



## Explanation of the 2018-2019 District Budget

The Toastmasters governing policy regarding finances is Policy and Protocol 8, which can be found in the governing documents: <http://www.toastmasters.org/Leadership-Central/Governing-Documents>.

The priority for use of district funds is given in Protocol 8.4: District Fiscal Management, 1. District Funds, item A:

In order of priority, district funds are used for district and club leader training, club growth and retention, supporting clubs in their membership growth efforts, the promotion of Toastmasters International educational programs within clubs, district communications, administrative materials, awards and recognition items, district leader travel, district meetings, and speech contests conducted by the district.

The District Budget is submitted to Toastmasters International in the form of a multi-tabbed spreadsheet. All cells that are locked are grey. We can enter numbers only in cells that are white.

The sheets that will be described in this “Explanation” document are:

1. Summary
2. Narrative
3. Membership Revenue
4. Conferences
5. Fundraising
6. TLI (Toastmasters Learning Institute, AKA (by us) “LACE”)
7. District Store
8. Other Revenue
9. Marketing
10. CPR (Communications & Public Relations)
11. ET (Education and Training)
12. SC (Speech Contests)
13. Admin
14. Travel
15. Other Expenses

## **1. Summary**

This sheet summarizes and totals the numbers from all the other sheets. The only numbers we entered on this page were two numbers given to us by Toastmasters International (T.I.).

There are certain limits that must be met. These are given in the central box at the bottom of the sheet. For example, TLI (our “LACE”) plus other Education and Training expenses must not be greater than 30% of the budgeted expense total. (“Unlimited” for the Marketing expense maximum means that the total of the marketing expenses has no maximum *percent*.)

The Budget column in this box shows that this budget meets all of the Policy Max percent requirements.

## **2. Narrative**

The next two pages of the budget show the information on the Narrative tab. Unfortunately, words below the bottom of the box do not show in the PDF document. The full Narratives are given in Appendix N of this document. Questions in the Narrative from T.I. are shown in [blue](#).

## **3. Membership Revenue**

The numbers on this tab were sent to us by T.I. The amounts represent an estimate of the 25% of member payment revenue that T.I. returns to the District. Note that the total, \$59,429, is approximately slightly larger than our base member payments, 5,907, multiplied by 10. (This accounts for the estimate of \$59,000 used in the budget submitted to the DEC for preliminary approval.)

## **4. Conferences**

(Note: The name of this tab is still plural. T.I. has mandated that beginning this year, there will be only one, annual, Conference.)

T.I. mandates that all revenue and expenses must be shown in the month of the event, even though registration revenue and many of the expenses will occur before the event. We have scheduled the Conference for May 4<sup>th</sup> (“Star Wars Day”).

Our goal is to spend less for the venue and food than last year, enabling us to lower the registration fees and thus have a “paid” attendance of approximately 225 people. (The business meeting will be free.) Our Conference Committee and the district leaders have chosen a venue.

We will seek sponsorships from Western Digital and other sponsors.

We have budgeted a venue-plus-food expense of \$14,000. Sales tax on the food will be lower than last year. The other expense amounts are based on what we spent last year.

T.I. mandates that the anticipated total Conference revenue must equal the anticipated total Conference expenses.

## **5. Fundraising**

We will not conduct a fundraising campaign separate from the Conference and TLI events.

## **6. TLI (“LACE”)**

The ET (Education & Training) sheet has no place to account for registration income for Officer Training events held by Divisions.

Each Division was asked to submit a budget for their officer training, contest, and celebration events. Division budgets were required to break even or produce a small amount of net revenue.

The income anticipated from Division officer training events is shown in TLI Revenue, account 6025, TLI Registration-Training.

Other income will be from LACE registrations, sponsorships, and Western Digital volunteering at officer makeup trainings.

In TLI Expenses, for Learning Lab (held monthly, 2<sup>nd</sup> Sunday), we budgeted \$50/month for food, \$100/bimonthly for Photocopying/Printing, and \$225 quarterly for room rental.

We will have a special “Club vs. Club” event in December, necessitating room rental, supplies, awards, food, and photocopying expenses.

