

Justifications:

Colored paper: Probably the most important thing. With no paper, we have no means of folding. Because paper is pretty inexpensive, bulk buying lots of paper is ideal as it means being able to send paper to those who need it as well as keeping some for local areas and personally. Because there's around 100 sheets for 5 dollars, 100 dollars' worth of paper is 2000 sheets we can utilize. Through fundraisers and donations, we can always up the number of sheets that can be bought and therefore sent. 300 dollars can be a pretty good baseline, as it is more than enough to service a chapter if, let's say, there's around 20-30 people at a workshop or meeting.

Graphics: Another very important thing, but the price depends. Because there are so many good graphics apps these days that are free, worrying about paying the person for the graphics is more considered. From previous graphics, most of the people who create these graphics are part of the organization, and therefore do it for free. However, if someone offers to do it for compensation, paying them is guaranteed, and will depend on the graphic type and price, but 20 dollars will be the baseline for every graphic. We are assuming that a third of our graphics will be compensated.

Instagram: With most of the audience being on Instagram, it makes sense to spend the most on this specific social media. The average views of a reel that is uploaded is around 25 thousand, and once in a while a reel will go viral, reaching up to and even higher than 500 thousand, so over-allocating won't be much of an issue.

TikTok: I think with how popular Instagram is, trying to get views on TikTok wouldn't be incredibly hard as many of the short-form videos from Instagram do well, and in turn could also do well on TikTok. But because it is not the main source of engagement, spending less on this social media should be alright, and could be used sparingly.

Canva Pro: Creating graphics are really important for all forms of social media, and being able to supply potential graphic designers with the right tools is essential. I think many can be well off with free software, but this is just in case for anyone who might want to elevate the graphics that are made.

Social media managers: Managing the social media is really important, considering it's the main social media the organization uses. Paying for their time is important as their role is more important than it seems. Organizing the page, posting, interacting, etc., are all very important parts of outreach.

The reason why I don't have as many expenses is that it's hard to gauge what each chapter wants to do. I'm basing this on the main account, and it seems reasonable as a big nonprofit that fundraises and raises money pretty often.