

Sample Budget 1

Salaries	Cost	6 Months
Campaign Manager	\$5,000	\$30,000
Field Director	\$3,000	\$18,000
Finance Director	\$3,000	\$18,000
Accounting/ Treasurer	\$400	\$2,400
Payroll Expenses	\$330	\$1,980
Contingency	\$1,173	\$7,038
General Total		\$77,418

Office Expenses	Cost	6 Months
Office Rent	\$1,800	\$10,800
Phones/ Internet	\$250	\$1,500
Printing	\$150	\$900
Administration	\$125	\$750
Contingency	\$233	\$1,395
General Total		\$15,345

Finance Budget	Cost	6 Months
Finance Mailing Supplies (15,000)	\$0.13	\$2,000
Printing Charges (30,000 Pieces)	\$0.05	\$1,500
Postage (15,000 letters bulk)	\$0.26	\$3,900
Remit Envelopes (25,000)	\$0.10	\$2,500
Thank You Cards & Postage (1,000)	\$0.80	\$800
Business Cards (2,500)	\$0.08	\$200
Contingency	\$1,090	\$1,090
Finance Total		\$11,990

Media/Vendor Budget	Cost	6 Months
Direct mail (100,000) & Postage	\$0.44	\$44,000
Graphic Design	\$3,000	\$3,000
Website	\$2,500	\$2,500
Misc.	\$1,000	\$1,000
Contingency	\$5,050	\$5,050
Media Total		\$55,550

Field Budget	Cost	6 Months
Voter File (VAN)	\$400	\$2,400
Robo Calls (50,000)	\$0.05	\$2,500
Door Hangers (50,000)	\$0.10	\$5,000
Literature (20,000)	\$0.15	\$3,000
Follow Up - Postcards (10,000)	\$0.30	\$3,000
Yard Signs (6,000)	\$1.92	\$11,500
T-Shirts (1000)	\$6.00	\$6,000
Lapel/Bumper Stickers/Buttons	\$0.40	\$2,000
Contingency	\$3,340	\$0
Field Total		\$35,400

Total Budget	\$195,703
---------------------	------------------

Sample Budget 2

Salaries	Cost	6 Months
Accounting/ Treasurer	\$400	\$2,400
Contingency	\$40	\$240
General Total		\$2,640

Finance Budget	Cost	6 Months
Finance Mailing Supplies (15,000)	\$0.13	\$2,000
Printing Charges (30,000 Pieces)	\$0.05	\$1,500
Postage (15,000 letters bulk)	\$0.26	\$3,900
Remit Envelopes (25,000)	\$0.10	\$2,500
Thank You Cards & Postage (1,000)	\$0.80	\$800
Business Cards (2,500)	\$0.08	\$200
Contingency	\$1,090	\$1,090
Finance Total		\$11,990

Media/Vendor Budget	Cost	6 Months
Graphic Design	\$600	\$600
Website	\$2,500	\$2,500
Contingency	\$310	\$310
Media Total		\$3,410

Field Budget	Cost	6 Months
Voter File (VAN)	\$400	\$2,400
Door Hangers (50,000)	\$0.10	\$5,000
Follow Up - Postcards (10,000)	\$0.30	\$3,000
Yard Signs (3,000)	\$0.96	\$5,750
Lapel/Bumper Stickers/Buttons	\$0.40	\$2,000
Contingency	\$1,615	\$0
Field Total		\$18,150

Total Budget	\$36,190
---------------------	-----------------