

## 2017-2018 Budget Narratives

	<b>Budgeted</b>
<b>Membership Revenue</b>	<b>43,644</b>
<p>The district would like to reach a membership of 3388. While the name of this category is revenue, this really means more members. The trend for the first two months was higher than anticipated. Real numbers are in the revenue line now.</p> <p>We are hoping the buddy club program will increase club morale and so attract guests to become members. Clubs are being given direct advice from the PR manager and the social media team to help increase their own marketing success. We are not planning a dramatic or expensive and public campaign because we have no metric to show any of the past attempts has been successful. The CGD has several social media incentives (\$20 Bookstore bucks) and with a contest regarding special event posts on Facebook or website blogs, the incentive to boost club pages containing special events for a whole week (about a \$100) value, should encourage more participation. This incentive can be run twice but needs to end before open house season (January-March) and celebration season (May and June). The cost will likely end up being assigned in those time periods so it appears there in the budget. We have placed it under promotional material with up to three clubs to be drawn as winners each time.</p>	
<b>Conference Net Income/(Loss)</b>	<b>(5,230)</b>
<p>Both conferences will be held in Winnipeg, MB as it is the centre of our membership. One conference was successfully held outside the city last year but as it is an extra expense to our members, we do not do that often.</p> <p>We are giving up diner books as a fundraiser to encourage members to spend their money on their own learning and perhaps to join a second club. The diner book sales compete with school and sports team fundraisers, too. With two guests speakers at the fall conference, we hope to draw in more members than usual.</p> <p>The fall conference committee has budgeted for 80 attendees at a cost of \$130 per person. Early tickets were sold at a loss to encourage attendance and build excitement. This is our normal practice and will continue in the spring. The fall conference is budgeted to have a small loss.</p> <p>The venues are budgeted with cost of the three meals plus the cost of extra rooms, printing, etc. Both should cost no more than \$8,000 and sponsorships are sought to make up any difference. The fall conference plans to hold a 50/50 and silent auction. No one can count on these numbers, of course. The hotel used this year is a lower end hotel compared to last year's spring conference, which lost money.</p> <p>The prior term operated at a loss in an attempt to improve the quality of the experience plus use up some excess profits in offering a lower cost to members. The spring conference is also budgeted at a loss to keep costs down for our members, yet give them a quality experience and to encourage the District council to make a weekend of it.</p>	
<b>Fundraising</b>	<b>1,140</b>
<p>The conferences will hold internal fundraising events. TLI committees seek donations and sponsorships. There will be a 50/50 at five of the six district meetings, if a permit can be obtained.</p> <p>The fund raising events are held to reduce member out-of-pocket expenses as well as to help pay rent for free district meetings and educational presentations. The idea of advertising on the district website is being considered by the District Director but as the funds are not needed at this time, it is unlikely to be implemented unless revenue is greatly less than expected.</p>	

## 2017-2018 Budget Narratives

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

**(999)**

There are two main TLI events with around 10 make up events, several to be held in far away Areas as almost one to one training. This adds to the leader travel costs. There is only a cost to members when meals are served. Frequent rural training has cost the District a fair piece of the travel budget every year and in the past three years not all this travel was claimed. The 30% is quite restrictive when it comes to in person training in a district with a few far-flung clubs. It is fair to take the training to them, and not to expect members to shoulder the expenses for mileage, hotels and meals on their own, let alone the time it takes. Venue rental for large events is often over \$1,000 in order to have breakout rooms and is the most expensive item for TLI's in the past. Meals average \$15. TLI's are generally expected to break even but a small loss is acceptable because the members benefit from attending.

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

**(286)**

There is a district store at district meetings and conferences held in Winnipeg. All products are from TI and priced to cover the dollar exchange and shipping. The bookstore manager stores and hauls these assets. The District Director stores new shipments until the next event. Without this volunteer the good will to haul and store the bookstore, it cannot happen. Storage units are too expensive and not handy to everyone who would need access. With online availability of several documents, the impending implementation of Pathways and no manuals to sell, we aren't willing to carry too much stock. In addition, most rural clubs simply order their own supplies and Winnipeg clubs are starting to adopt that practice (we think) because they get what they need faster and at their own convenience. This loss reflects the possibility of having carryover stock.

### **Other Revenue**

**115**

Two advanced clubs share district space at district meetings. They have been asked to contribute to the cost of the space as soon as possible because the district should not be paying for club venues and therefor subsidizing club dues. They have been given time to work it out in their club budgets before the September dues deadline. Also, we have one partly online club. It shares 1/3 the cost of Zoom, the online meeting program used by the District.

### **Marketing**

**11,888**

The main focus is to help members reach their goals faster and to higher levels. Members are potentially our best public relations and sales people. Many do not know how to leverage their personal experiences and promote their own clubs. The CGD has a great team looking for and following up on leads, some left from the two previous years that just did not get going. The onset of Pathways is encouraging people with DTM's in mind to get moving and the Area Directors are to emphasize member achievement. The goal for club building is 10 new clubs. The club growth director will encourage faster chartering with the promise of either a customized club banner or a portable lectern. We anticipate this incentive will work for 4 of anticipated 8 corporate clubs as the anticipated two forecast community clubs will have difficulties. These banners will be ordered in November and May. With optimism, we budgeted for 10. We tried boosting club posts with some success last year but think it will be more cost effective and efficient to stream club events through the district group and page. With one person and his team dedicated to that, it will be consistent. We have budgeted \$500 under marketing for October but it will not all be spent this month. Boosting can happen when clubs post and hold special events. These district plans are similar to those of the past three years. The social media push is building on last year. We have social media volunteers who are planning to help clubs help themselves. As internal marketing, they are great too. We will purchase an ad in the City of Winnipeg Leisure Guide for the second half of the year. There are usually several trade shows we could participate in during the year. There are some we have been invited to in May and June but had not budgeted for in the past. We have made an educated guess of the fees based on the District Director's memory for those events.

