



UK Office 2 Durham Yard, Teesdale Street, Bethnal Green, London E2 6QF
 US Office 602 South Fifth Avenue, Wilmington, NC 28401, (910) 342-9000
www.workingfilms.org

Two Year Campaign

Strategy, planning and development (includes summit meeting)	\$	10,000.00
Filmmakers salary support (PT)	\$	20,000.00
Outreach Coordinator salary (PT)	\$	40,000.00
Allies support for presentations, events	\$	5,000.00
Benefits (12%)	\$	7,200.00
Filmmakers/coordinator travel support	\$	15,000.00
Allies travel support	\$	10,000.00
Mini-Grants @ community organizations (\$500 x 40)	\$	20,000.00
Related organizational and allied screenings/events TBD	\$	10,000.00
Online Viewers Guides: production & design	\$	8,000.00
New Tech: widgets, banner ads, e-blasts, streaming video, etc.	\$	5,000.00
DVD dupes (150) for crucial allies	\$	300.00
Website: design & launch	\$	18,000.00
Maintenance	\$	5,000.00
Independent firm to assess impact	\$	15,000.00
Office support: phones, rent, etc.	\$	8,000.00
Postage and shipping	\$	3,000.00
	\$	199,500.00

This sample budget assumes that the filmmaker will travel to support grassroots screenings, and will participate in planning and strategy. The outreach coordinator will assist in strategy, but also handle the week-to-week demands of the outreach: tracking and booking events, sending support material, conducting evaluations.



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Ten Month Campaign

Strategy, planning and development	\$	10,000.00
Filmmaker salary support (PT)	\$	10,000.00
Outreach Coordinator salary (PT)	\$	20,000.00
Benefits (12%)	\$	3,600.00
Filmmaker/coordinator travel support	\$	5,000.00
Mini-Grants @ community organizations (\$500 x 20)	\$	10,000.00
Related and allied screenings/events	\$	3,000.00
Online Viewers Guides: production & design	\$	8,000.00
New Tech: widgets, banner ads, e-blasts, streaming video, etc.	\$	5,000.00
Video dupes (150) for promotion	\$	300.00
Website: design & launch	\$	12,000.00
Maintenance	\$	2,500.00
Independent firm to assess impact	\$	8,000.00
Phones, admin, rent, etc.	\$	3,000.00
Postage and shipping	\$	1,500.00
	\$	101,900.00

This sample budget assumes that the filmmaker will travel to support grassroots screenings, and will participate in planning and strategy. The outreach coordinator will assist in strategy, but also handle the week-to-week demands of the outreach: tracking and booking events, sending support material, conducting evaluations.