

Sample Campaign Fundraising Projection

	June	July	August	September	October
Candidate	\$ 10,000.00				
	(loan)				
From Family	\$ 15,000.00	\$ 5,000.00			
Finance Council		\$ 5,000.00			
(Member Contribution)					
Finance Council					
(Solicitation of prospects)		\$ 2,000.00	\$ 2,000.00	\$ 16,000.00	\$ 2,000.00
Events					
Hog Roast				\$ 5,000.00	
Reception #1	\$ 3,000.00				
Lawyers Lunch				\$ 2,000.00	
Home Parties			\$ 1,000.00	\$ 2,000.00	\$ 2,000.00
Reception #2			\$ 3,000.00		
Business Leaders Lunch				\$ 7,500.00	
Young Friends Reception				\$ 2,500.00	
Crab Feast				\$ 3,500.00	
Beef & Beer					\$ 5,000.00
Reception #3					\$ 5,000.00
Two Weeks Out Party					\$ 4,000.00
Direct Mail					
Known Contributors (2,000)	\$ 5,000.00				
Known Contributors (2,000)			\$ 4,000.00		
Known Contributors (2,000)				\$ 3,500.00	
Known Contributors (2,000)					\$ 4,000.00
Known Contributors -"Over the Top" Appeal					\$ 4,000.00
Political Action Committees					
Labor				\$ 2,000.00	\$ 12,000.00
Business				\$ 500.00	\$ 1,000.00
Other				\$ 500.00	\$ 1,000.00
(can and should be broken down individually as much as possible, I.e. IAFF = \$2,000, FOP = \$500, Trial Lawyers = \$1,500, etc.)					
Total (Gross)	\$ 33,000.00	\$ 12,000.00	\$ 10,000.00	\$ 45,000.00	\$ 40,000.00
Fundraising Costs					
Program costs	\$ 3,000.00	\$ 300.00	\$ 1,500.00	\$ 3,500.00	\$ 4,000.00
Staff costs	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00
Total (Net)					
Cash Flow	\$ 28,500.00	\$ 10,200.00	\$ 7,000.00	\$ 40,000.00	\$ 34,500.00