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**Applications for Cost-Shared Campaign funding should include answers to the following questions.**

**Date:**

**Name of Sponsor (Local/Council/Division):**

**Name of Contact Person(s):**

■ What is the issue?

■ What are the short-term objectives of the campaign?

■ What are the long-term objectives of the campaign?

■ To whom is the campaign directed?

■ What is the main message of the campaign?

■ How will members be involved in the campaign?

■ How will the campaign increase the participation of members in the union (short-term and long-term)?

■ How is the diversity of the membership reflected in the strategy, tactics and message?

■ How will the campaign build support among the public?

**Provide a budget, indicating a breakdown of expenses and revenue.**

*If the budget includes funds for advertising (print or radio), provide information on outlet(s), coverage, frequency and size (where applicable):*

■ Will all materials be produced by union labour?

■ What is the duration of the campaign?

**Provide a time frame for different elements of the campaign.**

■ How will the campaign be evaluated?

■ Who will be involved in the evaluation?

■ What factors will be used to measure results?

**For budgets in excess of $40,000**

■ If the budget were reduced by 20 per cent, what would you cut and what would be the impact?

■ If the budget were reduced by 50 per cent, what would you cut and what would be the impact?

■ Has the sponsor (Local/Council/Division) formally approved its contribution to this campaign?

**Sponsor Representative** (Name and signature):

**CUPE National Representative** (Name and signature):

**Communications Representative** (Name and signature):

Revised: September 2013

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