

Children's Funding Institute 2023

Budgeting for Campaign Success

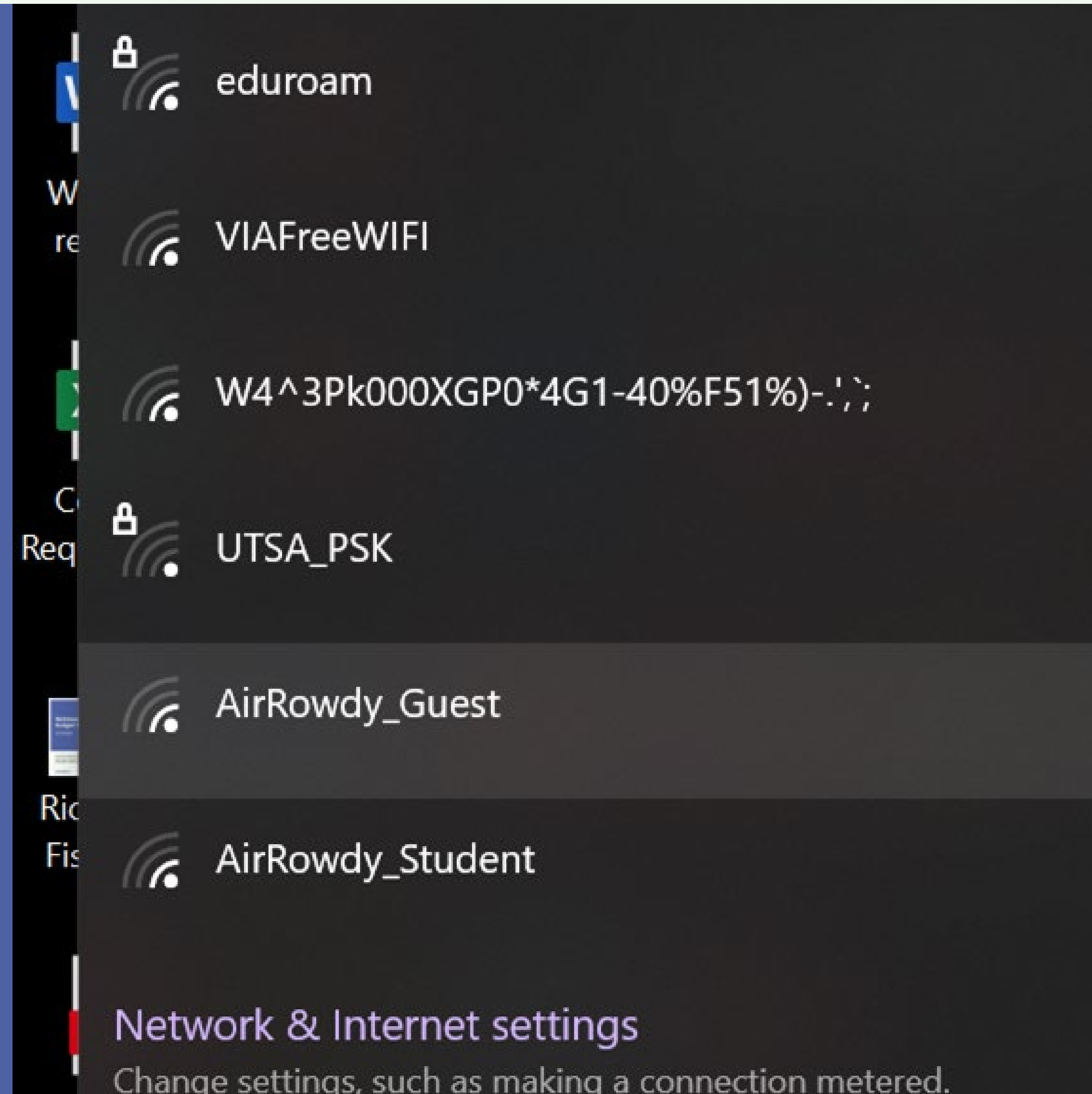
October 4, 2:00-3:00 PM ET

- Slides will be available at childrensfundingproject.org/cfi2023
- For this session, please do not take pictures, tag participants, or share presenter quotes without asking permission from the session speakers.
- For this session, please use the hashtag #ChildrensFundingInstitute when posting about it on social media.



