

TIPS for a good CFC Charity Listing:

The CFC Charity List is a paper or web-based display of organizations that have met CFC eligibility requirements. A sample charity listing is shown below with key elements shown in italics.

11405 ABC Charity (Alpha-Charity) (800) 555-5555 www.abccharity.org EIN#12-3456789 ABC Charity attacks the causes of hunger and poverty by promoting effective and innovative community based solutions that create self-reliance, economic justice, and food security. 15.8% P,S,K

The key elements include: the organization's five-digit CFC code (assigned by OPM), the legal name in parentheses shown if it is "doing business as" another name, the public phone number, website, EIN, a 25-word statement of purpose, the organizations administrative and fundraising expense rate (calculated from Form 990 submitted with CFC Application), and its service categories (taxonomy codes).

Reverse the order of your LEGAL Name:

If your name begins with "American Friends of," "National," or "International," you can reverse the order in which your name is printed in the brochure. For example, "National Organization for Cancer Patients" can be listed as "Cancer Patients, National Organization for."

Why would you do this? Because **CFC donors use NAMES of charities to find ISSUES they want to support.** Donors looking to support cancer charities will browse the alpha section looking for names that begin with 'Cancer'. They often do not visit the alpha section of names that begin with 'National'.

Use tangible, concrete words in your statement: Include a statement of 25 words or less describing the program of the organization for listing in the brochure. **Please count your words. We will edit any statements that are over 25 words.**

The 25 word statement is should describe real services, benefits or program activities the organization provides. The statement provided by the organization should not repeat the organization's name. Do not include email addresses.

BAD EXAMPLE:

The American Association for the Advancement of Crabbiness is a national nonprofit organization founded in 1999 with the goal of promoting crabbiness around the world.
(25 words)

GOOD EXAMPLE:

One in four Israeli children goes to bed hungry each night. We feed them and break the cycle of poverty that traps them. (23 words)

GOOD EXAMPLE:

Anger kills young people on DC streets every day. We teach teens how to resolve conflict nonviolently and express feelings positively through art and music. (25 words)

Pick THREE Taxonomy Codes: Each organization can identify up to three categories, in priority order, which most closely identify the type of mission, services, and activities provided (see below for a full list of taxonomy codes).

The corresponding letters will be printed with your organization's listing in the CFC charity list to assist donors in identifying charities by type of service provided.

Additionally, CFC zones using online search engines sort by those taxonomy codes. By choosing three codes you have more chances to show up in online search engines. For a list of codes refer to the next page.

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| A Arts, Culture, and Humanities | O Youth Development |
| B Educational Institutions & Related Activities | P Human Services– Multipurpose and Other |
| C Envir. Quality, Protection & Beautification | Q International, Foreign Affairs, National Security |
| D Animal Related | R Civil Rights, Social Action, Advocacy |
| E Health – General and Rehabilitative | S Community Improvement, Capacity Building |
| F Mental Health, Crisis Intervention | T Philanthropy, Voluntarism & Foundations |
| G Disease, Disorders, Medicinal Disciplines | U Science & Technology Research Institutes, |
| H Medical Research | V Social Science Research Institutes, Services |
| I Crime, Legal Related | W Public, Social Benefit: Multipurpose, Other |
| J Employment, Job Related | X Religion Related, Spiritual Development |
| K Food, Agriculture, and Nutrition | Y Mutual/Membership Benefit Orgs., Other |
| L Housing, Shelter | Z Other |
| M Public Safety, Disaster Preparedness & Relief | |

Questions?

Always feel free to call us if you need our advice on your organization's listing in the CFC Charity List. You may reach the Admission Office at 978-594-0404, ext. 201.