

## Budget - the "Despairs Project" for the Israeli Arabs cities 1,600,000 residents (90 days)

Group	Details	Preparations	Required sum in thousands \$						Post project	Total \$	Total per group
			Week1	Week3	Week5	Week7	Week9	Week11			
Academic supervision	Accompaniment and media questions	3,600	1,600	1,600	1,600	1,600	1,600	1,600	3,600	16,800	31,800
	Consultations and research – Eran team	3,000	1,500	1,500	1,500	1,500	1,500	1,500	3,000	15,000	
Effectiveness research	Pre-, during and post-	54,000	0	0	54,000	0	0	0	54,000	162,000	162,000
Strategy and coordination	Consistent follow-up	30,000	18,600	18,600	18,600	18,600	18,600	18,600	20,000	161,600	161,600
Creative	Creative ads development	32,000	0	12,000	0	12,000	0	12,000	0	68,000	172,000
	Producing materials and graphics	32,000	0	18,000	18,000	18,000	18,000	0	0	104,000	
Traditional media	Newspaper ads	0	100,000	100,000	100,000	100,000	100,000	100,000	0	600,000	1,640,000
	Billboards	0	80,000	80,000	80,000	80,000	80,000	80,000	0	480,000	
	Guerilla actions	20,000	90,000	90,000	90,000	90,000	90,000	90,000	0	560,000	
Activity on social networks and digital media	Purchasing online media	0	120,000	120,000	120,000	120,000	120,000	120,000	0	720,000	796,000
	Updating main site	9,000	0	0	0	0	0	0	0	9,000	
	Operating YouTube channel	0	5,000	5,000	5,000	5,000	5,000	5,000	0	30,000	
	Operating Facebook page	7,000	5,000	5,000	5,000	5,000	5,000	5,000	0	37,000	
Explanatory video	Documentation and editing	1,400	1,400	1,400	1,400	1,400	1,400	1,400	1,400	11,200	11,200
Public relations	Including crisis management	25,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	95,000	95,000
<b>Total sum:</b>		217,000	433,100	463,100	505,100	463,100	451,100	445,100	92,000	3,069,600	3,069,600

85% Media - changes may be made in sections of the media, but the budget framework will remain unchanged. 7% Academic supervision, Research, Development and Documentation. 5% Strategy, Coordination 3% Public relations.