

SAMPLE BUDGET ESTIMATES

****This document is only meant to be a sample of how to set up your County Budget. Amounts are not meant to be reflective of how much you should spend on any item. Your spending should reflect the goals outlined in your plan.****

Direct Mail	100,000.00
Push Cards	20,000.00
Balloons,	5,000.00
Print Media	25,000.00
Billboards	25,000.00
Yard Signs	7,500.00
Email	2,000.00
Booths/Festivals	2,000.00
Precinct Chair Letter	25,000.00
Mail Ballot	50,000.00
Robo Calls	20,000.00
Ride to Polls	2,000.00
Precinct Walks	1,000.00
Rent	10,000.00
Phone Expense	3,000.00
Voter Registration	2,000.00
General Supplies	5,000.00
Subtotal	\$304,500.00
Staffing:	
Campaign Coordinator	50,000.00
Volunteer Coordinator	15,000.00
Media Consultant	15,000.00
Precinct Walk Supervisor	5,000.00
Mail Ballot Supervisor	5,000.00
Mail Ballot Phoners	15,000.00
Mail Ballot Chasers	7500.00
Phone Bank Supervisor	5,000.00
Candidate Services	5,000.00
Taxes	5,000.00
Subtotal	\$127,500.00
TOTAL BUDGET ESTIMATE	\$432,000.00