WiFi Access

Work online with ease
by selecting the
AirRowdy_Guest
network to access a
free Wi-Fi connection!





It's time to take a
**Ballot Initiative Budget Road
Trip**



A ballot initiative budget is more than an accounting tool.

Just as polling provides a roadmap, your budget is the road.



Rules of the Road

- Your budget will encounter a lot of twists and turns.
Stay alert and be flexible!
- Your budget can't run on empty.
A strong fundraising effort will keep your tank full!
- Your budget can't be steered with one hand on the wheel.
A viable budget is a group effort!



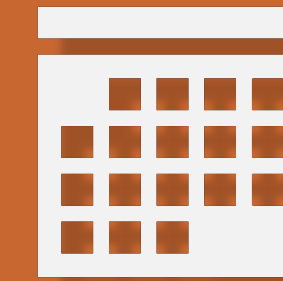
Choose your Passengers Wisely

Identify a budget subcommittee.

Bring together a group of 5 (or fewer) committee members with diverse experiences to construct your budget.

Include:

- ✓ Campaign leadership (your campaign manager or general campaign consultant should lead)
- ✓ Campaign treasurer
- ✓ Members with previous campaign experience
- ✓ Detail hawks
- ✓ Those with fundraising know-how
- ✓ Members with business-management skills



Using polling as their guide, the subcommittee should meet at least weekly for no longer than a month to construct the budget.

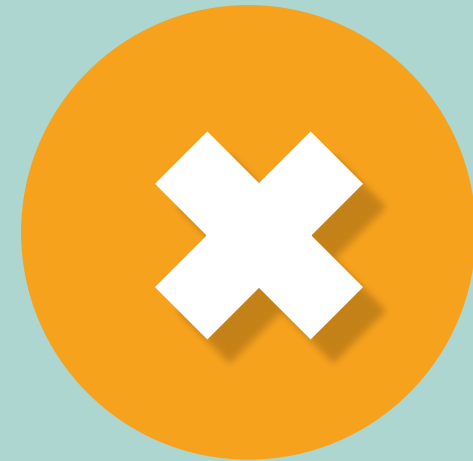


Fill up your tank

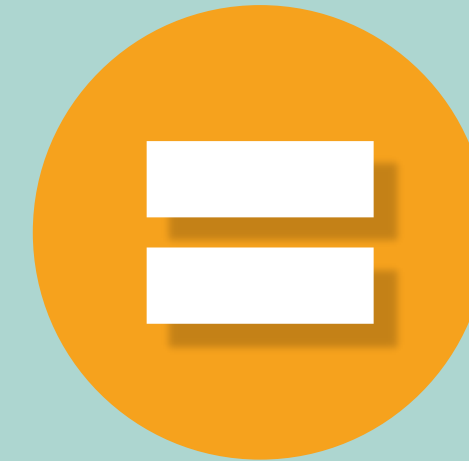
Make your first budget estimate

Rule of thumb: you'll need to raise and spend 88 cents per population for the jurisdiction voting on your measure.

population of
voting
jurisdiction



\$0.88
Eighty-eight
cents



Initial budget
estimate

EXAMPL

500,000
inhabitants of
example
County



\$0.88
Eighty-eight
cents



\$440,000
Initial budget
estimate



Detours

Have alternate routes in case you encounter a detour!



Poll results



Other candidates and initiatives sharing the ballot



Dramatic economic shifts



Organized opposition



Decide What to Pack

Only take what you need! Polling will determine your necessities. These are typical categories and fundable items:



Packing list

COALITION DEVELOPMENT



Coordinator

Do you need to hire talent to build and manage your coalition?



Events, like town halls

Do you need to rent space and equipment?
Provide child care or transportation?



Speaker's Bureau

Do your speakers need handouts? Other presentation tools?



Volunteer Coordinator

Do you need to hire talent to recruit and train volunteers?



Packing list

FUNDRAISING

\$

Director/ Consultant

Do you need to hire talent to build and manage your fundraising?

