

Water campaign budget

Item	Amount	Unit cost (USD)	Total cost
Personell			
Israeli campaigner - 50% of monthly salary	12 month	\$ 2,188	\$ 26,250
Palestinian campaigner - 50% of monthly salary	12 month	\$ 781	\$ 9,375
Israeli CEO - 20% of monthly salary	12 month	\$ 1,225	\$ 14,700
Palestinian CEO - 20% of monthly salary	12 month	\$ 613	\$ 7,350
Activity			
Travel by bus	8 buses months,	\$ 781	\$ 6,250
Travel by car	12 average cost	\$ 375	\$ 4,500
Equipment (water tanks, fences, shading, water storage, water cleaning)	4 quarter average cost per	\$ 3,125	\$ 12,500
Visibility & PR			
Israeli PR expert - 50% of monthly fee	12 month	\$ 3,438	\$ 41,250
Palestinian media officer - 50% of monthly salary	12 month	\$ 875	\$ 10,500
Israeli social media officer - 50% of monthly fee	12 month months,	\$ 5,625	\$ 67,500
Promotion on social media	12 average cost	\$ 313	\$ 3,750
Publicity in printed newspapers	3 items	\$ 5,469	\$ 16,406
Summary of all direct costs			\$ 220,331
overhead			
overhead (office rent costs, finances) - 7%			\$ 15,423
TOTAL COST			\$ 235,754