

## Soro NC Revised 2023 Election Marketing Plan Budget

Category	Item	Original Budget	Revised Budget	Changes
<b>Candidate Recruitment</b>	Mixer	\$500	0	Change to Virtual Only
	Social Media Posts	\$1500	\$2000	Increase by \$500
	Lawn Signs	\$500	\$1000	Eliminate candidate lawn signs and replace with generic election lawn signs
	Posters/Flyers	\$500	\$500	No change
	<b>Category Total</b>	<b>\$3000</b>	<b>\$3500</b>	
<b>Voter Registration</b>	Candidate Orientation	\$100	\$100	No change
	Social Media Posts	\$1000	\$1000	No Change
	Banners	\$1000	\$1500	Increase by \$500
	Postcards	\$6000	0	eliminate
	Election Day	\$200	0	eliminate
	<b>Category Total</b>	<b>\$8300</b>	<b>\$2600</b>	
<b>Get Out the Vote</b>	Candidate Event	\$500	\$500	May be either virtual or in-person event
	Social Media Posts	\$1000	\$1000	No change
	Lawn Signs	\$500	0	Signs moved to Candidate Recruitment
	Voter Guides	\$2600	\$600	Guide on website only, money is for design of web page(s)

	11x17 Posters	\$400	\$800	Doubled cost to provide for more exposure
	<b>Category Total</b>	<b>\$5000</b>	<b>\$2900</b>	
	<b>Total Budget</b>	<b>\$16,300</b>	<b>\$9,000</b>	<b>SAVINGS \$7,300</b>