



Sample Policy Implementation Budget and Guide

This sample budget is for a larger university and is on the higher end.

	SAMPLE BUDGET	YOUR BUDGET
COMMUNICATION/MARKETING		
Develop messages	\$300	
Video production	\$3,000	
Radio PSA	\$1,500	
Newspaper Ads	\$6,000	
Facebook Ads	\$2,000	
Web design	\$750	
Email blast	\$50	
Print materials	\$3,000	
Promotional Materials	\$15,000	
Peer Educators	\$10,000	
ENVIRONMENT		
Signage artwork	\$1,500	
Building signage	\$20,000	
Other signage (A-frames, banners, etc.)	\$5,000	
Sign installation		
Ashcan removal		
Grounds cleanup		
POLICY MANAGEMENT		
Policy development	\$30,000 (50% staff person)	
Policy assessment		
Oversight of policy implementation		
Educational material development (fact sheets, talking points)		
Staff education and training		
CESSATION		
Quit kits	\$750 (approx 500 quit kits x \$1.50)	
Counseling	\$15,000 (25% staff person)	
Nicotine Replacement Therapy	\$5,000	
TOTAL:	\$118,850	