



**DISTRICT FOUR
DISTRICT COUNCIL MEETING
SEPTEMBER 16, 2020 – 7:00 PM**

AGENDA

Call to Order – District Director Kalidas Cheroolil, DTM

Reading of the District Mission (p. 2) – Administrative Manager Jing Thomson, CC, CL, DL5

Determination of Quorum (p. 2) – Credentials Chair, Ken Cawley, DTM, PID

Statement of Special Rules of Order (p. 3) – District Parliamentarian, Aubrey Carrier, DTM, PDD

Approval of the Agenda

Committee Report – May 16, 2020 District Council Meeting Minutes (pp. 4-5) – Minutes Committee Chair, Carol Fenwick, DTM

Audit Committee Report Jan.-June 2020 (pp. 6-7) – Audit Committee Chair, Gavin Schulz, DTM

District Officer Reports

Public Relations Manager (pp. 8-11) – Joe Bresler, DTM

Club Growth Director (pp. 12-13) – Jennifer Perry-Ruzic, DTM

Program Quality Director (pp. 14-16) – Tim Carlisle, DTM

District Director (pp. 16-18) – Kalidas Cheroolil, DTM

New Business

Ratification of Appointed District Officers for 2020-2021 (p. 19)

Adoption of District 4 Budget 2020-2021 (pp. 20-21)

Announcements

Adjournment



District Mission

We build new clubs and support all clubs in achieving excellence.

Determination of Quorum

Number of Clubs in District 4: _____

Number of Club Votes Available (2 votes/club): _____

Number of Votes Needed for Quorum (1/3 club votes): _____

Actual Number of Club Votes: _____

Actual Number of District Officer Votes (out of 39 District Officers): _____

District 4 Toastmasters

DISTRICT COUNCIL MEETING RULES OF ORDER

Wednesday, September 16, 2020 @ 7:00 PM PDT

In accordance with the District By-Laws of Toastmasters International, the governing rules of order and final authority will be "Robert's Rules of Order, Newly Revised," insofar as it does not conflict with the official Toastmasters International Articles of Incorporation, the District Administrative By-Laws, and the published policies of Toastmasters International.

As noted in Robert's Rules, it is permissible for a deliberative body to adopt "special orders" for a given session in order to facilitate business. Since time is limited for the September 16th business meeting of the District 4 Council, the following procedures will be in order:

1. Any new motions to come before the council will be submitted, to parli@d4tm.org three weeks prior to the virtual business meeting. In this case, by 7:00 PM PDT on Wednesday, August 26.
2. Debate on any one item of business will be limited to no more than 10 minutes per issue. The Chair may extend the time if necessary to ensure fairness and completeness. In a virtual meeting, a member must type in the chat that they wish to be recognized.
3. The maker of any motion will be given the opportunity to speak first. All speakers on any motion will be restricted to a maximum of one minute each time they have the floor. No member who has already spoken on an issue will be allowed to speak a second time until all who wish to speak have spoken a first time.

Participation Authority: Only district council members may make motions, participate in discussions, or vote. Before addressing the assembly, voting delegates shall state their name and the name of the club they are representing. If members of the District Executive Council (DEC team) want to speak and they are not representing a club, they must state their title before speaking. District Council members include all club Presidents and Vice Presidents of Education. Voting members of the District Executive Council include the District Director, Program Quality Director, Club Growth Director, Public Relations Manager, Administrative Manager, Finance Manager, the Immediate Past District Director, and all Division and Area Directors.



District 4 established 1934. www.d4tm.org

District 4 Spring Council Meeting Minutes-May 16, 2020

The District Council Meeting for the 2019-2020 District 4 Toastmasters team was held on May 16, 2020, virtually via Zoom. The purpose of the meeting was to conduct District business and ratify actions taken by the District Executive Committee.

9:32 am Called to Order – District Logistics Manager, Tony DeLeon, introduced the meeting. Kitzy Avilés, District 4 Director and Chair, called the meeting to order.