## 2017-2018 Budget Narratives

### **Communication and Public Relations**

**2,493**

The district has a tradition of publishing a directory. Some members use it often. Unfortunately parts will be out of date immediately. The website has three domain protection fees, two due in July and one due in February. It is paid up until March when a yearly charge will be invoiced. We have spread the cost of this service over twelve months. Firewall protection is paid in March. The June renewal cost is based on the previous year's expense. The PQD and CGD see value is printing postcards with Toastmasters information specific to our District - the website and phone number, specifically. This will be further explored in November. These are to be distributed at trade shows, demo meetings and club events that reach a wider audience.

### **Education and Training**

**5,991**

We routinely train enough officers to have about 65% of clubs with four or more trained. The quality of training is not consistent but we are trying to train trainers. Burn out of the most experienced trainers is a definite problem. The PQD is aiming for 100% trained clubs even if too late for DCP credit. This costs travel dollars so is difficult to justify. Incentives for having 7/7 are planned, and for getting at least 4 trained, there are DCP incentives. The PQD incentives include free DCP progress charts for submitting thorough club success plans, recognition for educational achievement with a personal letter (postage costs) and a TI educational ribbon. About 30 ribbons per month for most of the year were given out last year. There will be public recognition on a poster board to be displayed at all events. The Area Directors are awarding sticky screen cleaners with the core values to everyone for their first educational achievements. Educational presenters at all district events including 6 District meetings are all being presented with gifts worth up to \$25 in value, chosen to match the member.

### **Speech contests**

**2,919**

In this last year for four contests (probably), the push is to encourage as many clubs as possible to hold their own and to volunteer to host area and division contests. The District is supplying awards at those levels and giving kits to Division and Area Directors for each set of contests. Most Areas and all Divisions are planning contests. There will be Evaluation and Humour contests held at the Fall conference. In the spring, we will hold Table Topics and International speech contests. We have a tradition of Humour in the fall and of course, International in the spring. The only contests that contribute income to the district are the District level contests. All others are instructed to operate close to breaking even.

### **Administration**

**9,766**

The administration manger has a goal to be more of an assistant to the district director than a secretary. Her costs are some travel and paper as her workplace is sponsoring the photocopying. There is a small budget for sympathy cards and recognition cards. This is budgeted for June. These are unpredictable and may need to go out at any time. The district maintains a telephone line for potential guests to converse with a real person to help choose the right club (place, time, focus, open/closed). We have an email program to be used for all large group district email. It has the capacity to hold linked documents, register members for officer training and track results. We subscribe to Zoom for Division Director, Trio and other meetings related to District business. With only one club using online meetings for multiple guests and members, that club helps pay for Zoom. This expense is less than last year. We have a paid website and domain protection cost (see CPR). This affords us more security and flexibility than those provided free, up to now. The website is paid well into the next calendar year. The Director and webmaster continue to monitor the value of free sites as they evolve. The main administrative expense is for District meetings and the coffee and tea supplied. With the occasional use of music, this expense rises by about \$30 per meeting. If funds run short, the cost benefit value of District meetings for the majority of members can be revisited. With an average attendance of fewer than 80 members and low club representation, this is worth revisiting every year.

## 2017-2018 Budget Narratives

### Travel

25,518

The trio travel costs are covered according to TI & District financial guidelines. A perennial problem is the need to pay out of pocket for conference registration. It is wise to have money set aside to reimburse them immediately even though the expense is accrued to August. This year, we also covered an extra suitcase to bring Bookstore purchases home. We encourage Area Directors to make 100% of their visits and they deserve compensation. We also want Division Directors to be able to attend contests as Chief Judge as well as to hold their contests away from their home base if a club is willing and able. Unfortunately, this is not covered generously in the budget with the need to plan for Pathways travel. Area Directors are encouraged to attend semi-annual council meetings so mileage and one hotel night are offered to rural Directors who must travel from their home base. Travel cannot be claimed unless it's more than 40 km. We support the trio, rural Area and Division Directors, the club officer training coordinator and if necessary to meet with the District Director (who is also a rural resident) for the Administration, PR and Finance Managers. This is the same as last year. The recently revised District guidelines allow for 0.34/km. Because this is twice the compensation as last year, normal travel costs will meet the maximum of 30% for regular business. We have three lump sums of \$1000 budgeted in the spring (Other Member) for potential Pathways Ambassadors and Guides. In some cases, this will include a hotel and one meal expense. To our most northern club it is a 20 hour train ride(x2) plus a hotel and meal expenses. This club will be encouraged to set up an online session. In reality, travel cost may exceed the maximum 30%. We anticipate Pathways travel will cross into next summer. We have budgeted for one person to travel to Dryden and to Flin Flon for training.

### Other Expenses

-

No others are anticipated.