

# Estimating Your Campaign Budget

Determine which expenses are necessary, and which are not vital, but would be beneficial to running a successful campaign.

You may select some, or all, of the components in this campaign budget worksheet as appropriate to the size and style of your campaign, and the budget you have available.

**Obtain realistic estimates—do not guess.** Have a member of your campaign team call or search online for current rates of photographers, printers, media agencies, office supplies, phone companies, and so on. Look for opportunities for bulk purchasing and competitive pricing.

	Pre-Campaign	Election Campaign	Post-Election	TOTAL
<b>EXPENSES – INCOME OUT</b>				
<b>Promotional Materials</b>				
Professional photo(s) of candidate				
Posters (graphic design and print)				
Flyers and leaflets				
Lawn signs				
Paraphernalia (buttons, stickers, pens, etc)				
Invitations				
Photocopies				
<b>Media &amp; Communications</b>				
Radio ads				
Billboards				
Newspaper ads				
Social media ads				
Website (design, hosting costs, etc.)				
Press events				
Mailouts				
<b>Fundraising</b>				
Events				
Meetings				

	Pre-Campaign	Election Campaign	Post-Election	TOTAL
<b>Campaign Headquarters</b>				
Office rent and utilities				
Phones, internet, TV/cable				
Supplies (paper, pens, etc.)				
Office technology (computers, printers, etc.)				
Coffee/tea/refreshments				
Postage				
Volunteer expenses				
Staff / consulting fees (if applicable)				
<b>Voter Contact</b>				
Voter list				
Canvassing (door to door)				
Community meetings				
Get Out the Vote				
Transportation				
<b>TOTAL EXPENSES</b>				

<b>REVENUE – INCOME IN</b>				
Candidate contributions				
Political Party contributions				
Donations				
Fundraising events income				
<b>TOTAL INCOME</b>				

<b>TOTAL EXPENSES</b>				
<b>TOTAL INCOME</b>				
CASH FLOW				
CASH-ON-HAND				