District Leaders and Meeting Functionaries in Attendance - On Zoom: Kitzy Avilés (District 4 Director), Tim Carlisle (Club Growth Director), Tony DeLeon (Logistics Manager), Catrina Meyers (Tech Chair), Aubrey Carrier (District 4 Credentials Chair), Katherine Pratt (District 4 Parliamentarian), Stefanie Chow (Immediate Past District Director), Gavin Schulz (Audit Committee Report Chair), Kalidas Cheroolil (Program Quality Director), Stephen Chin (Public Relations Manager) and other attendees listed in the [Credentials Chair Report/Log](#).

Meeting Rules – Parliamentarian Katherine Pratt summarized the meeting rules. The Chair entertained a motion to accept the meeting rules and the motion was seconded. By verbal vote, meeting rules were accepted.

Adopt the meeting agenda – There were no objections to the proposed meeting agenda and it was adopted.

Credentials Report by Credentials Chair – Distinguished Toastmaster Tony DeLeon The Credentials Chair announced that with 116 club votes, we have met quorum. (Total Number of Clubs: 117; Total Number of Club votes (two votes per club): 234; Number of votes needed for quorum ($\frac{1}{3}$ club votes): 78; Actual Number of Club votes: 116)

District Council Meeting Minutes - Distinguished Toastmaster Noemi Gonzalez The Committee Chair submitted the Minutes Committee's final version of Business meeting from September 10, 2019. Because minutes were approved by committee, a vote is not needed and will be filed as complete. Distinguished Toastmaster, Carol Fenwick was appointed to chair a committee of at least three members to review today's meeting minutes.

Finance Manager Report - Natasha Baker-Streit presented the report. The report will be filed subject to audit.

Mid-year Audit Committee Report - Audit Committee Chair, Distinguished Toastmaster Gavin Schulz, presented the Audit Committee Report. The Mid-Year Audit Report will be filed per rules of Toastmasters International.

Ratification of District Officers Appointment—as of September 2019

Mare Repetto was appointed as Area D6 Director in October 2019; Anny He was appointed as Division E Director in January 2020; Janet Sutherby was appointed as Area D1 Director in February 2020. The motion was approved unanimously.

District Alignment—Distinguished Toastmaster Aubrey Carrier

The Alignment Committee Chair presented the alignment and moved to create a new division called Division F, to be located between the current Divisions A & B. The motion passed with a vote of 92 to 1.

The second motion was to accept the district alignment as presented. The motion was put to vote. The motion passed with a unanimous vote.

Elections

Uncontested Elections - The following uncontested candidates were elected with a single vote: Kalidas Cheroolil - 2020-2021 District Director; Timothy Carlisle - 2020-2021 Program Quality Director; Josef Bresler - 2020-2021 Public Relations Manager. The following uncontested candidates were elected as Division Directors, 2020- 2021: Division A: Mare Repetto; Division B: Enkhtuya Bliss; Division C: Rizwana Rahman; Division D: Greg Athas; Division E: Adalberto Padilla; Division F: Mark Prince

Contested election - The Club Growth Director election had two candidates, Distinguished Toastmaster, Karsten Manske, and Jennifer Perry - Ruzic. Jennifer Perry -Ruzic won the election with a vote of 58 to 57 to become the 2020-2021 Club Growth Director.

District Officers' Reports - Public Relations Manager Stephen Chin and Club Growth Director Tim Carlisle gave their reports. Program Quality Director Kalidas Cheroolil gave his update on educational achievements and reviewed incentive programs. District Director Kitzzy Avilés gave her District Director's report.

District Announcements - Program Quality Director Kalidas Cheroolil announced upcoming District Webinars for June 2020.

11:25 am - Meeting Adjourned



August 17, 2020

Report on the District 4 2019 - 2020 Year-End Audit

District Representation

Natasha Baker-Streit, District 4 Finance Manager

Audit Committee

Gavin Schulz, Chair

Terry Joyce

Karsten Manske

Milena Price

Overview & Purpose

District 4, including all the areas and divisions, are legally considered a part of Toastmasters International. Therefore, regardless of the source, district funds are considered funds of Toastmasters International. Members of the District Audit Committee have a responsibility to provide an independent and objective determination that district funds have been spent in accordance with the mission and governing documents of Toastmasters International.

