Budget Guide

Getting Started

A good budget has expected expenses and tracks actual costs. Your budget should reflect every cost coming in or out and every anticipated expense related to the campaign. Make sure to include your fundraising goal and how you will achieve this goal. Here are some tips to get you started:

- **Develop a budget with real numbers** on a spreadsheet and track expenses in real time.
- Link your budget to your cash flow from fundraising. Your fundraising and budget plans should work together.
- Manage expectations seek to prevent disappointment by establishing in advance what can realistically be achieved or delivered by a project, undertaking or course of action.
- Spend on what matters ask the question: "Does this activity change a voter's behavior?" of every line item.
- Plan from Election Day back and ramp up the closer you get to Election Day.
- Budget must be realigned consistently as the campaign progresses; monthly, weekly, daily.
- Prioritize spending on correct and efficient activities that make sense given your strategy, targets and fundraising.

Budget

Here are some items you might find in a campaign's budget:

- **Staffing** campaign manager, field staff, finance staff, etc.
- **Voter contact/field** literature such as flyers, signs, stickers, shirts
- Paid media/online TV/cable/radio ads, social media ads, mailers
- **Overhead costs** rent, phone lines, website, burner phones
- Events supplies, location, food
- Miscellaneous voter file, election files, filing fees

Sample Budget

		Phase1: Campaign Kick-off			Phase 2: ID & Persuasion							Phase 3: GOTV			
		June July		Phase 1 Total	August	September		October		Phase 2 Total		November		Phase 3 Total	
Events															
	06/7 Campaign Kick Off Party	\$1,000		\$1,000					\$	-			\$	-	
	Snacks for volunteers			\$0		\$ 52.1	4	\$ 102.72	\$	154.86	\$	84.25	\$	84.25	
	10/12 Event Food			\$0				\$ 230.55	\$	230.55			\$	-	
	Election Day food			\$0					\$	-	\$	1,538.78	\$	1,538.78	
	Election Day materials			\$0			Т		\$	-	\$	89.47	\$	89.47	
Field															
	Paid canvassers			\$0		\$ 727.0	0	\$ 2,154.97	\$	2,881.97	\$	2,085.24	\$	2,085.24	
	Indeed job posting for canvassers		\$110	\$110					\$	-			\$	-	
	BJ's Custom Designs (110 shirts						П								
l	ea order)			\$0		\$ 1,197.8	0	\$ 1,197.80	\$	2,395.60			\$	_	
	Campaign postcards	\$1,200		\$1,200		\$ 1,187.6			\$	1,969.67			\$	_	
	Campaign yard signs	, , ,		\$0		\$ 2,605.0	_			3,961.00	s	1,926.00	\$	1,926.00	
	Class Plus yard signs (50 4'x8')			\$0		\$ 2,255.7		, ,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,	\$	2,255.79	Ť	-,	\$	-	
	Mt. Vernon postcards (10k)		\$1,000			,		\$ 1,518.00	-	1,518.00			\$	-	
	Campaign stickers (2k)		\$750	. ,				\$ 654.00	\$	654.00			s	-	
	Campaign mailer 1		Ψ/50	\$0				\$ 14,508.00	\$	14,508.00	t		\$		
	Campaign mailer 2			\$0			$\overline{}$	\$ 14,508.00	\$	14,508.00	t		\$	_	
	Campaign mailer 3			\$0			_	Ψ 11,500.00	\$	-	\$	14,508.00	_	14,508.00	
	Robocalls			\$0			\dashv		Ψ		\$	950.00		950.00	
Comms				\$0			1				٠	930.00		230.00	
Media															
Media	Control Point Cours Poll	67.500	¢7.500	\$15,000		£ 16,000,0			6	16 000 00	-		\$		
	Control Point Group Poll	\$7,500	\$7,500			\$ 16,000.0		£ 100.00		16,000.00	\$	100.00	_		
	Digital (FB ads)	\$100	\$100			\$ 100.0			\$	200.00	3	100.00	_	100.00	
<u> </u>	Radio Ads			\$0			\dashv	\$ 4,584.00	\$	4,584.00	-	2 444 25	\$	2 444 25	
	WFRE/WFMD			\$0			\dashv		\$	-	\$	2,444.25	\$	2,444.25	
Tools							+	Φ.	\$	-	_		-		
	LAN & miniVAN			\$0		\$ -	+	\$ -	\$	-	\$	-	\$	-	
			** ***	\$0			_		\$	-			\$		
Total		\$9,800	\$9,460	\$19,260		\$ 24,125.4	0	\$ 41,696.04	\$	65,821.44	\$	23,725.99	\$	23,725.99	
							_								
					TOTAL: PHASES 1-3	\$ 108,807.4	3								
***Please note: a good budget has projected expenses and then is updated to include actual costs.															
							T								
l							7								
<u> </u>						Field Estimate									
<u> </u>													_		
						6 weeks until Nov 6th 15,469 phones phones		,		_		ļ			
										do					
							2,578 per week 644.5 person per week 30 per hour		616.25			week			
											-	son per weel	k		
<u> </u>											per	hour	<u> </u>		
<u> </u>						42 hours x \$	15	630		4	_	\$2,520.00			
<u> </u>									_		_	6	wee	ks total	
									_		┖				
l				[\$15,120.00	tota	1	

Click here for sample budget in Excel.

Questions or Need Assistance?

If you have any questions or need help with your campaign, please reach out to the IAFF Political Department and request assistance online or email politics@iaff.org.