TLI expenses for LACE are shown in January and June. The amounts are based on our expenses for last year. Expenses for Learning Lab are \$50 per month for refreshments and \$100 every other month for photocopying.

## **7. District Store**

The District Store stocks items needed by clubs or individuals, that we anticipate will sell. The District Store will be open at major events such as our December 1 event, the two LACE events, and the Spring Conference.

Whatever sells will be re-stocked.

## **8. Other Revenue**

The Registration & Ticket Revenue will be from the four DEC meetings, our district officer installation event in June, and our 75<sup>th</sup> Anniversary celebration June 30..

## **9. Marketing**

The focus of Marketing expenditures is the District Mission: “We build new clubs and support all clubs in achieving excellence.”

Supplies, educational materials, and promotional materials are needed. There are incentives for new clubs and for clubs that meet our incentive goals. (See [foundersdistrict.org/incentives](http://foundersdistrict.org/incentives).)

Our goals are:

- To have more than 50% of our clubs achieve Distinguished or better status
- To lose no more than 8 clubs
- To build at least 20 new clubs
- To increase our membership by at least 8%

## **10. CPR (Communications & Public Relations)**

We have budgeted for Founder’s District TV (FDTV) promotional materials, to encourage and reward participation.

We have budgeted for promotional materials printing.

We send emails using Mail Chimp, at \$42.50 per month.

Our web site is hosted by Dream Host, at \$56 per month.

We budgeted \$500 for the printing of the FD Directory, but did not spend that much because we sent a soft copy and asked people to request a printed copy if they wanted one.

We started using a texting announcement service, Trumpia, at an annual fee of \$2,700.

FDTV rents space in a studio for \$100 per month.

## **11. ET (Education & Training)**

For Distinguished Clubs, we offer incentives and awards.

Training Club Officers (excluding TLI / LACE) is performed at the Division Officer Makeup Training events.

We train Division and Area Directors in June, before the start of the Toastmaster year. Division and Area Directors are also required to attend mid-year training in January. We have a makeup training session in August for those who could not attend in June.

Other Expenses include awards and incentives given at events throughout the year. Some divisions which have surpluses hold meetings in June to distribute awards and thank-you gifts. District-level awards are purchased in June at fiscal year-end, and distributed in the next fiscal year in August.

## **12. SC (Speech Contests)**

Contest training will be in December. Area and Division speech contests will be in March and April. The District contests (International and, this year, Table Topics) will be held at the Conference; the expense for the District contests is included on the Conferences tab.

## **13. Admin**

This is the catch-all sheet for items not mentioned on any other sheet.

District leaders and major committee chairs receive badges.

Awards include the Spirit of Excellence award (four are given throughout the year), the Homer, Beckwith, Graham and Gregory awards given at the Conference, and end-of-year awards purchased in June and presented at the awards event in August.

Facility rental expenses are incurred for the four DEC meetings, the two in-person DELP meetings, the Leadership Breakfast, the Candidate Showcase, and the Installation Dinner.

Printed material is required at DEC and DELP meetings, the Leadership Breakfast, the Candidate Showcase, and the Installation Dinner. (Printing for the Conference Business meeting is on the Conference sheet.)

For conference calls and webinars, we use GoToWebinar, paying \$951 every January. The first-ever virtual District Council meeting in September may incur an additional expense.

A major expenditure is for food at DEC, DELP, and Trio meetings, as well as at the Leadership Breakfast, Candidate Showcase, and Installation Dinner.

We are allowed to spend a maximum of \$25 per memorial event to express sympathy.

The District spends \$600 per year for a storage facility.

## **14. Travel**

The District pays for the District Director, the Program Quality Director, and the Club Growth Director (the "Trio") and the Immediate Past District Director (the "Governor", or IPDG) to attend the Toastmasters Annual Convention, and for the Trio to attend Mid-Year District Leader Training (two days in January). The Trio spends three extra days at Convention, which includes interviewing international candidates to decide how the club votes should be cast, and attending two days of District Leader Training.

(Toastmasters International pays transportation costs for the Trio to attend the two District Leader training events and pays most of the District Director International Convention registration cost.)

In addition, mileage allowances are available for the Trio, Finance Manager, PR Manager, Administration Manager, and Division Directors.