The purpose of the audit was to review the district's financial records to ensure the financial records accurately reflect the district's incomes and expenses for the period of January 1, 2020 to June 30, 2020. The review included examining the monthly Treasurer's reports, bank statements, PayPal statements, district reserve statements, bank reconciliation and receipt and payment registers. The audit also included verification of supporting documents for expenditures and reimbursements.

Audit Observations

Date: July 25th, 2020

- The District Finance Manager provided all audit documents in an orderly fashion that allowed for a thorough and efficient audit.
- Checking and PayPal accounts were reconciled to monthly statements.
- All checks/payments had supporting documentation.
- All disbursement requests were approved by the District Director (Checks payable to the District Director or District Finance Manager were signed and approved by the Program Quality Director

or Club Growth Director).

- Each question asked by the Audit Committee was quickly and thoroughly answered to our satisfaction.

Audit Committee Recommendations

1. We recommend that payment for Dropbox be made with a payment method other than the PayPal account so that it goes through the Concur expense approval flow.
2. We recommend that the pre-approval emails for expenses in excess of \$500 USD be included in the Concur expense report.
3. We recommend that packing slips for orders with Toastmasters International are digitally available for review by the Audit Committee.

After the Audit

The District Finance Manger stated that she will send all the financial records to Toastmasters International for final review.

Audit Committee Acknowledgement

The Audit Committee acknowledges and thanks District 4 Finance Manager Natasha Baker-Streit for her service and commitment to District 4 in the maintenance of complete and accurate financial records and compliance to Toastmasters International's governing policies.

We would also like to thank Natasha, Kalidas Cheroolil and Kitzy Aviles for their collective efforts in helping the Audit Committee successfully conduct a virtual audit during these unprecedented times.



Joe Bresler, ALB, ALS
Public Relations Manager
pr@d4tm.org

District 4 Public Relations Vision

Our overarching vision for District 4 PR in 2020 - 2021 is to inform and inspire our Toastmasters membership, and soon-to-be Toastmasters, to build their communications and leadership skills, so they can become better versions of themselves. We do this through spreading the word about the Toastmasters program in District 4, and by publicly celebrating our district's wins.

Audiences

- Current District 4 Members
- Prospective District 4 Members
- Club officers
- The broader community (the audience beyond current membership), including potential members

Goals

- Support the district, members, and their clubs, by keeping them up-to-date on district news and events, and incite them to take action
- Showcase the richness, diversity, and expertise of District 4, to encourage involvement and inclusion
- Increase engagement with the Toastmasters program, and encourage Pathways adoption

Public Relations Team

The Public Relations team is composed of 23+ members across the district who have expressed interest in assisting with getting the word out. The team meets every two weeks, to provide updates on past and upcoming activities, scheduling and progress, and to share information and best practices. Typical participants include past and current district leaders, club VPPRs, and members who are interested in learning and helping their district. The team is led by Joe Bresler, PRM 2020 - 2021. Additionally, this year, special effort is being made to enable the DEC team members to take a consistent message to the clubs; to support this effort, monthly, as well as opportunistic announcements, are being posted to Basecamp, informing DEC members of what's coming for the month at the district level, and how and when they can promote the information to their clubs, Divisions, and Areas, using their own voice.

PR Vehicles

District 4 PR efforts this year will leverage several vehicles to raise awareness of our news and events. Those vehicles will generally include traditional PR, digital media, web, and advertising. Below you will find a summary of vehicles planned this year.

