



BUDGETING FOR SHIFT

CAMPAIGN ACCELERATOR





PROJECT CYCLE COST BREAKDOWN

The following outlines **recommended budget considerations** for a single Shift Project Cycle (e.g. supporting one campaign, one youth group and one issue). Note, supporting additional campaigns will require more funding and the seed fund (how much is spent on each campaign) is scalable up or down. Actual costs of each line item should be considered by each team based on local costs.

Activity/Expenses (12 month project)	Budget
<p>Membership of Shift Global Network</p> <p>This is a cost related to 12 months project support from our global Shift specialists who provide country offices with everything they need throughout project implementation. A detailed summary of this team's role and services can be found later in this guide.</p>	<p>9,500 USD (+ Travel if training required)</p>
<p>Country Project staff</p> <p>This budget line covers costs for staff time, in particular the local Shift project lead e.g. Fun Adult, and LOE of someone from the communications/campaigns team.</p>	<p>TBD by CO</p>
<p>Travel and Workshop Expenses</p> <p>This budget covers expenses related to travel, venue hire and resourcing (e.g. translation, printing for workshops, transport and accommodation for child/youth attendance).</p> <ul style="list-style-type: none"> - 3 day PLAN workshop - 1 day meeting for CREATE phase - Any subsequent meetings for campaigning planning / assessment 	<p>TBD by CO</p>
<p>Creative Buddies (CREATE)</p> <p>How much will it cost to hire the creative mentors/experts that the young Shifters need to realize their campaign vision? Creative buddies may be gained through hiring creative agencies or individual consultants. Please make sure that the experts match the kind of skills required for the campaign. For more info on Creative Buddies, please consult with your Shift team lead prior to completing the budget. This budget may be used for:</p> <ul style="list-style-type: none"> - Creative services provided by a local agency or other creative suppliers. - Design of campaign assets that may include services of illustrators, graphic designers, photographers, videographers, musicians, animators, or artists. - Production of assets, including printing of posters, T-Shirts, signs, film or music production etc. - Social media boosting or payment of influencers to increase reach of digital content. - Costs associated with public campaign events, including press launches or other community engagement activities. 	<p>TBD by CO; Speak with Karen, Shift Creative Lead</p>
<p>Campaign Seed Fund (Activate)</p> <p>This is a flexible budget line that should, when possible, be given to the youth group so they can help manage their own campaign. Where this is not possible, this fund can be managed by SCI on the youth's behalf and used for the basic expenses the group may incur when campaigning.</p>	<p>\$2,000 - \$5,000 per group recommended.</p>
<p>Child/Youth-led Impact Film/Photos</p> <p>In Shift, we want young people to create their own stories about their own campaigns. We've developed a model for child/youth-led storytelling that includes training, mentoring from a local filmmaker and the production of a final impact film. Each campaign should also produce a final impact report that highlights the campaign's greatest successes.</p>	<p>2,000 USD</p>



Carrot Fund A small incentive grant for Shift groups to access in their second year. Shift graduates may apply for this additional funding by submission of proposals for follow on Shift activities. Where possible, groups will self manage this fund to increase budget responsibility.	\$2,000 - \$3,000
Total:	\$50,000 - \$80,000 USD

To access the detailed budget, click [here](#).

EXAMPLE PROJECT TIMELINE

A *Shift* Campaign cycle happens over 12 months and is broken into 5 phases:

Prepare - Fun Adults conduct internal preparation like training and/or procurement






Connect – Outreach to groups and review of applications

Plan – Co-creation campaign planning workshop

Create – Designing and building everything for the campaign

Activate – Planning, organizing and eventually launching the campaign

The project timeline below outlines how one campaign cycle might be planned across a 12 month period.

PHASES	MONTH											
	1	2	3	4	5	6	7	8	9	10	11	12
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	■											
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GLOBAL SHIFT SUPPORT COSTS EXPLAINED

\$9,500 USD

Global Shift Membership is essential to the success of our model across the globe. Our specialized team is responsible for partnering with country teams to deliver Shift. But we also offer a range of benefits to teams which maximize the impact of our model and ensure that we, as Save the Children, continue to improve how we shift power to young people. Your yearly membership fee includes:

- **Training:** We provide comprehensive training to Save the Children International (SCI) and partner staff in how to implement the Shift model.
- **Mentorship/Coaching:** We provide ongoing mentorship and coaching to the "Fun Adults" throughout the year. This support ensures that they receive guidance, feedback, and assistance in implementing the Shift model and effectively supporting young changemakers.
- **Access to Tools and Resources:** Based on feedback from staff and changemakers, we continuously develop and adapt Shift tools and resources. This iterative process allows us to refine and improve the model based on real-world experiences and emerging needs.
- **Access to Networks:** We establish and manage the 'Shifter' and 'Fun Adult' networks, fostering peer-to-peer learning and collaboration. These networks provide platforms for sharing experiences, best practices, and lessons learned among practitioners of the Shift model.
- **Creative and Campaign Strategy Support:** We offer creative support, including guidance on how to effectively manage and collaborate with external creative agencies. This ensures the development of engaging and impactful campaign materials, as well as how to manage effective relationships with external agencies.
- **Evidence Generation:** We generate evidence of the effectiveness of the Shift model at a global scale. This includes producing a yearly Impact Report that showcases the outcomes and impact achieved through the implementation of Shift.
- **New business Development:** We assist countries and members to integrate the Shift model into new donor proposals. By providing guidance and support, we facilitate the inclusion of Shift in funding requests and ensure its alignment with donor priorities. We are also pursuing new opportunities all the time to ensure more funding provides more opportunities for our Shifters.
- **Storytelling and Communication:** We communicate compelling stories of change to internal and external stakeholders. By sharing the experiences and successes of young



changemakers, we raise awareness and promote the importance of their participation.

- **Advocacy for Shifting Power:** We advocate for the removal of barriers to citizen-led change. As a tangible example of shifting power, we actively work towards creating an enabling environment for young people's participation and leadership.
- **Thought Leadership and Representation:** We provide thought leadership in the field of youth participation and represent Save the Children in global forums and events. By sharing our expertise and insights, we contribute to the broader discourse on empowering young people and driving social change.

For more information on costs and inclusions, contact your Shift team.

If you have a question about budgeting Shift into your proposal or portfolio please contact andy.nilsen@savethechildren.org



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Shift by Save the Children