



District #: 18
 Budget Currency: USD
 Fiscal Year: 2021-2022

	Jul-21	Aug-21	Sep-21	Oct-21	Nov-21	Dec-21	Jan-22	Feb-22	Mar-22	Apr-22	May-22	Jun-22	Total
Membership Dues Allocation	631	3,027	11,293	3,664	1,277	449	830	3,254	9,329	4,389	1,322	1,377	40,842
Conference revenue	-	-	-	-	-	-	-	8,000	18,500	11,500	-	-	38,000
Fundraising revenue	-	-	-	-	-	-	-	-	-	-	-	-	-
Education and Training revenue	-	-	-	-	-	-	-	-	-	-	-	-	-
District store revenue	-	-	-	-	-	-	-	-	-	-	-	-	-
Speech contest revenue	-	-	-	-	-	-	-	-	-	-	-	-	-
Total revenue	631	3,027	11,293	3,664	1,277	449	830	11,254	27,829	15,889	1,322	1,377	78,842
TI Allocation Expense	170	170	170	170	170	170	170	170	170	170	170	170	2,041
Conference expense	-	-	-	-	-	-	6,250	250	200	31,300	-	-	38,000
Fundraising expense	-	-	-	-	-	-	-	-	-	-	-	-	-
District store expense	-	-	-	-	-	-	-	-	-	-	-	-	-
Marketing Outside Toastmasters expense	-	-	-	1,333	1,333	1,400	-	-	-	-	-	-	4,066
Recognition expense	547	547	547	547	547	1,277	547	547	1,280	550	550	662	8,148
Club Growth expense	-	-	974	374	874	474	374	374	1,261	37	537	843	6,117
Public Relations expense	267	135	985	135	340	590	340	340	340	340	135	135	4,082
Education & training expense	-	-	2,660	500	-	1,200	-	-	1,760	-	-	-	6,120
Speech contest expense	-	-	-	-	-	-	750	722	570	-	-	-	2,042
Administration expense	448	2,004	84	84	84	84	84	84	94	94	94	844	4,082
Food and Meals expense	-	-	-	-	-	-	-	-	-	-	-	650	650
Travel expense	325	325	325	325	304	300	350	350	350	350	350	350	4,004
Lodging expense	-	-	-	-	-	-	-	-	-	-	-	-	-
	1,587	3,011	5,575	3,468	3,652	5,495	8,865	2,837	6,025	32,841	1,836	3,654	79,352
District net income/(loss)	(956)	16	5,719	196	(2,375)	(5,046)	(8,035)	8,417	21,804	(16,952)	(514)	(2,277)	(0)

We, the undersigned, certify that this budget and narrative cover estimated receipts and expenditures for the district year. This budget directs the financial resources entrusted to the district toward achieving the district mission and will be presented to the district council for approval at its next meeting.

District Director _____ Date _____

Program Quality Director _____ Date _____

Club Growth Director _____ Date _____

Finance Manager _____ Date _____

<u>Break even</u>	<u>Revenue</u>	<u>Expense</u>	<u>Net</u>	<u>Policy</u>	
Conference	38,000	38,000	-	Meets Policy	
Fundraising	-	-	-	Meets Policy	
District Store	-	-	-	Meets Policy	
Minimum Expense Type		Expense	%	Policy	
Marketing Outside Toastmasters		4,066	10.0%	5.0%	0
Maximum Expense Type		Expense	%	Policy	
Education and Training		6,120	15.0%	15.0%	0
Marketing Outside Toastmasters		4,066	10.0%	10.0%	0
Club Growth		6,117	15.0%	15.0%	0
Public Relations		4,082	10.0%	10.0%	0
Recognition		8,148	20.0%	20.0%	0
Travel		4,004	9.8%	25.0%	0
Lodging		-	0.0%	15.0%	0
Food and Meals		650	1.6%	15.0%	0
Speech Contest		2,042	5.0%	5.0%	0
Administration		4,082	10.0%	10.0%	0
Total Membership Dues		40,842	100.0%		



**TOASTMASTERS INTERNATIONAL
ANNUAL BUDGET
2021-2022**

District

18

Following is a brief description/explanation of the estimated income and estimated expenses based on the goals outlined in the District success plan. The white rows are not password protected. Users may adjust the white area as necessary by adjusting the row height. Alternatively, a separate sheet may be used. Each section of this narrative page must be completed in order for this report to be considered complete and counted as received by WHQ. There are example questions to answer in each box. These can be deleted and replaced by your answers.