\$

Events

Do you need to rent space and equipment?
Provide food and drink??

\$

Fundraising Mail

Will you need to buy contact lists?
Printing?
Postage?
Handling?



Packing list

RESEARCH



\$

Needs Assessment

Who will you compensate to prepare your needs assessment?



\$

Polling

You will need a benchmark poll, but will you also need tracking polls?



\$

Modeling/ Analytics

Will you need voter modeling to enhance the utility of your poll findings?



\$

Focus Groups

Will your pollster recommend focus groups?



Packing list

FIELD

\$

Paid Canvassers

Will you need paid canvassers to broaden your door-to-door effort?

\$

Signature Collection

Will you need to hire a firm to collect signatures for ballot placement?

\$

Printed Materials

How many leaflets will you need for, canvassing and events? How many yard signs will you need for supporters?

\$

Phones/ texting

Will texting or phone banking appeal to your target audience or help with GOTV?



Packing list

COMMUNICATIONS



\$

Communications firm

You'll likely need a firm to help with message development, champion/speaker's bureau training, and materials development. They may also manage your digital media, social media, and media/press relations.



\$

Mail

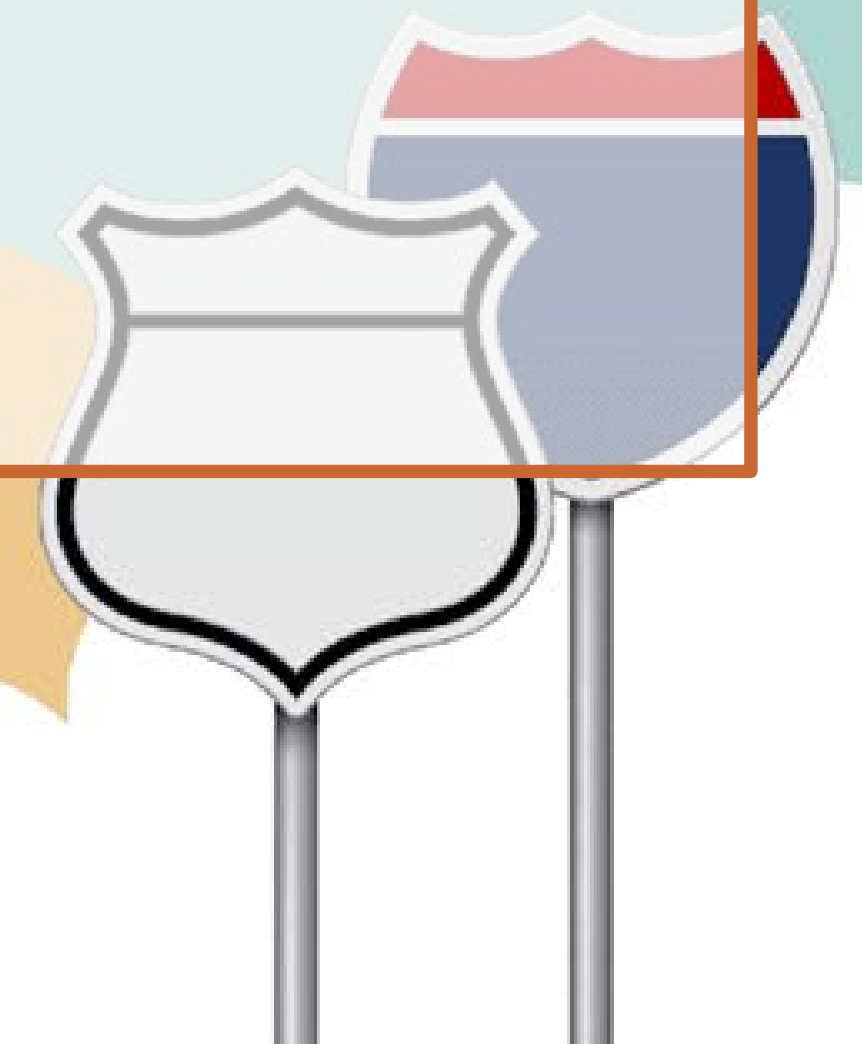
Direct mail generally costs \$X per piece



\$

TV/Radio

Are broadcast and cable a necessity?



