



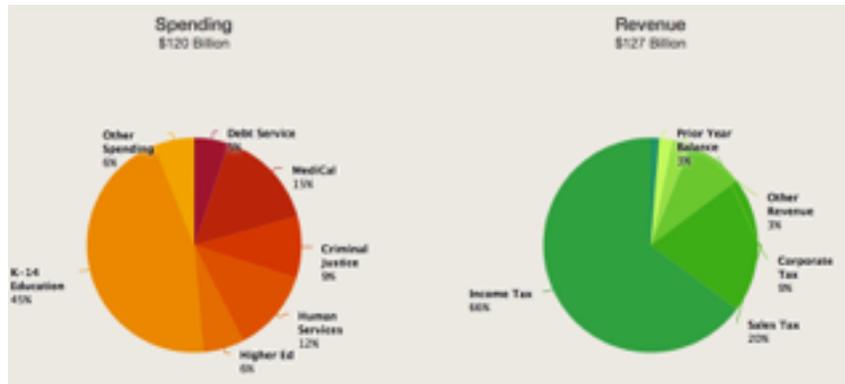
Looking for an online tool to educate your community about budget priorities?

Who is the license for?

Any community can license and use the Budget Challenge, including cities, states, and school districts. It's also a great tool for nonprofits that are seeking to educate communities and students about policy and budgetary processes. The Challenge has been developed for partners across the US and internationally and can include language options. We have worked with: municipalities such as San Francisco and Washington D.C.; school districts such as Los Angeles USD and Oakland USD; and nonprofits such as the Economy League of Greater Philadelphia.

What is the cost?

The license is a one-time cost of \$15,000 that includes use of the software, hosting fees, onboarding support and software maintenance. Your community can update your Challenge as often as you would like at no additional fee in order for your constituents to have the most current data possible. There may exist some flexibility on cost for smaller municipalities and nonprofits.



What is the Budget Challenge?

We created the nonpartisan California Budget Challenge in 2005 as a public service to educate and engage Californians on the trade-offs and tough choices involved in building the state's General Fund budget.

Since then, we expanded the tool so that communities across the country can access and localize the software for their use. More than 530,000 Californians and thousands more across the country have taken the Challenge. Local governments, non-profits, and groups are using it regularly to educate residents on budget issues. Your city or state could be the next ones to benefit from this engaging outreach tool!

By licensing the Challenge, you would be provided our unique application to customize your local Budget Challenge. The easy-to-use content management system allows you to enter your own spending and revenue questions, policy options and more. Options for multiple languages are also available. To view an example of a custom application, please view the San Francisco Budget Challenge (<http://sf.budgetchallenge.org>) and see what you can do with your own license.

How long does it take?

Next 10 will provide everything needed to get your Challenge up and running, aside from the content. Licensees have complete control of the content within the overview page, demographic data, and all spending/revenue choices. Once the content is compiled, it can be entered into the content system and published live within a week. We will work with you on testing to ensure that everything is working properly before being made live.

How can I measure engagement?

Our platform captures all demographic and response data. For security purposes, we do not collect any identifying information. Licensees have access to and the ability to export reports on usage of their Challenge. Next 10 will also provide regular summary reports to measure completion rate and high demographic and response data. The Challenge also supports Google Analytics if the Licensee would like additional insight into traffic details.

How can the challenge be used?

The Budget Challenge is used to engage and educate the public on budgetary and policy matters. Licensees can utilize the tool as part of an online outreach strategy or for in-person community events with live demonstrations of the Challenge.

Next 10 can provide guidance on outreach and engagement strategies for the Budget Challenge based on our experience, as well as that of our license partners. We have presented to a variety of groups around California, including:

- Student groups, whether in a classroom or as a part of a larger event on government and civic engagement
- Constituents, including town hall-style meetings for California Assemblymembers and other government officials
- Nonprofit organizations that work in civic engagement



Youth and Government event in Sacramento, February 2016

Please contact Stephanie Leonard at stephanie@next10.org for more information.