



FUNDING THE NEXT GENERATION

STARTING YOUR JOURNEY INTO THE WORLD OF BUDGET ADVOCACY

FIGURING OUT WHERE TO START: Read “On Becoming a Budget Champion” and use the following criteria to select some of your first budget priorities to get enacted through your city or county’s budget process. Think of this as your first step in a campaign to get adequate funding for all of the needs of the community’s children, youth and families. Remember: The proposal must be very specific and tangible – with a specific amount of money you are asking for, and a specific number of people who will benefit.

Will your budget proposal...	What does your coalition think?
Improve the lives of children, youth and families in your community?	
Feel important to the general public? Will it pull at their heartstrings, alleviate their fears, or enhance the general community?	
Unify the folks in your coalition? Do they agree that this should be a priority? Was there ample opportunity for all to be involved in the decision-making process? Are coalition members willing to work on this?	
Help rally a critical mass of supporters – beyond the “usual suspects?”	
Be big enough to matter, but small enough to win?	
Create visible results that are easily understood by the general public? (Changes in the bureaucracy, as valuable as that may be, are not a place to start.)	
Attract the strong voices of parents and/or youth who will become motivated to be engaged in the campaign?	
Be able to be enacted by a clearly identified decision-maker(s) to whom you have direct access? (Board of Supervisors, Mayor, Department head?)	
Have a strong cost-benefit or pocket-book impact?	
Include a potential funding source you can promote?	
Lead to the next step of your campaign, e.g. build leadership, strengthen the Coalition, build political capital, connect to other priorities?	