Packing list

ADMINISTRATIVE



\$

Campaign Manager

Do you need to hire experienced talent to manage your effort?



\$

Staff & Compliance

What other staff will your campaign need? Who will file your campaign finance reports?



\$

Office & Equipment

Will you need to rent office space? Purchase or lease equipment?



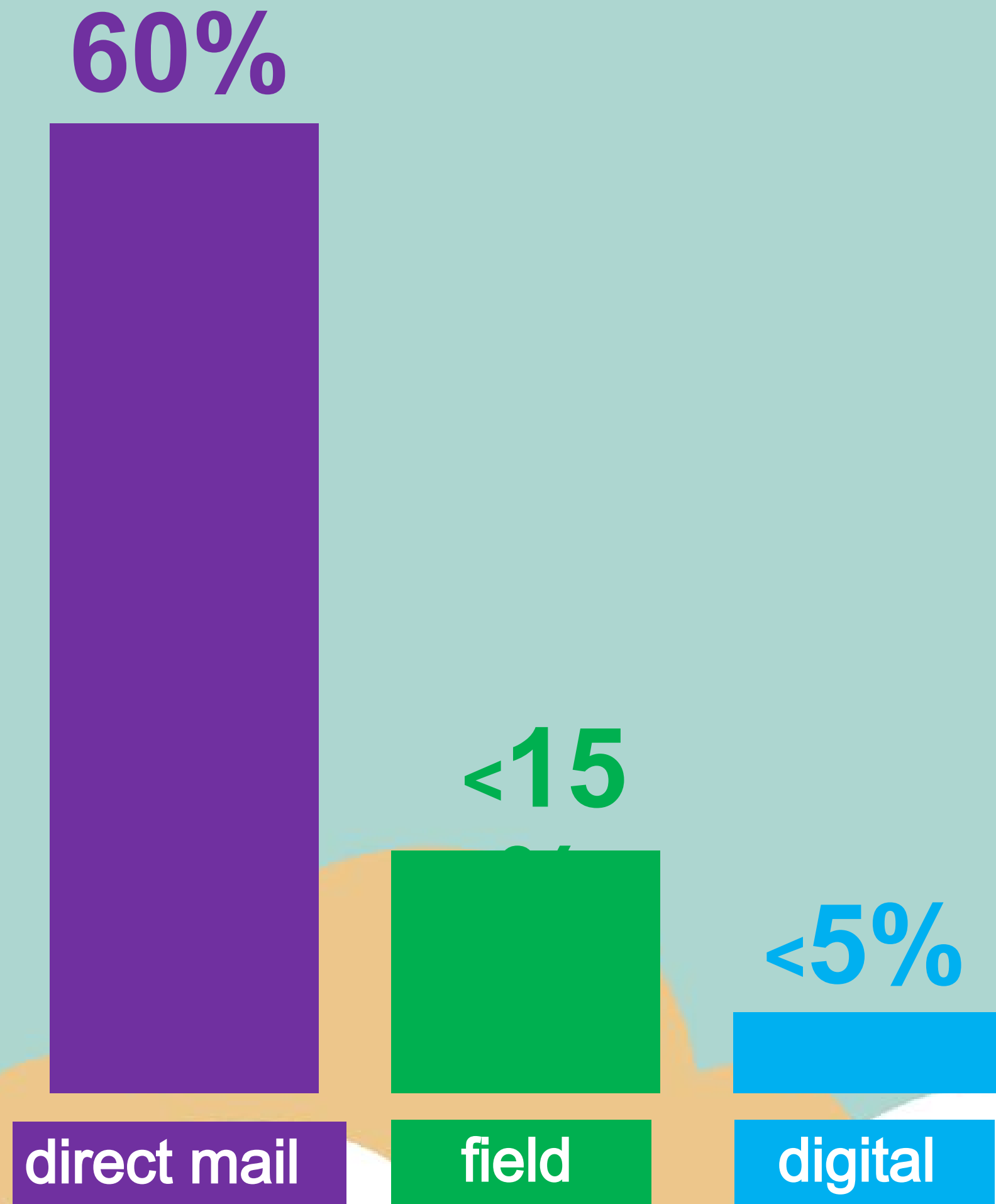
\$

Legal

Who will serve as legal counsel and will they work pro bono?



