

Proposed Energy East Campaign Budget

Product	(Quantity)	Cost (total)
4 x 6 Postcards, 2 sided gloss colour	7,500	\$300
Clipboards	50	\$75-100
Posters	A lot	\$100 through UTSU?
Pens	75	\$20
Buttons		Make with UTSU or \$100
Petition Sheets		Print at UTSU or \$20
Misc Stationery (things come up!)		\$40
CallFire		5c/minute (\$100?)
Lawn Signs	400	\$1,100
		\$1,500-2000

Income

Source	Amount	Notes
Sign up new monthly donors from current TO350 list by showing we know what we're doing with elections	\$500 over next year	Calling previous one-time donors, ask for commitment to recurring donation. Email blast and social media ask.
One time donations to fund lawn signs and/or advertising	\$500	People like giving money for lawn signs and advertising. They are tangible, impact of donation can be easily quantified. Email blast and social media ask.
Revenue from "by donation" lawn signs	\$1,000	Recommended donation of \$3/sign would turn us a profit
	\$2,000	