

SAMPLE BIFURCATED BUDGET

“The Statewide Anti-Tobacco Initiative”

Revenues

OSI	\$90,000
Other Sources	<u>\$40,000</u>
Total	\$130,000

Expenses

	Nonlobbying	Lobbying
Salaries	\$37,500	\$12,500
Benefits	\$ 3,750	\$ 1,250
Paid Media		
Consultants	\$ 7,500	\$2,500
Radio Spots	\$15,000	\$5,000
Print Ads	\$ 7,500	\$2,500
Earned Media		
Press Releases	\$ 5,000	
Printing		
Mailing		
Rally	\$10,000	
Permits		
Promotional Material		
Equipment		
Meetings with Legislators		
Travel for Volunteers		\$5,000
Subtotal	\$86,250	\$28,750
Overhead	\$11,250	\$3,750
Rent/Utilities		
Phones		
Office Equipment		
Total	\$97,500	\$32,500
Total Project Costs	\$130,000	

Explanation

Salary:

The project will have one full-time project coordinator (40 hours/week) who will be paid \$50,000 salary and fringe benefits worth \$5,000. The Project coordinator will spend approximately three days each week on the following nonlobbying activities: 1) researching press releases on tobacco related issues and 2) preparing an anti-smoking rally. The project coordinator will spend one day each week working with a paid media consultant to develop radio and newspaper ads on tobacco issues. As described below, only 25% of the ads will be lobbying communications. One day per week will be devoted to organizing meetings between volunteer members of the public and legislators about tobacco legislation.

Thus the Initiative expects the project coordinator to spend 3.75 days each week, or 75% of his time on nonlobbying activities. The remainder of his time will be lobbying.

Paid media:

The project will produce four radio ads and four newspaper ads discussing tobacco legislation. Only one radio and one newspaper ad will include a call to action.

Earned Media:

The activities covered by these expenses will not be lobbying because the press releases will not include a call to action and the rally will not involve discussions of specific legislation.

Meeting with Legislators:

Since volunteers will meet with legislators to discuss one or more specific legislative proposals, the project is treating all costs of bringing the volunteers to the state capital for the meeting as lobbying expenditures.

Overhead:

The project's direct expenses will be 25% for lobbying activities and 75% for nonlobbying. Accordingly, 25% of the projects overhead costs are also treated as lobbying.¹

¹ Allocating overhead costs according to direct cost is only one, very simple, method of determining the proportion of such costs that are attributable to lobbying. Other methods produce more accurate results in certain cases.