

Sample Case  
Study

# Midwestern Community Letters

*Please note this is a SAMPLE program, proposal, summary, and budget.*

Sample  
Project  
Summary

The Midwestern Community Letters program was founded in 2019 as a way to connect civically engaged voters with folks in their communities. They currently work in Michigan, Wisconsin, Minnesota, Indiana, and Illinois. Volunteers who register with the Midwestern Community Letters program will get a map of other registered inconsistent voters in their neighborhood and are asked to reach out to those folks via a handwritten letter. Volunteers will get a sample letter to use but are able to customize. Historically, they have been able to send 2 million letters per year within MI, WI, MN, IN, and IL.



The Midwestern Community Letters program offers connections between voters across the country and creates more civically engaged communities. They are applying to Turnout Grants to expand their operations within the Midwest, adding Ohio and Iowa to their program. They are requesting \$50,000-\$100,000 to assist with this. A grant of \$50,000 would enable them to contact 3 million voters throughout the Midwest, while a grant of \$100,000 would enable them to contact 4 million voters.

Sample  
Budget  
Summary

Total Letters (all states)	Budget	Voters mobilized	Cost per vote
2 million	\$150,250.00	50,000	\$3.00
3 million	\$200,250.00	75,000	\$2.67
4 million	\$250,250.00	100,000	\$2.50

Sample Case Study

# Midwestern Community Letters

Sample Proposal Budget

	<b>PHASE 1: 2 MILLION</b>	<b>PHASE 2: + 1 MILLION</b>	<b>PHASE 3: +1 MILLION</b>
Rented space x 4 mos	\$5,000	-	-
Staffing x 4 mos	\$20,000	-	-
Data Contract	\$16,000	-	-
Software	\$1,000	-	-
Promotion	\$10,000	\$2,500	\$2,500
Printing instructions/addresses	\$18,750	\$7,375	\$7,375
Stamps Fund		\$10,000	\$10,000
Supplies	\$12,500	-	-
Shipping	\$62,000	\$30,000	\$30,000
<b>PROJECT TOTAL</b>	<b>\$150,250</b>	<b>+\$49,875</b>	<b>+\$49,875</b>
Estimated Online Fundraising*	+\$150,000	-	-
<b>GRANT</b>	<b>0</b>	<b>\$50,000</b>	<b>\$50,000</b>
<b>TOTAL BUDGET</b>	<b>\$150,250</b>	<b>\$200,250</b>	<b>\$250,250</b>
	<b>PHASE 1</b>	<b>PHASE 2</b>	<b>PHASE 3</b>

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