

2023 Budget Process Memo

To: All Staff

Colleagues,

Please find below an outline of the 2023 Budget Process. This overview is intended to give each stakeholder an understanding of responsibilities and timelines for deliverables. This memo will be updated as needed when new information is available. An informational meeting will be held for all interested parties on August 3, 2022, at 10am PT/1pm ET. [Zoom registration is available here.](#)

- Variance meetings with project directors will be held between September 5th and 15th
- Budget submission review meetings with project directors will be held between September 19th and 29th
- Project Directors: Please contact Christine if you expect an extended absence during the month of September

Budget templates will be available in the Shared Drive folder: [Budget](#) – add to your bookmarks to easily locate in the coming months.

Please bring your initial questions and concerns to the August 3rd meeting,

Christine

Part 1: Key Dates

- Aug 1:
 - 2023 Budget Process Memo distributed
 - 2023 Department budget templates prepared for stakeholders
 - 2023 Budget Process Informational meeting ([Click here to register for Zoom](#))
- Aug 15:
 - 2023 Preliminary revenue projections submitted
 - 2022 Revenue review and year-end projections complete
- Sept 5:
 - 2023 Project labor model submitted
 - 2022 Budget Variance review complete
- Sept 19:
 - 2023 Project draft budgets complete
 - 2023 Operational budget complete
- Oct 3:
 - 2023 Final revenue projections submitted
 - 2023 Preliminary draft budget complete
- Oct 15
 - 2023 Budget gap closing discussions complete

- Nov 7
 - 2023 Budget submitted to board for review and revisions
- Nov 21
 - 2023 Revised Budget submitted to board
- Dec 5
 - 2023 Final Budget approved by board

Part 2: Overarching Organizational Priorities

- 2022 Primary Outcomes
 - Fundraising and staffing impacts
- 2023 Off-Year Key Elections: Gubernatorial in Kentucky, Louisiana, Mississippi
 - Restricted/unrestricted resource allocation
- 2024 Presidential Election Ramp-Up
 - Voter Registration and turnout with strong focus on flipped and stronghold Senate seats
- Organization Capacity Growth
 - C(4) Fundraising Expansion Initiative, focus on major gifts

Part 3: Department/Project Guidance

- Data Analytics
 - Increased data collection and entry staff in 3rd and 4th Quarters
- Plan for Framework
 - Focus on redistricting and impact on power balance in 2023 local races and 2024 federal races
- Beyond Today
 - Progressive coalition building: \$15,000 cap for external capacity support
 - Media focus development: 50% staffed by mid-2023
- Operational Focus on Battleground States: Arizona, Colorado, Florida, Georgia, Michigan, Minnesota, Nevada, North Carolina, Pennsylvania, Texas, and Virginia
 - 5% Staffing increase allowance in Florida and Texas
 - 4% Staffing increase allowance in Pennsylvania and Nevada (*updated 10/7/22 in preliminary 2023 draft budget*)

Part 4: Process

- All Staff receive general guidance and priorities
- Project Directors will receive [templates with pre-populated labor models](#)
 - Project Directors work with Christine to develop preliminary labor models
- Project Directors will receive templates with pre-populated expense budgets
 - Project Directors work with Christine to develop preliminary expense budgets
- Christine and Budget Group develop Operational Budget

- Christine develop Preliminary Draft Budget
- Executive leadership work to close budget gaps
- Board receives and discuss draft budget with Christine
 - Christine edit budget per board request and resubmit for approval
- Board approves final budget
- Project Directors receive final guidance for 2023 budget implementation