

Children's Fund Sample Budget #1- Nov 2020 Election

Place	Registered Voters	Expected Turnout %	Expected # of Voters
Kern County, CA	379,448	67.90%	217,500
Budget		Monthly Cost (assumes campaign launch in January 2020)	Totals
Budget Summary			
	Management & Legal		\$ 119,000
	Fundraising Costs		\$ 2,500
	Paid & Online Media		\$ 194,875
	Research		\$ 30,000
	Field Team & Office		\$ 19,500
TOTAL			\$ 365,875
Management & Legal			
	General Consultant	\$3,000	\$ 33,000
	Fundraiser	\$3500 through 6/30	\$ 21,000
	Campaign Manager	\$5,000	\$ 55,000
	Lawyer (drafting measure, etc)		\$ 10,000
			\$ 119,000
Fundraising			
	Event Costs		\$ 2,000
	Online Donation Processing Fees		\$ 500
			\$ 2,500
Research			
	Polling		\$ 30,000
			\$ 30,000

Paid & Online Media			
	Direct Mail	2 pieces to 1/2 of likely voters at \$0.65/piece	\$ 141,375
	Slates		\$ 3,000
	Digital Advertising		\$ 25,000
	Spanish Radio		\$ 10,000
	Collateral/shirts/buttons		\$ 2,000
	Doorhangers & Lit		\$ 5,000
	Signs		\$ 5,000
	Website		\$ 2,500
	Photography		\$ 1,000
			\$ 194,875
Field Program			
	Organizer	\$4000 from 8/1-11/15	\$ 14,000
	Voter File Data		\$ 1,500
	Office Supplies/Hospitality		\$ 1,000
	Intern Stipends		\$ 3,000
			\$ 19,500