

askHRgreen.org Budget Breakdown*

	2010-11	2011-12	2012-13	2013-14	2014-15	2015-16
Media	\$ -	\$ 23,000.00	\$ 50,000.00	\$ 68,233.00	\$ 25,000.00	\$ 25,000.00
Research	\$ 47,700.00	\$ -	\$ 18,000.00	\$ -	\$ 17,300.00	\$ -
Public Relations & Social Media	\$ 11,750.00	\$ 7,000.00	\$ 10,000.00	\$ 9,767.00	\$ 22,700.00	\$ 20,000.00
Creative Development	\$ 25,650.00	\$ 70,000.00	\$ 17,000.00	\$ 17,000.00	\$ 30,000.00	\$ 45,000.00
Consulting**	\$ 14,900.00	\$ -	\$ 5,000.00	\$ 5,000.00	\$ 5,000.00	\$ 10,000.00
Total	\$ 100,000.00	\$ 100,000.00	\$ 100,000.00	\$ 100,000.00	\$ 100,000.00	\$ 100,000.00

*Shared equally between all four education committees: Water, Stormwater, Recycling & FOG

**Consultation and management services for the implementation of marketing communications plan including: all-hands meetings, individual meetings with the four committees and others, reporting, client consultation, and evaluations.