Email Communications

Email was a heavily used channel through fourth quarter last year, and into the first quarter so far this year. On average, emails have been sent district-wide at a rate of 2x - 4x per month over the first two months of the new program year. Open rates remain above the industry average of 15.45%, and based on testing and analysis, subject lines that are focused on personal improvement and positive messages customized to individuals and their learning, perform better than those that are focused on simply providing district updates. As a result, while it is often necessary to use district-wide emails to deliver important district messages to the membership, we will also need to strive to provide self-improvement messaging that will engage and excite the readers. We will use email at targeted times throughout the year, and in general the cadence will likely be 1x per month, but preferably not more than 4x per month.

Blog Posts (District411.org)

So far this year, several team members have turned to blogging as a way to find their voice (in written format), and to help get the word out about the richness of the District 4 Toastmasters experience. We've published about 2-3 blog posts per month in the initial months of the new program year, and are on-track to publish at least 1 post per month through the remainder of the program year. Blog posts will engage existing visitors, and social promotion will be used to assist in driving additional readership.

Social Media

Social posts are being published to Facebook and Twitter several times a week, thanks to the introduction of Hootsuite into our toolkit. Publishing messages multiple times per week allows the posts to gain engagement from audience members who may have missed the update the first time. On average, each post reaches 30-65 users. In order to broaden our reach, we are also asking DEC team members, and others in the district, to like and share, and we're asking DEC and PR team members to re-cast the posts in their own voice, and re-share to their networks.

We have recently received ownership of the District 4 LinkedIn Discussion Group, have updated the branding, and will be posting into that group shortly. We're also encouraging district members to share in that group as well. Since we have not been able to regain ownership of the standing District 4 LinkedIn page (attempted year over year), we'll pursue creating our own page this year, and attempt to build a following for that new page.

Meetup

Our district engagement continues on the Meetup platform, with a focus on self-service enablement of club-level VPPRs. VPPRs are encouraged to create events on Meetup, that will help them to promote their club meetings and special events; this enables them to reach beyond their current membership base, with the objective of attracting new members. We will target getting at least 25% of the clubs in our district on Meetup so that they can leverage that platform in their own PR efforts.

Traditional Press Releases

This year, in the lead-up to major district events or milestones happening in the Q2-Q4 timeframe (e.g. TLLs, conference, contest), we will experiment with releasing traditional press releases on one of the industry news wires. The objective with press releases will be to reach beyond our traditional Toastmasters base, to raise awareness and encourage engagement. We will target distributing 3 - 4 press releases through the remainder of the year.

Advertising (for Awareness)

In the fall, in an effort to reach outside of our Toastmasters population, we will begin a pilot program of online advertising in local media. The media will be in the form of banner ads, to run primarily on sfgate.com, though we may also run a small pilot on LinkedIn or Google Adwords. The primary objective of the advertising will be to drive awareness of District 4 Toastmasters, in particular, around the timing of membership drives. The banner ads will lead back to D4tm.org as the primary destination.

YouTube

The district's YouTube channel is currently being used to house and promote educational video content. On this channel, we'll continue to publish district content throughout the program year. Playlists were created for Pathways, and we will consider creating and publishing at least 2 more playlists in the remaining program year.

Website – D4TM.ORG

The district website continues to be the core vehicle for news and promotions. An initial round of clean-up was completed at the start of the program year, to remove obsolete content, and to update content that was outdated. The website will be the primary destination for advertising, and will also feature prominently in social promotions. As PR activities are ramped, we will monitor where and how the website may need to keep-up, for example, by updating pages on social media, or potentially building out a new PR/News Center.

Community Events/Cause Marketing

Pending the resolution of the Covid-19 health situation, we are planning for involvement in one to two community-based events. At least one of these will be slated to be an in-person event, to be held in the second half of the year. It likely would be cast as a district-wide "open house" style event. Additionally, PR has been

approached (through one of our current Area Directors) to get involved in the cause of Women in Leadership. We will examine this and potentially other opportunities for positive brand association with other community organizations as a way to increase awareness and goodwill with the community at-large.

Conclusion

Early in the year, we will experiment with several types of vehicles for gaining awareness and driving interest in District 4 news, in an effort to increase our reach both within and beyond our current membership. As we monitor results, we will adjust tactics accordingly, and may consider dialing-down or dialing-up tactics as appropriate.



