



District #: 46
 Budget Currency: USD
 Fiscal Year: 2019-2020

	Jul-19	Aug-19	Sep-19	Oct-19	Nov-19	Dec-19	Jan-20	Feb-20	Mar-20	Apr-20	May-20	Jun-20	Total
Membership revenue	1,514	5,460	37,452	10,734	3,608	2,271	3,254	8,107	34,239	11,753	4,075	4,935	127,402
Conference revenue	-	-	-	-	-	-	-	1,000	3,000	21,200	4,000	-	29,200
Fundraising revenue	-	-	-	-	-	-	-	-	-	-	-	-	-
TLI revenue	-	-	-	-	-	-	-	-	-	-	-	-	-
District store revenue	-	-	-	-	-	-	-	-	-	-	-	-	-
Speech contest revenue	-	-	-	-	-	-	-	-	-	-	-	-	-
Other revenue	-	-	-	-	-	-	-	-	-	-	-	-	-
Total revenue	1,514	5,460	37,452	10,734	3,608	2,271	3,254	9,107	37,239	32,953	8,075	4,935	156,602
Conference expense	-	-	-	-	2,600	100	2,900	-	400	62,750	-	-	68,750
Fundraising expense	-	-	-	-	-	-	-	-	-	-	-	-	-
TLI expense	-	-	-	-	-	-	-	-	-	-	-	-	-
District store expense	-	-	-	-	-	-	-	-	-	-	-	-	-
Marketing expense	4,650	-	900	1,775	2,925	2,750	2,925	2,725	2,725	2,585	7,665	2,625	34,250
Communications & public relations expense	750	600	600	2,850	2,600	2,600	2,850	2,600	600	850	600	500	18,000
Education & training expense	2,450	2,300	-	1,200	2,225	2,275	1,950	2,400	-	450	350	150	15,750
Speech contest expense	-	-	-	-	-	-	-	-	5,400	1,950	-	-	7,350
Administration expense	750	650	740	590	140	540	140	590	140	440	1,140	140	6,000
Travel expense	250	20,225	250	250	-	-	8,350	-	250	250	2,500	-	32,325
Other expense	-	-	-	-	-	-	-	-	-	-	-	-	-
	8,850	23,775	2,490	6,665	10,490	8,265	19,115	8,315	9,515	69,275	12,255	3,415	182,425
District net income/(loss)	(7,336)	(18,315)	34,962	4,069	(6,882)	(5,994)	(15,861)	792	27,724	(36,322)	(4,180)	1,520	(25,823)

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

	Total	Budget	%	Policy Max
Conference expense	68,750			
Fundraising expense	-			
District store expense	-			
Marketing expense	34,250			
	<u>103,000</u>	56.5%		Unlimited
TLI expense	-			
Education & training expense	15,750			
	<u>15,750</u>	8.6%		30.0%
Communications & public relations expense	18,000		9.9%	25.0%
Speech contest expense	7,350		4.0%	10.0%
Administration expense	6,000		3.3%	20.0%
Travel expense	32,325		17.7%	30.0%
Other expense	-		0.0%	10.0%
	<u>63,675</u>			
Total Expenses	<u>182,425</u>	100.0%		

Total Stockholders Equity per Balance Sheet as of June 30, 2019	154,327.41
Retention amount needed on June 30, 2020*	32,792.59
Remaining funds at Year-end (estimated)**	95,712.06
*This amount is provided by World Headquarters in an email.	
**The goal is to budget the Remaining funds at Year-end to be as close to zero as possible without creating a loss. This amount should not be negative.	



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Following below 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

Membership Revenue

127,402

What is the district's goals for the year regarding membership? ANSWER: To reverse net membership losses during 2017-2018 and 2018-2019 and net club loss during 2018-2019; increase net membership in 2019-2020 by 5% to 8%; and increase net paid clubs in 2019-2020 by 5% to 8%. Since these numbers are based off prior year's actual totals, what strategies have changed or remained the same compared to last year to ensure this budgeted revenue is met? ANSWER: (1) Increasing the number of new club prospects by appealing to all members to assist with developing new club leads and through cold-call prospecting, in addition to developing all leads from TI WHQ; (2) Expanding efforts to grow membership by strengthening club quality and Pathways adoption; (3) increasing community contacts and free media outreach; (4) supporting club efforts to organize open house meetings and use Meetup; and, (5) aggressive advertising on social media.