## **15. Other Expenses**

T.I. has mandated that Districts pay back 5 percent of the previous year's membership revenue. This is new this year. The numbers on this sheet were supplied by T.I.

## **Appendix N. Narratives for the 2018-2019 Founder's District Budget**

### **Membership Revenue**

**What is the district's goals for the year regarding membership?** Our goal is a net growth of at least 8% in member payments. Last year we had a net loss of clubs and payments.

Since these numbers are based on prior year's actual totals, what strategies have changed or remained the same compared to last year to ensure this budgeted revenue is met? This year we have focused on getting more club leads, starting more clubs by the end of September, and growing club memberships.

### **Conference Net Income/(Loss)**

**At this time, what is the plan for the conference? In what city/state/country will it be held?** Our Spring Conference will be held in Orange County, California, USA.

**If the conference is not budgeted to net zero, explain why. What is the profit for? How do you justify the loss?** We are budgeting to break even. We will need to bring in \$7,725 from fundraising and opportunity drawing.

**How many attendees are you budgeting for and at what cost each? About how much will the tickets cost per registrant?** We are budgeting for about 200 to 250 attendees at various prices: early-bird (100 @ \$65), late (45 @ \$75), volunteer (20 @ \$40), contest-only (30 @ \$25), and partial day (20 @ \$40).

**How much are the venues budgeted to cost?** We have budgeted \$9000 for venue and \$5000 for food. We want to find a low-cost venue rather than a hotel, and have catered food. This will allow us to charge less for admission than last year (\$84 early-bird), which will lead to a larger attendance.

**Did the prior term pay any expenses or receive any revenue for these conferences?** Yes.

**What is budgeted for the 2018-2019 conference?** \$20,350 revenue and expense is budgeted.

### **Fundraising Net Income/(Loss)**

**How many events will be held?** None.

**What is each event for?**

**What will the funds be used for?**

### **TLI Net Income/(Loss)**

**How many TLI events will be held?** We have two major TLI events that we call "LACE" (Leadership and Communication Experience), one in January and one in June. We also have monthly "Learning Lab Training" events (free) that educate members about Pathways, membership building, club coaching, and other timely topics.

**Will there be a cost for the member? How much?** We charge \$15 admission (which includes lunch!), with a \$5 discount if a member is in a club that had all 7 officers trained during the previous period.

**What are the main components of the expenses?** The main component of our LACE expense is the facility and food expenses for the venue.

### **District Store Net Income/(Loss)**

**Does the district have a District Store? If not, why?** We have a district store, which we just began last January, when World Headquarters outsourced the supply orders (sniff!)

**Are all the costs from Toastmasters International products?** No. We are still experimenting with which items to stock that members want and will actually buy. Item examples from Toastmasters include ribbons, voting forms, and pens.

**If not from World Headquarters, what are the other costs?** We also carry timing lights that we purchase in quantity from the vendor in Texas. (Most of those lights are used for new club incentives.) We also sell, at our printing cost, a Pathways Reference Guide, which gives in print a way for members to see in detail what projects are in each path.

**When is the District Store available to the members?** The district store is open at our TLI and Conference events.

### **Other Revenue**

**What other revenue is expected? Who is it from?** We will have registration revenue for DEC meetings, our June district installation event, and our 75<sup>th</sup> Anniversary celebration June 30.

### **Marketing**

**What is the main focus for your District?**

To grow new clubs and increase membership in our existing clubs. We have a goal of at least 20 new clubs for the year.

**What events are planned?**

We are building a team to seek out club lead sources, fill a pipeline of new club leads into our Trello tool, and to encourage all AD's and Div. Directors to bring club leads. Offer training to club growth team on how to take a lead to Launch. Offer two Club Growth Workshops – 4-hour training events. At monthly learning labs, provide round-table discussions for club coaches and mentors so they have the support they need to be successful. Have committees to find and train Club Coaches, Club Sponsors and Club Mentors. Use Adopt-A-Club incentives for strong clubs to offer leadership to weaker clubs and get them to distinguished.

**What is being done differently or the same as last year?** Placing a stronger focus on building membership in our weak clubs. Keep working on retaining low member clubs, offering more training on club building, training for club coaches and mentors.