Jennifer Perry-Ruzic, DTM

Club Growth Director

growth@d4tm.org

Clubs Chartered since July 1, 2020

Club Name	Location	Charter Date
Speak Merck SSF	South San Francisco	July 1, 2020

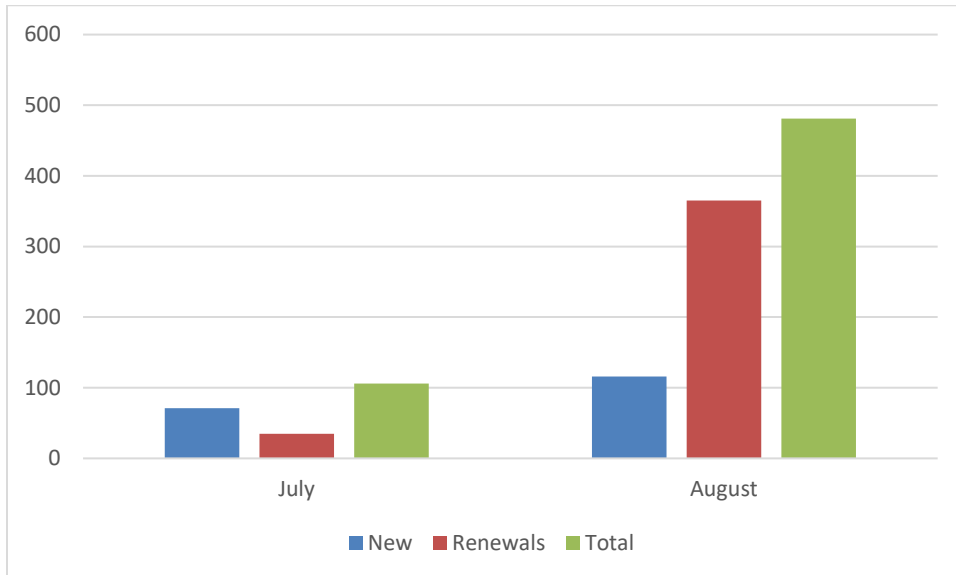
Clubs the Pipeline

Club	Location	Status
Facebook 2	Palo Alto	Payment needed
SF Laugh Lovers	San Francisco	Should charter by end of Sept
SF DHR	San Francisco	Should charter by end of Sept
SF Apt Complex	San Francisco	Working on paperwork
Filipino Club	San Francisco	Working on paperwork
Stanford Research Park	Palo Alto	Chartering Oct 1, 2020

Growth Incentive Programs: as of September 7

Open House Challenge - \$50 <i>(Clubs held an Open house since 1 August and added 3 members)</i>	0
September Sanity - \$50 <i>(Clubs renewed 75% of their membership)</i>	13
Smedley Award – (TMI incentive) <i>(Clubs add 5 members since 1 August)</i>	2
Smedley Stretch- \$50 <i>(Clubs add 7 or more members since 1 August)</i>	0

Membership Payments *(as of 9/07/2020)*



*35 clubs with 8+ members renewed by Sept. 7, 2020, our July 1 base is 5966

Webinars

Subject	Presenter	Date
Club Coaching	Henry Kruk	Sept. 22, 2020
Speechcraft	Suresh Sugavanam	
Youth Leadership	Alan Zhong	December

* recordings of webinars will be posted to d4tm.org/webinars

Promotion opportunities explored

- Linked In

Challenges

- Finding Club Coaches
- People wanting to maintain
- Lots of Uncertainty



Timothy Carlisle, DTM
Program Quality Director
quality@d4tm.org

Goal: Improved Quality of Clubs

- Maximum Club Officers trained Plan
 - Revision of Training material to cater to both Corporate & Open Clubs – 2nd season
 - Well spread training schedule, with timely promotions and reminders
 - Online Training – huge hit – doubling of Lucky 7 numbers from a year ago.
 - Balanced mix of Noon and Evening sessions

