

January 31, 2017

**PROPOSED BUDGET 1: \$14,685 - \$15,419**

**Overview:**

The Committee wants to focus on both litter prevention through an educational outreach program and a call-to-action through the Team Up to Clean Up toolkit resources. The dual approach would include education about why littering is bad and then incorporate the call to action as a next step.

**Immediate needs for the Committee include:**

- **Campaign theme** like “Litter Hits Close to Home” but unique so that attribution is not needed for Alice Ferguson Foundation.
- **Photos** that show impact of litter in Hampton Roads (marshes, beaches, urban downtown areas, schools, rural) – *these don’t have to be staged in HR but should be representative of images that we could find here.*
- **Presentation resources** – stats can be pulled from KAB research
  - Boilerplate Powerpoint presentation : businesses/civic leagues/groups
  - Boilerplate Powerpoint presentation : student audience
- **School outreach resources**
  - Posters (elementary / middle school)
  - Stickers for kids
  - Window decal
- **Business outreach resources**
  - Window decal
- **Video** highlighting impacts of litter (KAB stats can be used) and call to action

Budget also includes Public Relations.

Service	Hours	Cost
Campaign Project Management	10	\$1,100.00
Account Management	4	\$440.00
Creative Direction + Theme Development	8	\$1,040.00
Public Relations	22	\$2,200.00
Website support (create page/toolkit)	6	\$660.00

**CREATIVE ASSETS:**

**Campaign Imagery Library** **\$1,760.00**

*Logo + stock images + in-house photography + illustration to create visual asset library*

**School Outreach Collateral** **\$2,375.00**

*POSTERS + STICKERS + WINDOW DECAL*

**Purpose:** Litter prevention and pickup campaign collateral for schools  
**Direction:** Create a kid-centric campaign poster and stickers. Will need to consider imagery that is more relatable to kids vs. images used for business partners. Estimating three-five posters in the campaign.

<i>Project Mgmt</i>	3	\$330
<i>Creative Direction</i>	2	\$260
<i>Copywriting</i>	4	\$440
<i>Graphic Design</i>	12	\$1,320
<i>Proofing Prints</i>		\$25

**VIDEO: Recruitment of Partner Orgs** **\$2,760.00**

**Purpose:** For askHRgreen and committee members to use to recruit partner organizations.  
**Direction:** Create an animated slide show (better than PPT though much less animation than RMFL video). No voice over - just music.

<i>Project Mgmt</i>	3	\$330
<i>Storyboard/Creative Direction</i>	3	\$390
<i>Script</i>	6	\$660
<i>Graphic Design</i>	3	\$330
<i>Video Editing</i>	8	\$950
<i>Music</i>		\$100

**PPT Presentations (2) \$2,350.00**

**Purpose:** Two versions: one geared toward businesses, civic leagues and groups, one geared for students askHRgreen and committee members to use to recruit partner organizations.

**Direction:** Boilplate templates include copywriting, images and template design.

<i>Project Mgmt</i>	3	\$330
<i>Creative Direction</i>	2	\$260
<i>Copywriting</i>	8	\$880
<i>Graphic Design</i>	8	\$880