Conference Net Income/(Loss)

(39,550)

At this time, what is the plan for both conferences and what city/state will they be held? ANSWER: We hold a single ticketed annual conference, held in May at the LaGuardia Airport Marriott Hotel in Queens, New York, which lies near the geographic center of District 46 (until June 30, 2020). If conferences are not budgeted to net zero, explain why; what is the profit for; how do you justify the loss? ANSWER: The category of "Conference" for District 46 has in recent years included an annual awards & recognition breakfast ("Hail & Farewell") in July, which operates at a loss; a free-of-charge all-day Saturday mini-conference in January; and an annual May conference which is subsidized by the District. We will continue with these practices in 2019-2020, though we will look for ways to incur fewer costs. NOTE: During 2018-2019, "conference" revenues/expenses also included a non-educational social event ("holiday party") that incurred a net loss of \$5,500 to \$6,000; no such stand-alone non-educational social event is planned for 2019-2020 at a financial loss to the District.

Fundraising Net Income/(Loss)

How many events will be held? ANSWER: None. Based on past practice, we have not organized fund-raising efforts and instead rely largely on revenues from membership fees and conferences, though we are open to practical possibilities in this area. NOTE: During 2018-2019 we published a May conference journal that cost \$2,500 to print/ship against \$1,100 in revenue from journal ads.

TLI Net Income/(Loss)

See section below, "Education and Training," for full details regarding TLIs. NOTE: Unlike many other Districts, we don't charge members to attend TLIs; if we did, it is not likely many would attend. The main costs for TLIs in District 46 have generally been food/refreshments and copying of handouts.

District Store Net Income/(Loss)

Does the district have a District Store? If not, why? ANSWER: No; there is no expressed interest for this by our members.

Other Revenue

What other revenue is expected? ANSWER: Based on past practice, we have not generated revenues from sources other than membership fees and conferences, though we are open to practical possibilities in this area.

Marketing

34,250

What is the main focus for your district? ANSWER: Increase net membership in 2019-2020 by 5% to 8%; and increase net paid clubs in 2019-2020 by 5% to 8%. What is being done differently or the same as last year? ANSWER: Use of marketing incentives; the organization of 30-to-35 TLI events to promote club quality and "best practices;" training in marketing at midyear mini-conference; promotion of new club lead prospecting among all District members and cold-call prospecting to supplement the new club lead prospects from TI WHQ; and paid advertising on social media platforms, including FB, LinkedIn and Google search.



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Communications and Public Relations

18,000

What is the main focus for your district? ANSWER: Promote the Toastmasters brand in order to attract more guests to club meetings. What is being done differently or the same as last year? ANSWER: Increased community contacts and free media outreach; boosting club efforts to organize open house meetings and use Meetup; and paid advertising on social media platforms, including FB and LinkedIn.

Education and Training

15,750

What is the main focus for your district? ANSWER: To get as many club officers trained as possible during June-August and November-February. What events are planned? ANSWER: The organization of 30-to-35 TLI (club officer training) events to promote club quality and "best practices," as well as a midyear mini-conference (an all-day Saturday event, 8-5) to train members and officers to deal with marketing and educational challenges and opportunities and, finally, deployment of webinar and other on-line training opportunities, including in Pathways training. What is being done differently or the same as last year? ANSWER: The midyear all-day Saturday "mini-conference" will be programmed to meet specific training needs of clubs and the District, focusing on advancing the District mission, and will include TLI (club officer training); we will attempt to do the same with an all-day Saturday training event (TLI) in November.

Speech contests

7,350

What is the main focus for your district? ANSWER: Organize and fund two speech contests (International Speech Contest and a second contest organized from club-to-District only) in the winter/spring. What events are planned? ANSWER: Club-level contests in January and February; Area contests in March; Division contests in April; District contest at the May District conference. What is being done differently or the same as last year? ANSWER: (1) Increase the funding of refreshments for Area and Division contests; (2) Conduct, as before, best possible videotaping of District's International Speech contest winner, in conformity with guidelines issued by TI in 2018, for submission to the taped Region 9 quarterfinal competition.

Administration

6,000

What is the main focus for your district? ANSWER: To keep "overhead" at a minimum. What is being done differently or the same as last year? ANSWER: Our budget for this expense is well below the percentage cap of 20% imposed by TI.

Travel

32,325

What is the main focus for your district? ANSWER: District 46 will meet its obligation to fund costs mandated by TI for training senior District leaders at locations far outside of the District. We will also fund: (1) travel/lodging expenses of outside speakers to our main District events; (2) mileage expenses for Division and Area Directors; and (3) travel by IPDD to the TI Convention immediately following the end of their term, a District practice since 2008-2009. Are there any maximums for your district to keep travel costs at a minimum? ANSWER: Our budgeted expense is well below the percentage cap of 30% imposed by TI. What is being done differently or the same as last year? ANSWER: We went from a Trio (DD, PQD, CGD) to a Quintet (DD, two PQDs, two CGDs) during 2019-2020, resulting in a 66% increase in the number of senior leaders who must be reimbursed for travel/lodging/meals at required trainings held by TI outside of District 46. Despite this 66% increase in the number to be trained, we kept the percentage increase in travel costs to 33%.