Goal: Improved Pathways Adoption

- Maximum Pathways adoption plan
 - Pathways support team
 - Webinar(s)
 - Short videos for FAQ's not covered by TI or D4TM.org – 26 published – 1156 views (9/12)

Goal: Helping all Clubs Achieve Excellence

- Periodic Webinars – 5 published from 8/22 TLI
- Update Reports on D4TM.org for COT status. Future – Distinguished Club Status

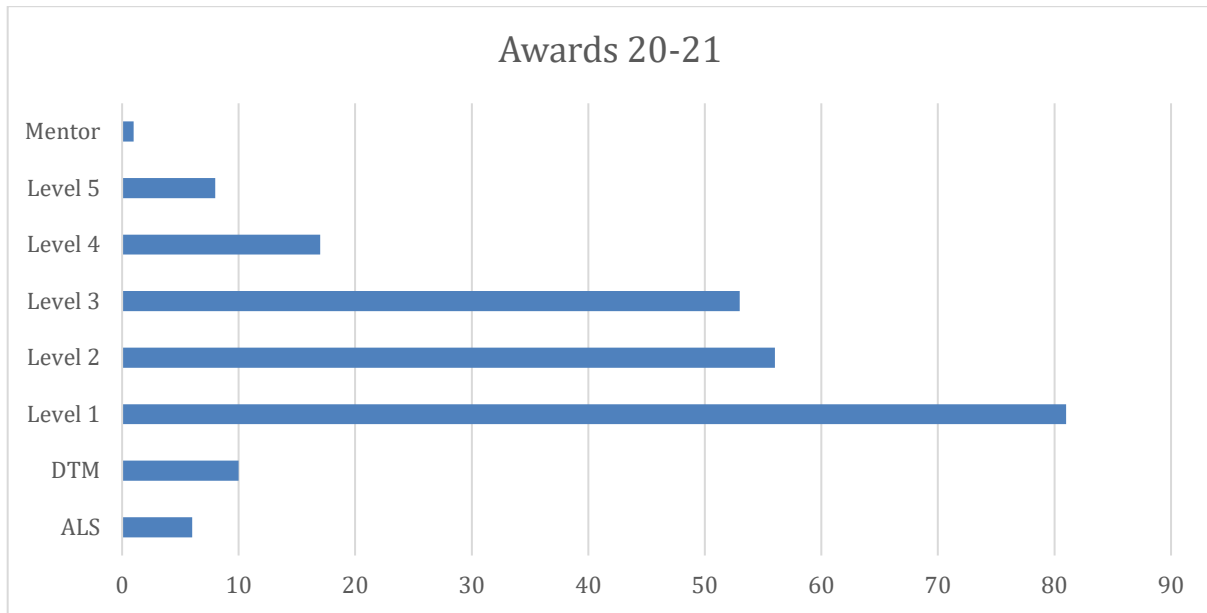
District COT Status:

Current Active Clubs: 133
Total Expected club officers: 931
Officers on record as of 8/31/2020: 854
Number of COT's held: 14
Total Officers trained: 629 - 73.65% (Up 11%)
Clubs with 4 or more officers trained: 92
Clubs with all 7 officers trained: 70 – (Up 100%)

Reference – COT Tracker: <https://tinyurl.com/yyna8ztn>

Role	Total Clubs	Role filled	Trained	%
President	133	125	96	76.80%
Vice President Education	133	125	96	76.80%
Vice President Membership	133	121	90	74.38%
Vice President Public Relations	133	120	88	73.33%
Secretary	133	125	89	71.20%
Treasurer	133	121	85	70.25%
Sergeant At Arms	133	117	85	72.65%
Total Officers	931	854	629	73.65%

District Educational Awards since 7/1: Total 247 – Up 34% (as of 9/13 data)



District Pathways Adoption: (as of 9/2 data)

All members: **74.03% (105th) Up 14%**
 New members: **33.8% (103rd) Down 8%**
 Officers: **83.3% (94th) Up 4.45%**

