

STEP 6 TASK 4:
Budgeting Tool

**Budgeting Tool** [[1]](http://www.healthcommcapacity.org/implementation-kits/guide-designing-communication-strategy/step-6-implementation-plan/#oneimplementation)

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| **Activities** | **Possible Costs** |
| Communication research and planning | * Personnel salaries and benefits; consultant fees
* Training for data collection
* Travel allowances for field work
* Supplies
* Data processing and analysis
* Report writing
* Meetings for planning
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| Monitoring and evaluation | * Development, distribution, and collection of monitoring and evaluation questionnaires
* Orientation of trainers and training of field workers
* Travel allowance for supervision and/or quality assurance of data collection
* Compilation and analysis of data
* Organization of feedback session(s)
* Fees/salaries for evaluators
* As a general rule, at least 10% of your program should be allocated to monitoring and evaluation.
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| Training and capacity development (through the SBCC program process) | * Curriculum development
* Distance learning
* Consultants’ and trainers’ fees
* Per diem and accommodation for participants
* Training materials
* Equipment purchase or rental
* Hiring of training site
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| Mobilization and outreach activities | * Identification and hiring of CBOs/NGOs
* Supervision and monitoring of CBOs/NGOs implementing mobilization and outreach activities
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| Production of print materials | * Fees/salaries for writers, artists, and graphic designers
* Copywriting and editing
* Typesetting
* Pretesting of all print materials, including posters, brochures, and training curricula
* Printing and distribution
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| Production of broadcast materials | * Fees/salaries of artists, scriptwriters, producers, videographers, and technicians
* Copywriting
* Studio and equipment rental
* Technical content reviewers
* Pretesting of broadcast materials
* Airtime
* Distribution
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| Special events | * Give-aways – such as stickers, T-shirts
* Press conferences and kick-off events
* Honoraria for dignitaries, celebrities
* Hiring of sites, public address system, other equipment
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| Other | * Communication – telephone, Internet access, fax, postage
* Administrative and overhead costs
* Other transportation
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* Estimate the amount of funding needed for each main activity to give an idea of what funding resources will be needed.
* Finalize the budget once your work plan is complete.