INNovation Fund Project Budget Form

Name of Organization: CAROLINA PUBLIC PRESS
Name of Project: READER & DONOR ENGAGEMENT

Grant #: [For INN use only]

Target End Date: Dec. 31, 2015

NOTE: Please list only revenues you have available to cover the costs associated with this project, not what you expect to earn. Include expenses for THIS PROJECT ONLY on this page.

1. Program salaries and wages (sub-total):
   - Project proposes 20% of Executive Director's position to supervise, event plan, attend events, write all evaluative information, including periodic and final reports, while paper and financial reporting.
   - Notes: event planning, follow-up, reader and donor cultivation and evaluation (65% of Development Associate)

2. Administrative salaries and wages (sub-total):
   - Notes: 20% of Executive Director's position to supervise, event plan, attend events, write all evaluative information, including periodic and final reports, while paper and financial reporting.

3. Consultant/Contract services (sub-total):
   - Notes: Promotional mailings: NEWSMAKER postcards (4 events @150 each = $60); event signage (Banner = $200); organizational materials (brochure = $300); white paper publication (25 copies = $220)

4. Travel (sub-total):
   - Notes: Social media promotions (Facebook: NEWS EXCHANGE = 18 events, 3 days each. NEWSMAKER = 4 events, 3 days each. $15/day 66 days = $990); Radio buys NEWSMAKER = 4 events, 3 days each. $15/day 66 days = $990); Radio buys (NEWSMAKER = 4 events, 3 days each. $15/day 66 days = $990); Radio buys NEWSMAKER = 4 events, 3 days each. $15/day 66 days = $990); Radio buys (NEWSMAKER = 4 events, 3 days each. $15/day 66 days = $990); Radio buys NEWSMAKER = 4 events, 3 days each. $15/day 66 days = $990)

5. Utilities
   - Notes: Office supplies, including: name tags, paper, printer ink, folders

6. Insurance (includes workers comp & liability)
   - Notes: Promotional mailings: NEWSMAKER postcards (4 events @150 each = $60); event signage (Banner = $200); organizational materials (brochure = $300); white paper publication (25 copies = $220)

7. Supplies and materials
   - Notes: Social media promotions (Facebook: NEWS EXCHANGE = 18 events, 3 days each. NEWSMAKER = 4 events, 3 days each. $15/day 66 days = $990); Radio buys NEWSMAKER = 4 events, 3 days each. $15/day 66 days = $990); Radio buys

8. Postage and shipping
   - Notes: Social media promotions (Facebook: NEWS EXCHANGE = 18 events, 3 days each. NEWSMAKER = 4 events, 3 days each. $15/day 66 days = $990); Radio buys NEWSMAKER = 4 events, 3 days each. $15/day 66 days = $990); Radio buys

9. Rent
   - Notes: Social media promotions (Facebook: NEWS EXCHANGE = 18 events, 3 days each. NEWSMAKER = 4 events, 3 days each. $15/day 66 days = $990); Radio buys NEWSMAKER = 4 events, 3 days each. $15/day 66 days = $990); Radio buys

10. Utilities
    - Notes: Social media promotions (Facebook: NEWS EXCHANGE = 18 events, 3 days each. NEWSMAKER = 4 events, 3 days each. $15/day 66 days = $990); Radio buys NEWSMAKER = 4 events, 3 days each. $15/day 66 days = $990); Radio buys

11. Food
    - Notes: Social media promotions (Facebook: NEWS EXCHANGE = 18 events, 3 days each. NEWSMAKER = 4 events, 3 days each. $15/day 66 days = $990); Radio buys NEWSMAKER = 4 events, 3 days each. $15/day 66 days = $990); Radio buys

12. Informational mailings
    - Notes: Promotional mailings: NEWSMAKER postcards (4 events @150 each = $60); event signage (Banner = $200); organizational materials (brochure = $300); white paper publication (25 copies = $220)

13. Other professional fees (sub-total)
    - Notes: Promotional mailings: NEWSMAKER postcards (4 events @150 each = $60); event signage (Banner = $200); organizational materials (brochure = $300); white paper publication (25 copies = $220)

14. Other expenses
    - Notes: Promotional mailings: NEWSMAKER postcards (4 events @150 each = $60); event signage (Banner = $200); organizational materials (brochure = $300); white paper publication (25 copies = $220)

15. Depreciation
    - Notes: Promotional mailings: NEWSMAKER postcards (4 events @150 each = $60); event signage (Banner = $200); organizational materials (brochure = $300); white paper publication (25 copies = $220)

16. Other (specify): $1,640
    - Notes: Promotional mailings: NEWSMAKER postcards (4 events @150 each = $60); event signage (Banner = $200); organizational materials (brochure = $300); white paper publication (25 copies = $220)

Total Expenses $34,000 $0 $34,000 100%