Other Expenses

-

What other expenses are expected? ANSWER: None at this time.



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USD

Account #	Account Name	Jul-19	Aug-19	Sep-19	Oct-19	Nov-19	Dec-19	Jan-20	Feb-20	Mar-20	Apr-20	May-20	Jun-20	Total
6005	Membership Revenue	1,514	5,460	37,452	10,734	3,608	2,271	3,254	8,107	34,239	11,753	4,075	4,935	127,402

**This amount is provided by World Headquarters in an email.



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USD														
Account #	Account Name	Jul-19	Aug-19	Sep-19	Oct-19	Nov-19	Dec-19	Jan-20	Feb-20	Mar-20	Apr-20	May-20	Jun-20	Total
Conference Revenue														
6025	Conference Registration-Member registrations								1,000	3,000	20,000	4,000		28,000
6025	Conference Registration-Spouse / guest													-
6025	Conference-Late registrations													-
6025	Conference Registration -Meal Events													-
6025	Conference Registration-Speech contest													-
6025	Conference Registration -Other													-
6025	Conference Registration-Training													-
6050	Conference Refunds - Registration & Tickets													-
6055	Conference Refunds - Other													-
6060	Reimbursements - Registration & Tickets													-
6030	Conference-Sponsorship/Advertising										1,200			1,200
6035	Conference-Raffle													-
6040	Conference-Auction													-
6010	Conference-Donation													-
6020	Conference-Other Revenue													-
Total Conference Revenue		-	-	-	-	-	-	-	1,000	3,000	21,200	4,000	-	29,200
Conference Expenses														
7004	Conference-Badges & Pins													-
7008	Conference-Promotional Materials						100	100		100	200			500
7010	Conference-Awards Expense (Trophies, Plaques,				400			400		300	900			2,000
7012	Conference-Supplies & Stationery Expense				300			300			400			1,000
7014	Conference-Room Rental Event Expense				200			300			4,500			5,000
7016	Conference-Meal Event Expense				1,000			1,000			47,000			49,000
7018	Conference-Decorations Expense										250			250
7020	Conference-Printing Expense				300			400			2,000			2,700
7022	Conference-Audio Visual Expense				250			250			3,500			4,000
7030	Conference-Photocopying Expense													-
7042	Conference-Outside Contractor Expense				150			150			700			1,000
7048	Conference-Equipment Purchase Expense (Less													-
7070	Conference-Bank Charges & Credit Card Fee										600			600
7072	Conference-Sales Tax Expense (incl. GST, VAT,													-
7078	Conference-Food Expense													-
7080	Conference-Gifts & Thank Yous										200			200
7086	Conference-Miscellaneous Expenses													-
7090	Equipment Rental													-
7036	Conference-Advertising Expense										2,500			2,500
														-
														-
Total Conference Expenses		-	-	-	-	2,600	100	2,900	-	400	62,750	-	-	68,750
Conference Net Income/(Loss)		-	-	-	-	(2,600)	(100)	(2,900)	1,000	2,600	(41,550)	4,000	-	(39,550)

													-
	4,650	-	-	200	200	200	200	200	200	200	4,850	200	11,100
Marketing-Other Expense													
7008 Marketing-Promotional Materials				150	150	150	150	150	150	100			1,000
7010 Marketing-Awards Expense (Trophies, Plaques,													-
7036 Marketing-Advertising Expense													-
7048 Marketing-Equipment Purchase Expense (Less													-
7078 Marketing-Food Expense													-
7080 Marketing-Gifts & Thank Yous													-
7086 Marketing-Miscellaneous Expenses													-
													-
													-
													-
													-
													-
	-	-	-	150	150	150	150	150	150	100	-	-	1,000
Total Marketing Expenses	4,650	-	900	1,775	2,925	2,750	2,925	2,725	2,725	2,585	7,665	2,625	34,250



