertising on your own.

The program covers a number of campaign markets — chosen because of their high revenue yield for the Global Impact member charities — and includes advertisements in key military publications overseas and targeted publications in the U.S. The program is designed to correspond with the workplace giving campaign season, from September to December.

Why should I join?

It is a turnkey program. All you need to do is sign up and Global Impact handles the rest. Plus, it is cost efficient as the advertisement price is divided among participants. Advertisements encourage donations to all Global Impact member charities, with special emphasis on program participants. Global Impact ads:

- **Have high impact.** Run in strategic campaign markets, chosen for their high revenue yield.
- **Maximize your budget.** Appear in print publications, online outlets, transit ads and on the radio for widest coverage at a cost effective rate.
- **Expand your outreach.** Retain generous donors and invite new donors.

We have chosen the dates to carefully correspond with the workplace giving campaign. For instance, publications in the DC region run well into November to cover the dates of the Combined Federal Campaign of the National Capital Area — the largest workplace giving campaign in the world and home to a large percentage of generous government employees.

Questions?

For information on how to join Global Impact's Cooperative Advertising Program and details on participating markets and publications, please contact Global Impact at 800-836-4620 or e-mail globalimpact@charity.org.