

Knowledge Mobilisation Guide

WORKSHEET 4: Build Your Budget

Whether you're starting with a finite project budget that has already been determined or putting together a request for a donor, it's worth spending time to anticipate the budget implications of working in new ways. Use this worksheet to anticipate the expenses associated with a more holistic way of working across the organization.

As you develop this budget, refer to the [Build Your Team Worksheet](#) and your [Creative Brief](#) to ensure that you're not leaving anything out.

Work with the researchers, subject matter expert and communications strategist on your teams to ensure you're thinking broadly in terms of the scope of your effort and the skills you'll require along the way.

It can be helpful to break your budget into five sections:

Formative research: This is the foundational work that will help you understand your actors, the context of the challenge and solutions that have worked elsewhere. This phase of the project is where you'll identify research questions that have particular value to the actors you've identified, and their habits and values.

Development: This is where you'll create surveys and other research protocols

Implementation: This is where you'll field your research and collect data, and develop a communications strategy that supports your theory of change.

Translation: In this phase, you'll analyze your findings and identify the context that will bring it to life. This is where you'll require the help of designers, artists, photographers, evaluators, data scientists, and writers to bring the data to life and contextualize what you've learned from your research to ensure that it drives the change you're working toward.

Distribution: In this phase, you'll want to think about the costs associated with distributing what you've developed. Consider traditional resources like web development, but also printing, language and cultural translation, events and workshops, advertising and promotion, and support for partners. Some things to consider are the supporting products you might need, like facts sheets, slide templates, videos and boosting content on social platforms.

Evaluation: Capturing data that helps you evaluate the effectiveness of your efforts should run throughout your project. Account for the analytics, interviews, surveys and other processes you'll employ, and include some resources to make changes along the way based on what you learn.

Task	Who	Hours	Internal or External	Cost per Hour	Total Cost
Formative Research					
Development					
Implementation					
Translation					
Distribution					
Contingency					
Total Project Cost					