

Political Campaign Budgeting

What to Include in Your Campaign Budget:

Here's an outline of items that would be contained in a complete campaign budget. Keep in mind that your campaign probably won't include or require everything on this list.

- Operations
 - Salaries
 - Voter files and databases
 - Website
 - Gas
 - Office space (include internet, rent, heating, etc.)
 - Fees (bank, payment processing)
 - Office supplies
- Voter Contact
 - Direct mail
 - Radio ads
 - Radio production
 - Digital advertising
 - Live & automated calls
 - Palm cards
 - Business cards
 - Buttons, Pens, Bumper stickers, etc.
 - Yard signs/Hand-held signs (events/windows)
 - U-posts, poles, and zip ties for road signs
 - Banner
 - Newspaper ads
 - Volunteer expenses
 - Canvassing (door to door)
 - Community meetings
 - Get out the vote (GOTV) operation
- Fundraising
 - Fundraising events
 - Printing
 - Postage
 - Letterhead and envelopes
 - Donation cards