



Move Your Way® Community Playbook

Tips for Developing a Campaign Budget

When you're planning your Move Your Way® community campaign, it's important to consider how much you can spend on campaign activities. Use this resource to help you figure out what to budget for — and how much of your funds to set aside.

And be sure to check out the sample Move Your Way community campaign budget at the end of the resource!

What to consider when budgeting for your campaign

Keep in mind that the cost of your campaign will depend on a variety of factors. Think about your:

- **Campaign size.** Many things can impact campaign size — like how big your audience is, how many partners you have, and which types of activities you include. If you're planning to run a big campaign with lots of events and other programming, it will cost more than a smaller campaign with 1 event.
- **Campaign length.** The longer your campaign lasts, the more you'll need to spend on campaign resources like printed materials, events, and programming. Think about how to strike a balance between spacing your activities out and getting everything done in a reasonable time frame.

- **Promotion efforts.** It's important to think about which activities you want to prioritize given your budget. Consider dedicating funds and staffing to things like campaign events, paid media (like advertising on social media), unpaid media (like a story about your campaign in a local newspaper), and distribution of print materials.
- **Funding sources.** Maybe you're using part of your organization's or department's budget to fund your programming, or maybe your campaign is supported by a grant. If you're applying for a grant or other external funding, you may need to consider things like staff salaries and benefits, reimbursement for campaign event travel, or overhead expenses (like office supplies and rent for office space).

Partnerships can also have a big impact on campaign reach, impact, and costs! Partners might be able to provide low-cost event space or share their expertise and staff. Partners can also help you spread the word about the campaign and share other resources. To see more suggestions for working with different kinds of partners, check out the Move Your Way Partnership Tip Sheets:

health.gov/MoveYourWay/PartnershipTipSheets

Adapt your campaign activities to fit your budget

It's important to choose your campaign activities based on your budget — but remember that you have flexibility! You can adapt different activities depending on how much you can spend. For example, your launch event could be small and virtual (like a virtual steps challenge) or large (like an activities fair you co-host with other organizations).

Sample Move Your Way community campaign budget

Check out this sample budget to get an idea of how a community with a budget of \$50,000 could organize their budget and implementation activities. For more ideas, read the Brainstorm Implementation Strategies section of the playbook: health.gov/MoveYourWay/BrainstormStrategies

- **Type of lead organization:** Local health department
- **Length of campaign:** 1 year
- **Size of community:** Small city and the surrounding county (about 100,000 people)

Campaign Activity	Description	Estimated Costs
Built Environment Promotion		
Trail signage	<ul style="list-style-type: none"> • Permanent wayfinding signage for popular multi-use trail • Move Your Way stencil for spray painting trails and sidewalks 	\$3,000
Community Events (in person)		
Campaign launch event	<ul style="list-style-type: none"> • Facility rental • Supplies • Photographer • Giveaways 	\$5,000
Community 5K walk	<ul style="list-style-type: none"> • Safety equipment • Traffic enforcement • Temporary signage • Participant T-shirts 	\$3,600
Participation in local health fair	Booth rental	\$350
Move Your Way indoor activity day	Facility rental to host fitness classes and other wellness-related activities	\$600

Campaign Activity	Description	Estimated Costs
Advertising in the Community and Distribution of Printed Materials		
Print campaign materials	Printing costs for about 15,000 Move Your Way fact sheets	\$4,000
Paid radio ads	About 500 radio ad spots, 30 seconds each (combination of paid and bonus spots)	\$6,000
Physical Activity Programming		
Free fitness classes	Instructor fees for 3 fitness classes (e.g., yoga, water aerobics)	\$300
Point-of-Care Prompts		
Posters	About 50 Move Your Way posters printed and distributed to health care providers to display in waiting rooms	\$2,000
Public Affairs Activities		
Local TV appearances	<ul style="list-style-type: none"> • Event promotion • Discussing benefits of physical activity during morning news segment 	\$0
Online and Social Media Promotion		
Worksite wellness social media challenge	Printing costs for 120 signs (placed in front of workplaces) that invite workplaces to show how they #MoveYourWay during the workday	\$1,650
Social media advertising buy	Move Your Way advertisements on social media platforms (e.g., Facebook, YouTube, Google, Snapchat) to direct people to health.gov/MoveYourWay	\$14,000

Campaign Activity	Description	Estimated Costs
Virtual Events and Programming		
Free virtual fitness classes	Registration fee coverage for community members	\$500
Virtual scavenger hunt	15 yard signs encouraging people to get active at different locations in the community (and post about it on social media using the #MoveYourWay hashtag)	\$200
Other Strategies		
Giveaways	Move Your Way branded giveaways to support physical activity: <ul style="list-style-type: none"> • 2,000 exercise bands • 550 T-shirts • 2,400 water bottles • 3,000 Frisbees • 500 onesies • 2,000 drawstring bags • 3,000 folders • 200 yoga mats 	\$10,000
Total Budgeted		\$51,200

Find more community resources at health.gov/MoveYourWay/Playbook