(Numbers are pulled from Summary tab)

**Budgeted
40,842**

Membership Revenue

This year the goal is to increase base membership to Smedley Distinguish Status as the district did not meet Distinguished in the 2020 – 2021 TM year. However, the focus is to become a Smedley Distinguished (4,209 membership payments) District which requires an aggressive 312 more membership payments added to our base. Membership payments is where the district tends to fall short year after year. Therefore, this year we will be making substantial investments in Virtual Outreach, Physical Advertising and encouraging Member Mentoring as well as robust training and recognition of the district’s current members and existing clubs. In addition, we are striving to charter 9+ newly formed clubs for the 2021 – 2022 year. With our focus on bringing on several of those clubs early in the Toastmasters year to count as 3 membership payments during the TM year.

Conference Net Income/(Loss)

-

The District Spring Conference, hosted by Division E is tentatively scheduled for early to mid-May, 2022. The conference planning committee intends to hold the conference in person. No expenses were paid in advance during the prior term, The conference is dependent upon the current pandemic and state requirements. If we find that the state requirements do not allow us to meet in person in a safe manner, the District will transfer the conference over to a Zoom Virtual Conference.

Fundraising Net Income/(Loss)

-

District 18 does not perform fundraising outside of the spring conference

District Store Net Income/(Loss)

-

District 18 does not have a store.

Marketing Outside of Toastmasters**4,066**

Marketing outside of Toastmasters includes advertising in physical, high traffic shopping malls.

Public Relations**4,082**

The public relations manager will be maintaining, with the assist of the public relations team, the standard of hosting the district website, using Constant Contact for monthly ditrict newsletters and actively engaging in the districts social media platforms to generate positive awareness of the District's and Toastmasters International brand for the purpose of attracting and retaining members. In addition, the Public Relations Team will be expanding the District's presence in a Professional Networking Social Media platform.

Club Growth**8,148**

Due to the continuing global pandemic of COVID-19 our clubs are still holding virtual meetings, but the District continues to suffer losses of clubs along with a continual decrease of membership and membership payments. To recover from this set back, district 18 needs to have a strong presence by launching an aggressive marketing campaign, deliver a clear and strong message to bring about a positive impact by involving the entire District 18 membership. One of District 18, 2021 – 2022 goals is to continually build on knowledge and comfortability with the virtual world. The strategy going forward would be based on purposeful actions, transparency, and consistency. The Club Growth message will be focused and center around new member egagement and total

Recognition**8,148**

Recognition this year comes in the form of incentives for the member, club, area and division levels. For the members, we include lapel pins, pathways recognition, triple crown awards, DTM medallions and pins. Club incentives include TI Gift Certificates for offers training attendance, both in the summer and winter. Other incentives include Distinguished Area and District trophies engraved.

Education and Training**6,120**

The district looks to educate and train members throughout the year by having twice a year DEC training, TLI's and member interest training during the district's Mastery Mondays and informational All Hands calls and a celebrated Educational Extravaganza. In addition, Division Directors are holding small seminars over zoom for additional training to club officers on how to complete a Club Success Plans, Club Coaching etc. There are added incentives under recognition for members to grow this year with member, Club Officer, Area Officer, Division Officer and District Officer performance. The District has again added zoom accounts for division directors to be able to hold Division focused events and speech contests, division and area council

Speech contests**2,042**

Speech contests will be held in the spring most likely being virtual due to the pandemic. The District's winter/spring contests schedule is as follows: January -club, February - area, March - division, and April-May - District at the hybrid spring conference. We will be holding three contests this year tbd by the District vote. We have added in shipping costs for the items we cannot get to members in person.

Administration

4,082

Administration expenses cover the TI allocation which is a monthly recurring charge and will be the same amount each month. It is calculated by taking the prior year's membership revenue, multiplying by 5% and then dividing by 12. This is outlined in Policy 8.4, section 4 of the TI Governing Documents. Also, in these expenses are a zoom account for the district, bank service fees, postage, supplies, membership survey platform, name badges and End of Year DEC Officer recognition.

Food and Meals

2,042

Again, this year we will be having a cook out as an end of the year celebration.

Travel

4,004

Travel includes the cost of the trio attending a winter training event tbd. We are including mileage reimbursement for the trio, PRM, and FM to attend events as needed in the winter to spring months depending on the pandemic.

Lodging

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Lodging currently estimated at zero with the current pandemic situation.