



## Sample Outreach Budget for Recruiting Women and Girls to Apprenticeship and CTE Classes

Professional photographs of 2-3 women and people of color from your industry (or use free photos from the Tradeswomen Image Library)	\$300
Design of poster, brochure & ad	\$3,000
Printing 10,000 posters & brochures	\$1,500
Run display ads 4 x annually	\$1,000
Postage & materials to mail to outreach sites (4 x annually x 250 sites x \$2.25)	\$2,250
Web site design	\$2,000
Wages to staff career day 4 x annually	\$580
Membership fees with 3 minority organizations	\$900
<b>TOTAL</b>	<b>\$11,530</b>