

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 |
| 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. |
| 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 |
| Mobilization and outreach activities | * Identification and hiring of CBOs/NGOs * Supervision and monitoring of CBOs/NGOs implementing mobilization and outreach activities |
| 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 |
| 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 |
| 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 |
| Other | * Communication – telephone, Internet access, fax, postage * Administrative and overhead costs * Other transportation |

* 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.