

Category	Recurring/Project-based	Name	Description	Cost per item	No. of items	Total
Design Team	Recurring	Social Media Posts	This is for creating the social media templates for PeopleDAO- 5 Templates and an estimate of 12 Edits. Templates include announcements for Partnership, General Announcement, Progress Update, and Others.	2,000 per template, and 500 per edit	5	16,000
Design Team	Recurring / Project-based	Infographics and Other Content-Filled PubMats	Payment for designers making content-filled Infographs or other Publicity Materials that are for release	3,500	9	31,500
Design Team	Recurring	In-House POAP Designs	Funds for any urgent or sudden POAP-making needs that are not included in the new 4 POAP System	1,750	6	10,500
Design Team	Recurring	POAP Editing for Season 2	As we already have templates from last season, this funds Designers editing the POAPs	2,000	1	2,000
Design Team	Project-Based	POAP Making In Preparation for Next Szn	To continue what was started, design for the next season's POAPs will be made this season	1,750	4	3,000
Design Team	Recurring	POAP Lead & POAP Monitor	Salaries for the POAP Lead and POAP Monitor. The Lead is in charge of managing our POAP operations: managing and archiving POAPs, coordinating with POAP itself, maintaining good relationship with the POAP community. Monitor does monitoring for individuals who fit our new POAP awarding system and compiling them them for Team Leads.	3,000 per month for POAP Lead, and 1,500 per month for Monitor	3	13,500
Design Team	Project-based	Brand Book Creation	Creating the Branding Identity of PeopleDAO, document that compiles logo, fonts, style, color palette, etc.	20,000	1	20,000
Design Team	Recurring	Canva Pro Team Subscription	For easy creation and sharing of templates, scheduling posts, and flexible editing for team of 5. Yearly plan	3,000	1	3,000
Design Team	Recurring / Project-based	Discretionary Funds	Discretionary funds only, for flexibility. (NOT ALL WILL BE USED) Other design needs that arise that are not included in the tasks above will belong to this budget, such as design assists for Incubation projects, logo creation, brand book creation, etc.	75,000	1	75,000
Design Team Subtotal						174,500