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		USD												
Account #	Account Name	Jul-19	Aug-19	Sep-19	Oct-19	Nov-19	Dec-19	Jan-20	Feb-20	Mar-20	Apr-20	May-20	Jun-20	Total
Speech Contest Revenue														
6010	SC-Donation Revenue													-
6015	SC-Interest Income													-
6020	SC-Miscellaneous Income													-
6025	SC-Registration & Ticket Revenue													-
6030	SC-Sponsorship/Advertising Revenue													-
6035	SC-Raffle Revenue													-
6050	SC-Refunds - Registration & Tickets													-
6055	SC-Refunds - Other													-
	Total Speech Contest Revenue	-	-	-	-	-	-	-	-	-	-	-	-	-
Speech Contest Expenses														
7006	SC-Educational Materials													-
7010	SC-Awards Expense (Trophies, Plaques, Ribbons)								1,500	500				2,000
7012	SC-Supplies & Stationery Expense													-
7014	SC-Room Rental Event Expense													-
7078	SC-Food Expense								3,500	1,250				4,750
7086	SC-Miscellaneous Expenses													-
7090	Equipment Rental													-
7030	SC-Photocopying Expense								400	200				600
	Total Speech Contest Expenses	-	-	-	-	-	-	-	5,400	1,950	-	-	-	7,350
	Speech Contest Net Income/(Loss)	-	-	-	-	-	-	-	(5,400)	(1,950)	-	-	-	(7,350)



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		USD												
Account #	Account Name	Jul-19	Aug-19	Sep-19	Oct-19	Nov-19	Dec-19	Jan-20	Feb-20	Mar-20	Apr-20	May-20	Jun-20	Total
PR Manager														
7058	Lodging Expense													-
7060	Transportation - Airfare Expense													-
7062	Transportation - Mileage Expense													-
7064	Transportation - Taxis/Shuttle Expense													-
7066	Transportation - Rail Expense													-
7068	Transportation - Other Expense													-
7072	Travel-Sales Tax Expense (incl. GST, VAT, etc.)													-
		-	-	-	-	-	-	-	-	-	-	-	-	-
Administration Manager														
7058	Lodging Expense													-
7060	Transportation - Airfare Expense													-
7062	Transportation - Mileage Expense													-
7064	Transportation - Taxis/Shuttle Expense													-
7066	Transportation - Rail Expense													-
7068	Transportation - Other Expense													-
7072	Travel-Sales Tax Expense (incl. GST, VAT, etc.)													-
		-	-	-	-	-	-	-	-	-	-	-	-	-
Division Director														
7058	Lodging Expense													-
7060	Transportation - Airfare Expense													-
7062	Transportation - Mileage Expense	150		150	150			150		150	150			900
7064	Transportation - Taxis/Shuttle Expense													-
7066	Transportation - Rail Expense													-
7068	Transportation - Other Expense													-
7072	Travel-Sales Tax Expense (incl. GST, VAT, etc.)													-
		150	-	150	150	-	-	150	-	150	150	-	-	900
Area Director														
7058	Lodging Expense													-
7060	Transportation - Airfare Expense	100		100	100			100		100	100			600
7062	Transportation - Mileage Expense													-
7064	Transportation - Taxis/Shuttle Expense													-
7066	Transportation - Rail Expense													-
7068	Transportation - Other Expense													-
7072	Travel-Sales Tax Expense (incl. GST, VAT, etc.)													-
		100	-	100	100	-	-	100	-	100	100	-	-	600



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		USD												
Account #	Account Name	Jul-19	Aug-19	Sep-19	Oct-19	Nov-19	Dec-19	Jan-20	Feb-20	Mar-20	Apr-20	May-20	Jun-20	Total
IPDG														
7058	Lodging Expense		2,000											2,000
7060	Transportation - Airfare Expense		400											400
7062	Transportation - Mileage Expense													-
7064	Transportation - Taxis/Shuttle Expense		100											100
7066	Transportation - Rail Expense													-
7068	Transportation - Other Expense													-
7078	Travel-Food Expense		200											200
		-	2,700	-	-	-	-	-	-	-	-	-	-	2,700
Keynote Speaker														
7058	Lodging Expense							1,000				1,000		2,000
7060	Transportation - Airfare Expense							1,400				1,400		2,800
7062	Transportation - Mileage Expense													-
7064	Transportation - Taxis/Shuttle Expense							100				100		200
7066	Transportation - Rail Expense													-
7068	Transportation - Other Expense													-
7072	Travel-Sales Tax Expense (incl. GST, VAT, etc.)													-
		-	-	-	-	-	-	2,500	-	-	-	2,500	-	5,000
Other Member														
7058	Lodging Expense													-
7060	Transportation - Airfare Expense													-
7062	Transportation - Mileage Expense													-
7064	Transportation - Taxis/Shuttle Expense													-
7066	Transportation - Rail Expense													-
7068	Transportation - Other Expense													-
7072	Travel-Sales Tax Expense (incl. GST, VAT, etc.)													-
		-	-	-	-	-	-	-	-	-	-	-	-	-
Total Travel Expenses		250	20,225	250	250	-	-	8,350	-	250	250	2,500	-	32,325

