

Children's Fund Sample Budget #2- Nov 2022 Election

Place	Registered Voters	Expected Turnout %	Expected # of Voters
San Diego County, CA	1,747,383	63.00%	1,100,851
Budget		Monthly Cost (assumes campaign launch in January 2020)	Totals
Budget Summary			
	Management & Legal		\$ 154,000
	Fundraising Costs		\$ 5,000
	Paid & Online Media		\$ 493,755
	Research		\$ 40,000
	Field Team & Office		\$ 48,000
TOTAL			\$ 740,755
Management & Legal			
	General Consultant	\$3,000	\$ 33,000
	Fundraiser	\$5000 through 9/30	\$ 45,000
	Campaign Manager	\$6,000	\$ 66,000
	Lawyer (drafting measure, etc)		\$ 10,000
			\$ 154,000
Fundraising			
	Event Costs		\$ 3,500
	Online Donation Processing Fees		\$ 1,500
			\$ 5,000
Research			
	Polling		\$ 30,000
	Tracking Poll		\$ 10,000

			\$	40,000
Paid & Online Media				
	Direct Mail	1 piece to 1/2 of likely voters at \$0.60/piece	\$	330,255
	Slates		\$	10,000
	Digital Advertising		\$	100,000
	Spanish Radio		\$	25,000
	Collateral/shirts/buttons		\$	4,000
	Doorhangers & Lit		\$	10,000
	Signs		\$	10,000
	Website		\$	2,500
	Photography		\$	2,000
			\$	493,755
Field Program				
	Organizer 1	\$4000 from 5/1-11/15	\$	22,000
	Organizer 2	\$4000 from 8/1-11/15	\$	14,000
	Voter File Data		\$	3,000
	Office Supplies/Hospitality		\$	3,000
	Intern Stipends		\$	6,000
			\$	48,000