**DATE CREATED:** MONTH, DAY, 2018 **LAST UPDATE:** MONTH, DAY, 2018

**DATE APPROVED:** MONTH, DAY, 2018

**RENTAL ASSISTANCE**

|  |  |
| --- | --- |
| **GOAL STATEMENT** | Inform the community that we offer rental assistance programs for which they may qualify. |
| **SMART OBJECTIVE** | Assist ten (10) new clients each month through December 31, 2019. |
| **ACTIVITIES** | * Create and distribute 1,200 Rental Assistance program brochures through the end of 2019
* Post five (5) social media posts about the program per month
* Spend $100 each month on social media advertising to promote the program
* Send one (1) dedicated marketing email about the program per month
* Partner with community organizations to promote the program
 |

**BUDGET**

The activities listing above calls for 1,200 printed brochures and $1,200 in social media advertising.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **ACTIVITY** | **Quantity** | **Purpose** | **IHDA Budget Category** | **Cost** |
| Brochure – design | 1 | Rental Assistance | Consulting Services | $XXX.XX |
| Brochure - printing | 1,200 | Rental Assistance | Marketing | $XXX.XX |
| Advertising – Facebook | 12 x 1 @ $100 | Rental Assistance | Marketing | $1,200.00 |

You’ve probably noticed that the cost for the brochure has not been filled out–that’s because design and print costs may vary. To determine the cost of these items, you’ll need to contact your graphic designer and printer to get a quote for this project.

If you have a set budget for brochures, you can fill those numbers in! However, your budget may impact the amount of brochures you’re able to print, which may require you to change your SMART Objective, or to find other funding sources to help make up the difference.

**Now that you’ve reviewed this guide, you can create your own budget by clicking here to download the** [**SMART Objectives to Budget Spreadsheet**](http://housingactionil.org/downloads/FPPG2-Budget/SMART-Objectives-Budget.xlsx)**.**