Adoption Rate	Clubs 2019-20	Clubs 2010-21
100%	3	14
91-99%	2	9
81-90%	14	30
71-80%	31	33
61-70%	24	18
51-60%	29	11
1-50%	37	15
0%	2	1

Incentive Programs (as of 9/13 data)

Lucky 7 - \$75 (All 7 club officers trained)	70
Plan 4 Success - \$50 (Submitted Club Success Plan)	23

Teams

- Pathways – Katherine Pratt (Chair)
- Legacy – Aubrey Carrier (Chair)
- TLI Chairs – Alan Zhong (August), TBD (November), TBD (February),
- Annual Conference Chair (*TBD*)
- Corporate Sponsorship Reach out (*Open*)

Need help with:

- Finding corporate Sponsors for our District Events, thus making the District Budget available to promote different initiatives



Kalidas Cheroolil, DTM
 District Director
dd@d4tm.org

District Theme: Drive Each Other



I joined Toastmasters because of the first meeting I attended, and the indelible impression it left on me. As leaders, our focus should be in creating the ambience, energy and fun at each club meeting in our District, ensuring that our members progress in their journey and create unforgettable memories while doing it.

Everything we do in Toastmasters takes a village. It is one big collaboration, an altruist group of volunteers helping each other become better versions of themselves. That is why I chose as the theme for this year.

We are all interdependent and **Drive Each Other**, learning/sharing with each other, and leaning on each other. We also work towards our goals with a realization that the some of the seeds we sow now could be for the future, and that some of the fruits we reap this year could also be from the saplings planted and nurtured over the years by our past leaders.


As the District Director, my emphasis will be to encourage the leadership at Club, Area, Division and District levels to try and push ourselves out of our comfort zone, to set goals for themselves and work towards it, without worrying about the results. I am a strong believer that the journey is what matters and the result (*Individual growth, Distinguished Clubs, Areas, Division and District*) we aspire for, is just an inevitable byproduct of our journey.

District Goals	Paid Clubs	Membership Payments	Distinguished Clubs
Base	121	5966	121
Distinguished	123	6056	49
Select Distinguished	125	6145	55
President's Distinguished	128	6265	61
Smedley Distinguished	131	6444	67

As a team, the goal we have set for ourselves this year is to achieve Distinguished District recognition. We are working on converting the virtual setup imposed on us by the pandemic into an advantage, engaging clubs and encouraging them to have joint meetings, broadening the scope of the member experience.

We have our full team in place, with energetic and driven Area Directors assisted by experienced Division Directors. With the phasing out of Legacy and now the pandemic in town, we have our work cut out, but our District Leaders are up for the task, working closely with the clubs to encourage setting goals, and then be a partner in their journey.

We expect a shortfall in our membership payments initially, while we work with our clubs to bring back our members who didn't renew during the last cycle. Keeping this in mind, we intent to stay thrifty, and focus on allocating our budget towards help towards building new clubs and supporting existing clubs achieve excellence.

