



The 1776 Syndicate

Budget Basics

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A professional Network for citizens seeking to ensure a constitutional future.

BUDGET BASICS

1. Filing Fee

First things first. You will need to contact your local elections department to determine the filing fee for the office you are seeking.

2. Filing Fee

Next, obtaining a current voter list for the area, district, ward, precinct you are running for. This will provide the numbers you will need for budgeting. We recommend using the active voter count and budgeting for extra. The inactive list contains potential voters and you may want to target them in a “Voter Registration” effort (but keep in mind, many may be of the opposing party).

While you’re here get the exact date that ABSENTEE BALLOTS will be mailed out. If you plan on direct mail, at least one of these drops should be coordinated to go out with the absentee ballots as official election materials.

3. Graphic Design and Printed Materials*

- Website and URL
- Business Cards
- Donation Envelopes
- Yard Signs
- Banners,
- Rack cards or door hangers
- Direct Mail postcards
- Thank You Cards (Have plenty and send them liberally to anyone that helps you.)

*The 1776 Syndicate highly recommends finding one agency that can do all or most of your projects so you can build brand consistency across all of your media platforms. This will also save you a lot of time and coordination effort, and minimize the stress that comes with juggling all of the pieces. This also ensures that you are following all political practices rules for printed materials!

See our website www.the1776syndicate.com for our preferred providers.

4. Postage

You will want to find a local source for using a bulk rate permit. Call your local Post Master and ask for advise or suggestions. There is usually a one time charge to use the permit for each mailing.

You will also need to know what size cards or letters you will be mailing, and obviously the quantity. If you address them VOTER or CURRENT RESIDENT and don't have them returned for bad addresses it will save you money as well.

5. Advertising

- Social Media Boosts
- Radio
- Television
- Newspaper Daily
- Newspaper Weekly
- Newspaper On-Line Ads
- Shoppers

Know your voter demographic and try to target them as much as possible, especially with paid materials or on-air advertising. Contact the advertising departments for radio, tv, and radio and have a representative get you the political rate packages so you can begin building your budget.

Decide what the minimum is you need to spend and what you would need to go "over the top."

A good guide is to research what the prior winning candidate spent to win that seat, adjust for inflation and determine the "cost-per-vote." Now that you know how many votes you need, adjust for the power of your contender or incumbent power, multiply that by your cost-per-vote and you have a starting point.

Serious donors will want to know that you have a plan, and may even want to see it. Be prepared.

THE POWER OF FREE

- **Social Media (Facebook and Instagram require political accounts.)** Also a good time to review your previous activity—you can bet your opposition will!
- **Radio Call-ins:** find out which radio stations your voters tune into and if they have live call in shows, call in to discuss issues of topical concern. Do a good job, and they may even invite you back, or to the studio for more on-air time.
- **Candidate interviews in all media (newspapers, television, radio usually host local candidates from both parties)**
- **Start writing letters to the editor for local newspapers on local issues you are passionate about or have some expertise in.**
- **Answering special interest group surveys and questionnaires. (Caution: have a plan here!)**
- **Have friends and colleagues write letters of support for you (better yet, write them yourself and have them submit them to newspapers; that way you control the narratives).**
- **Get involved in social media chat rooms that have local influence, have your supporters do the same—BE INTENTIONAL**
- **Offer to speak at local civic groups, (Rotary, Lions, Elks, Moose, Eagles, Pachyderms, Political Committees), or businesses, on important topics.**
- **Go to local board meetings and offer public comment (Look at the agenda and make your comments Germaine to the discussion) it gets your name, your face, and your message out there.**
- **Seek out and make yourself available for interviews, forums and debates—be prepared, be consistent, stay on topic.**

1776

For more information about
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**A membership to "The 1776 Syndicate" will help with
any campaign strategies as a group or one-on-one
consulting is available.**

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