



*Campaign to preserve New Jersey's parks, natural areas, clean water, farmland, and historic treasures*

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### **NJ Keep It Green Legislative Phase Budget**

<b><i>Expenses</i></b>	<b><i>Amount</i></b>	<b><i>Notes</i></b>
Coalition Coordination/Staffing	\$30,000	
Earned Media Consultant	\$18,000	\$3,000 per month
Lobbyist	\$20,000	
Phone Banking	\$12,000	
Paid Communications	\$30,000	Radio, banner or print ads
E-Communications	\$3,000	Website, Facebook, etc.
Office Supplies, Printing & Postage	\$4,000	
Lobby Days/ Events	\$2,000	Estimate for food and beverages and/or room rental fees at events and meetings
Table Displays	\$1,000	Estimate for display boards for lobby days and events.
Contingency	\$10,000	
<b>TOTAL</b>	<b>\$130,000</b>	