### **Communications and Public Relations**

**What is the main focus for your district?**

My main focus is generating excitement and participation in Founder's District events and incentive programs.

**What events are planned?**

The PR contests which will continue are the Diamond Web Award and PR Achievement Award. Since it's said that only one person enters the Film award, that one will most likely be discontinued. The replacement competition is designing the Founder's District 75th Anniversary Logo.

**What is being done differently or the same as last year?**

My emphasis will be on personal contact, getting about Founder's District, meeting members, shaking hands... There are a couple of new chair positions: Club Ambassador, who will visit clubs and promote Member Success Stories. The Book of Knowledge Team will create a database where members can easily access answers to any question they might have. Another plan is to design a website template which will be the standard for all the Divisions. Also, we are now using text blasts with it seems great success. One final thing is to compile a "Help Wanted" page and promote the volunteer positions available District-wide. A lot of the other things we already do with PR work great, and those tools will remain in the arsenal.

### **Education and Training**

**What is the main focus for your district?** Train Division and Area Directors; Train Club Officers; Pathways adoption; a contest series in the Winter/Spring 2019 (two contests) leading up to the District Conference/Contest in May 2019.

**What events are planned?** Provide two AD/DD training events, and arrange to have remaining AD/DDs trained individually or at other district make-up training. Provide two very large club officer training events (LACE/TLI). Offer at least two makeup per division, and have monthly learning labs for additional officer training. Also, provide education sessions at Fall District Council meeting; Education sessions at Spring Conference and Contest Training. Organize an education-based club competition in December. Hold Area/Division contests leading up to the District Conference – Contest Final in May 2019. We are planning a 75<sup>th</sup> Anniversary event for Founder's District for June 30, with speakers and recognition.

**What is being done differently or the same as last year?** The same, education and training as outlined above. To support Pathways adoption, created a District Pathways Education Chair (2 co-chairs) and a Division Pathways Education chair in each Division. These people are responsible for providing ongoing Pathways training to ADs/DDs, Basecamp Managers and Club members. Our goal this year is 100% Pathways Enrolled for new club members (all are Pathways Enabled but some do not choose a path and Enroll) and 75% for existing club members. We created several Pathways related incentives – at level and path completion, and Pathways DTM recognition.



## **Speech Contests**

**What is the main focus for your district?** We will have the International plus one other contest, starting at the club level in early 2019 and culminating at the District Spring Conference. (The second contest was decided by a vote at DEC.)

**What events are planned?** The District is planning Area, Division, and District contests.

**What is being done differently or the same as last year?** Everything will be the same, except that the second contest will not be Evaluation but will be Table Topics.

## **Administration**

**What is the main focus for your district?** Provide opportunities for area and division directors to meet, give status reports, and exchange ideas.

**What events are planned?** 4 DEC meetings, 2 in-person DELP meetings (2 will be virtual meetings), and the annual district awards meeting.

**What is being done differently or the same as last year?** We will have only 2, not 4, in-person DELP meetings. We will hold event food costs to a minimum.

## **Travel**

**What is the main focus for your district?** Our main focus is to send the trio to the August and Mid-Year trainings. A minor focus is to give district and division leaders some mileage reimbursement. We are also funding a one-night hotel stay for our Conference Chair the evening before our Spring Conference.

**Are there any maximums for your district to keep travel costs at a minimum?** There are limits on the mileage reimbursements.

**Who is budgeted to be reimbursed for travel?** The trio will be reimbursed for hotel (estimated actual) and meal (up to \$30 per day) expenses for the August and Mid-Year trainings. The IPDG will get partial reimbursement for attending the International Convention. The trio, FM, AM, and Division Directors will get some mileage reimbursement.

**What events are being budgeted to be reimbursed for travel?** Trio August and Mid-Year training, and one hotel night for the Spring Conference chair.

**What is being done differently or the same as last year?** We are anticipating lodging no expense for our Conference keynote speaker, as we are assuming he/she will be an ID or above and his/her travel will be covered by WHQ.

## **Other Expenses**

**What other expenses are expected? What are they for?**

**Why do they not fit in the other categories?**

T.I. has mandated that Districts pay back 5 percent of the previous year's membership revenue. This is new this year.