The Old Roadmap



The largest expenditure for children's funding campaigns was once **direct mail**.

On average, **direct mail** consumed approximately 60% of all expenditures in children's funding campaigns between 2005-2015.

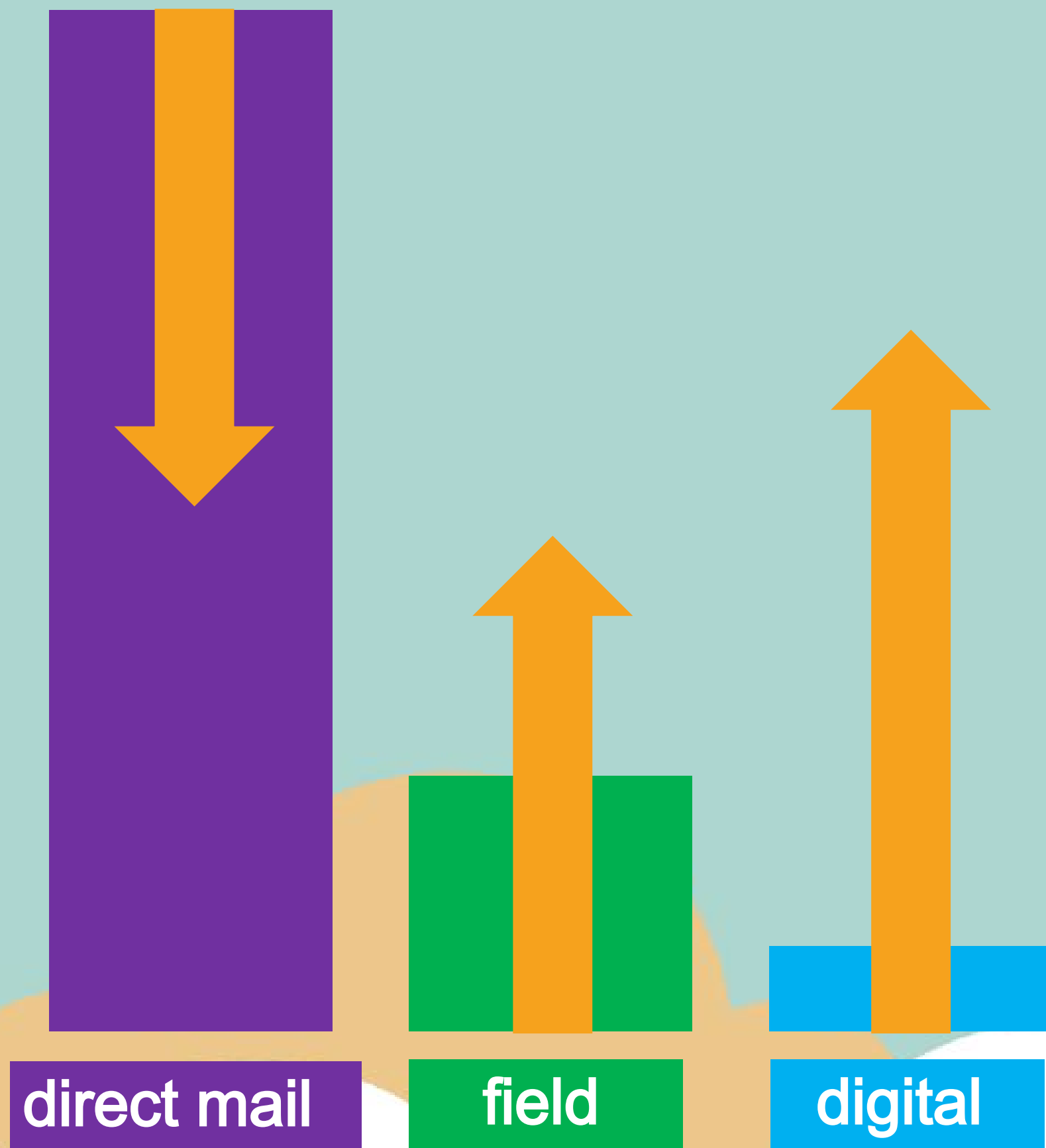
Field was less than 15 percent and **digital** less than five percent on average.



