



THE REAL CLOUT TOOLBOX



Campaign Budget Worksheet	
Item	Budget
Staff	
Fringe	
<i>Subtotal</i>	
Overhead (rent, computers)	
Rent	
Computers	
<i>Subtotal</i>	
Other Expenses	
Printing, postage, phone	
Polling	
<i>Subtotal</i>	
Subcontracts	
Media Consultant	
<i>Subtotal</i>	
Total	



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The Short Guide

Your organization will need to have the internal capacity to launch your public policy campaign. The campaign budget worksheet that you find here will help you to think about allocating the resources that you have towards specific campaign needs. For example, you should be specific about being able to:

- Designate skilled staff and resources including polling, policy research, and grassroots building activities.
- Recruit enough powerful allies into a power-sharing coalition and “staff out” a coalition building and maintenance process.
- Mobilize powerful policymakers who are willing to become your champions and make your policy campaign one of their top priorities.

Spend some time putting together a four-page proposal that outlines your policy change campaign as a winning strategy to solve a pressing public problem led by a coalition of powerful policy partners.

A small three-month “development budget” should support a least two part-time staff – one to be designated as campaign manager to build the coalitions, and the other to act as policy analyst to develop the potential solutions. Include overhead, a small- to medium-sized public opinion poll, and an experienced governmental affairs consultant to test the message with the public and the key players in the policy arena. Targets for fundraising are members of your coalition, individual big donors and of course, foundations. Even the most cautious foundations can and will fund the strategic development of a campaign to promote positive policy change. No lobbying will be occurring here!

For an example and more information, see Chapter 1 Blue Pages of the Real Clout Workbook.