

Target = 10,000 residents in each of the 7 Detroit City Council Districts				
70,000 Total Detroit Residents				
Line Item	Item Description	Quantity	Cost Per	Total
100 - Text Messaging				
101 - Text Messaging	Text Message Program	70000	\$0.20	\$14,000.00
102 - Texting Data	Texting Data	70000	\$0.18	\$12,600.00
TOTAL - Text Message Program				\$26,600.00
200 - Social Media/Website				
201 - Social Media	Social Media and Other Online Ads	1	\$35,000.00	\$35,000.00
202 - Website	Website Landing/Educational/Informational Page	1	\$5,000	\$5,000.00
TOTAL - Social Media/Website				\$40,000.00
300 - Mail Program				
301 - Mail	Mail Postage and Sorting	70000	\$0.70	\$49,000.00
302 - Design	Mail Design	1	\$1,000	\$1,000.00
TOTAL - Canvassing				\$50,000.00
400 - Influencers Program				
401 - Influencer Grants	Influencer Grants	10	\$350.00	\$3,500.00
TOTAL - Influencers Grants				\$3,500.00
500 - Community Group Program				
501 - Community Group Grants	Community Group Grants	10	\$1,000.00	\$10,000.00
TOTAL - Community Group Grants				\$10,000.00
600 - Radio Program				
601 - Radio Ads	Radio Ads	1	\$10,000.00	\$10,000.00
602 - Radio Production	Radio Production	1	\$1,200.00	\$1,200.00
TOTAL - Radio Program				\$11,200.00
700 - Staffing Hours		Number of Hours		
701 - Principal	Principal	10	\$ 300.00	\$ 3,000.00
702 - Project Manager	Project Manager	95	\$175.00	\$ 16,625.00
703 - Communications Strategist	Communications Strategist 1	95	\$175.00	\$ 16,625.00
704 - Communications Strategist	Communications Strategist 2	38	\$150.00	\$ 5,700.00
705 - Data Director	Data Director	38	\$175.00	\$ 6,650.00
706 - Social Media Manager	Social Media Manager	95	\$150.00	\$ 14,250.00

707 - Community Engagement	Community Engagement Strategist	38	\$150.00	\$ 5,700.00
708 - Community Engagement	Community Engagement Specialist	38	\$125.00	\$ 4,750.00
TOTAL - Community Group Grants				\$73,300.00
800 - Administrative Fee				
801 - Administrative Fees + Taxes	Administrative Fees + Taxes	1	\$32,190.00	\$32,190.00
TOTAL - Administrative Fees + Taxes				\$32,190.00
			Program Grand Total	\$246,790.00