

FUNDING THE CAMPAIGN

A successful booster seat campaign will require funding to pay for program activities, staffing, and communications. What you can accomplish will depend upon the amount of funding your organization can obtain, either through direct grant support or through partnerships and the pooling of community resources. You can run a program on as little as \$25,000 or on as much as \$250,000 per year. There are creative ways to make a booster campaign work even on relatively little funding. Costs can be defrayed by asking for in-kind donations from community organizations and businesses, and by sharing costs with partners on program activities.

BUDGET ITEMS FOR A BOOSTER SEAT CAMPAIGN:

- **Project Coordinator** – You will need a paid project staff member to coordinate the campaign, mobilize community organizations, and manage day-to-day administrative tasks. This could be a part-time position.
- **Educational Materials and Media** – Educational materials and media are key components of any campaign. You may produce brochures, information sheets, posters and paid media advertisements, including radio and TV spots, depending on your communications strategy. You may be able to use existing materials that have already been tested and developed. If you choose to create your own materials, you will need resources for product design, creation, and production. There are also costs to distribute materials. This will be one of the campaign's biggest expenses. Many, if not all, of these costs can be covered through donations or grants. For paid advertisements, many media outlets will offer non-profit organizations a price reduction, either through matching paid spots at a 2-to-1 or 3-to-1 rate or by offering reduced rates.
- **Meeting and Event Costs** – You will need funds to support coalition meetings, press events, and community outreach activities such as booster seat fittings. You may also need funds to pay for booths and attendance at health fairs, community festivals, and family events. If you are part of a non-profit organization, many of these costs may be waived or reduced. You can save money by partnering with other organizations attending the event. Seattle Children's Hospital and Regional Medical Center, for example, has included the Booster Seat Coalition's booth in its area at our region's annual Kids' Fair event.
- **Parent Feedback and Program Evaluation Costs** – Conducting focus groups or parent feedback sessions, and assessing the success of your campaign requires funding support. You can save money by conducting your own focus groups or by relying on previous focus group research to understand parental

attitudes and beliefs about booster seats (see section XX above). To save money on program evaluation, you do not need to engage in a formal research evaluation study that requires surveying large numbers of people and studying a control group. Instead, you can conduct periodic observational surveys in your community to track the effects of your campaign.

- **Operations Costs** – Office space and equipment, computer and phone support, day-to-day mailing and delivery charges, and support from organization administrative staff will also be a part of your campaign budget. Few organizations will donate monies to cover these costs, so it may help to run the campaign out of a larger organization. The Booster Seat Coalition received generous operations support from the Harborview Injury Prevention and Research Center during its campaign.

FUNDING SOURCES

There are many public and private organizations that are willing to support booster seat education campaigns and programs. Increasing booster seat use has become a priority for federal and state agencies. Moreover, promoting children's health and safety is a focus area for many private foundations. Few organizations will pay for staff time and administrative costs, but many will consider funding for educational outreach, booster seats for distribution to families, and materials development, including focus groups, creative development, and printing. Some organizations, primarily public agencies and private foundations, will fund research costs for program evaluation.

Potential Sources of Grant Funding:

- **Federal, state, and local agencies** (National Highway Traffic Safety Administration, state Offices of Highway Safety, local health and public safety departments)
- **Private foundations, national and local** (American Automobile Association, Robert Wood Johnson Foundation, local hospital foundations, other foundations focused on children's health)
- **Community or coalition partners** (hospitals, local SAFE KIDS Coalitions, private businesses, such as insurance companies)
- **Organization employee funds for projects** (i.e. hospital funds for projects for patients)

Potential In-Kind Donation Sources:

- **Private businesses** for printing and production of educational materials, media buys, booster seat donations, food and venues for meetings and booster seat fittings
- **Public relations and advertising companies** for creative consulting and production work
- **Media companies**, such as TV broadcast outlets, for creative consulting and production work. These companies may also be able to help partner your campaign with a local business who would like to sponsor a community education project.
- **Booster seat manufacturers and retailers** for discount coupons or discounted seats. Retail partners may also be willing to hold an educational outreach event at their store, donating a venue, staff helpers, and refreshments for attendees.
- **Insurance companies** for materials creation, media ads, booster seat donations, and outreach event venues
- **Car dealers** for media ads, booster seat donations, and venues for outreach events

The Washington State Booster Seat Coalition has received generous campaign support from the following organizations:

The Ambulatory Pediatrics Association
 American Public Health Association
 The American Trauma Society
 Bartell Drug Company
 The Centers for Disease Control and Prevention
 Children's Hospital and Regional Medical Center
 Evenflo Corporation
 Fred Meyer Stores
 Group Health Community Foundation
 Harborview Injury Prevention and Research Center
 KOMO-TV
 National Highway Traffic Safety Administration
 Nesholm Family Foundation
 Safety Restraint Coalition
 State Farm Insurance
 Target Stores, Incorporated
 Washington Traffic Safety Commission