The New Roadmap

Digital now comprises over 40% of today's budgets, and **field** has grown to nearly 30%.

Direct mail expenditures have dropped by half.



You Can Fund More with c(3) Funds Than You Think.

Many campaigns fund up to two-thirds of their effort
with c(3) funds.



	Item	July	August	September	October	November	December (/	Totals
Non-Personnel								
Tech Infrastr	Office, phone, internet							\$0
	Data (Votebuilder)			\$3,000				\$3,000
	Software							\$0
	Website/Startup		\$35	\$35	\$35	\$35	\$35	\$195
	GSuite		\$35	\$35	\$35	\$35	\$35	\$175
Fundraising	Email Service (MailChimp)	\$35	\$35	\$35	\$35	\$35	\$35	\$210
	Merchant/Credit Card fee	\$50	\$50	\$50	\$50	\$50	\$50	\$300
	Event Logistics	\$0	\$0	\$500	\$500	\$500		\$1,500
	Fundraising expenses							\$0
Physical	Stickers			\$200				\$200
	Yard Signs			\$4,000				\$4,000
	Banners & Schwag			\$150				\$150
	Printing (remits, thank you cards)			\$500				\$500
	T-Shirts and Vol Swag			\$200				\$200
Paid Comms	Logo Design		\$700					\$700
	Photos		\$700		\$700			\$1,400
	Print/Newspaper Ads				\$5,000	\$1,000		\$6,000
	Mail + postage				\$50,000			\$50,000
	Walk Lit			\$3,500				\$3,500
	Digital Ads							\$0
	Video & Radio Production			\$10,000				\$10,000
	Pandora/Non-Radio Audio			\$5,000				\$5,000
	Radio Ads			\$20,000				\$20,000
	TV Cable + limited streaming				\$40,000			\$40,000
DVC	Overhead							
	Phones (ie ThruTalk)				\$5,000	\$4,000		\$9,000
	Textbanking/phones				\$1,000	\$500		\$1,500
	Travel/Meals			\$100	\$100	\$100		\$300
	Miscellaneous	\$100	\$100	\$100	\$100	\$100	\$100	\$700
Non-Personnel Totals		\$185	\$1,655	\$47,405	\$102,555	\$6,355	\$255	\$158,530
Staff								
Staff	General Consulting							\$0.00
	CM		\$1,000.00	\$4,000.00	\$4,000.00	\$4,000.00	\$2,000.00	\$15,000.00
	FOs - \$20/hr, 10 to 15 hrs per person			\$2,000.00	\$4,000.00	\$2,000.00		\$8,000.00
Staff/Personnel Total		\$0.00	\$1,000.00	\$6,000.00	\$8,000.00	\$6,000.00	\$2,000.00	\$23,000.00
Monthly Totals Spent		\$185.00	\$2,655.00	\$53,405.00	\$110,555.00	\$12,355.00	\$2,255.00	
Running Total Spent		\$185.00	\$2,840.00	\$56,245.00	\$166,800.00	#####	#####	\$181,410.00
Current Total Raised		\$0.00	enter this number		Key		Last Orca Check	
Pledges		\$0.00	enter this number		Confirmed in ORCA		<input type="text"/>	
Current Cash On Hand		--	don't touch		Blue Spruce to invoice			
Current Cash On Hand - D		--	don't touch		Check has been cut			
Total Campaign Budget		#####	don't touch		Projected			
Cash Left To Raise (LTR):		#####	don't touch					

Thanks

Next Session: Breakout Session #2 - 3:30-4:20pm

- **Last Vote to First Dollar**
 - La Villita Room
- **Campaign Fundraising**
 - Gregory Luna Room
- **Managing Opposition**
 - Riverwalk Room
- **Political Alignment and Voter Contact/Messaging**
 - Aula Room

CHILDREN'S 
FUNDING PROJECT