 District #: 4 Budget Currency: USD Fiscal Year: 2020-2021		Jul-20	Aug-20	Sep-20	Oct-20	Nov-20	Dec-20	Jan-21	Feb-21	Mar-21	Apr-21	May-21	Jun-21	Total
Membership Dues Allocation		1,036	2,315	15,419	4,397	1,737	867	1,144	3,214	16,569	4,725	2,800	1,483	55,766
Conference revenue		-	-	-	-	-	-	-	-	-	-	16,000	-	16,000
Fundraising revenue		-	-	-	-	-	-	-	-	-	-	-	-	-
Education and Training revenue		-	-	-	-	-	-	-	-	-	-	-	-	-
District store revenue		-	-	-	-	-	-	-	100	-	-	250	-	350
Speech contest revenue		-	-	-	-	-	-	-	-	1,500	1,500	300	-	3,300
Total revenue		1,036	2,315	15,419	4,397	1,737	867	1,144	3,314	18,069	6,225	19,350	1,483	75,416
Conference expense		-	-	-	-	-	-	-	-	-	-	16,000	-	16,000
Fundraising expense		-	-	-	-	-	-	-	-	-	-	-	-	-
District store expense		-	-	-	-	-	-	-	100	-	-	100	-	200
Marketing Outside Toastmasters exp		99	80	330	680	480	80	575	480	480	480	680	1,130	5,574
Recognition expense		50	-	3,000	3,850	1,300	-	-	-	-	750	2,200	-	11,150
Club Growth expense		110	110	840	1,280	530	530	220	420	1,280	530	1,280	370	8,100
Public Relations expense		293	50	150	800	250	50	350	1,550	200	1,050	250	365	5,358
Education & training expense		1,110	-	400	-	-	400	-	-	3,400	-	-	2,750	8,060
Speech contest expense		-	-	-	-	-	-	-	-	1,100	1,280	400	-	2,780
Administration expense		815	357	342	362	342	362	342	362	342	362	462	1,007	5,457
Food and Meals expense		4,250	-	700	200	400	200	400	470	700	400	200	400	8,320
Travel expense		-	-	-	-	-	-	450	350	350	350	350	-	1,850
Lodging expense		-	-	-	-	-	-	1,650	-	-	-	-	-	1,650
		6,727	597	5,762	7,172	3,302	1,622	3,987	3,732	7,852	5,202	21,922	6,622	74,499
District net income/(loss)		(5,631)	1,718	3,657	(2,775)	(1,565)	(755)	(2,843)	(418)	10,217	1,023	(2,572)	(5,139)	317

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.	Break even	Revenue	Expense	Net	Policy
	Conference	16,000	16,000	-	Meets Policy
	Fundraising	-	-	-	Meets Policy
	District Store	350	200	150	Meets Policy
	Minimum Expense Type		Expense	%	Policy
	Marketing Outside Toastmasters		5,574	10.0%	5.0%
	Maximum Expense Type		Expense	%	Policy
	Education and Training		8,060	14.45%	15.0%
	Marketing Outside Toastmasters		5,574	10.00%	10.0%
	Club Growth		8,100	14.52%	15.0%
	Public Relations		5,358	9.61%	10.0%
	Recognition		11,150	19.99%	20.0%
	Travel		1,850	3.32%	25.0%
	Lodging		1,650	2.96%	15.0%
	Food and Meals		8,320	14.92%	15.0%
	Speech Contest		2,780	4.99%	5.0%
	Administration		5,457	9.79%	10.0%
	Total Membership Dues		55,766	100.0%	

District Director		Date
Program Quality Director		Date
Club Growth Director		Date
Finance Manager		Date



Appointed District Council Members, 2020-2021

Division A

- Area A1 Director: Anh-Hoa Nguyen
- Area A2 Director: Nancy Giere
- Area A3 Director: Kevin Shea
- Area A4 Director: Mahi Saraf

Division B

- Area B1 Director: Suresh Sugavanam
- Area B2 Director: Jenen Tan
- Area B3 Director: Alan Zhong
- Area B4 Director: Kristina D'Amore

Division C

- Area C1 Director: Angela Liang
- Area C2 Director: James Mulroy
- Area C3 Director: Fernando Martinez
- Area C4 Director: Sindhuja Godavarthi
- Area C5 Director: Gretchen Thometz

Division D

- Area D1 Director: Lili Zhang-Chan
- Area D2 Director: Nicole Medina
- Area D3 Director: Michelle Teng
- Area D4 Director: Nick Fuzer
- Area D5 Director: Simon Chan

Division E

- Area E1 Director: Jacob Alfaro
- Area E2 Director: Erika Alfaro
- Area E3 Director: Sarah Miller
- Area E4 Director: Angie Song
- Area E5 Director: Christen Luciano

Division F

- Area F1 Director: Suraj Venkateswaran
- Area F2 Director: John Gill
- Area F3 Director: Janet Sutherby
- Area F4 Director: Xin Wang

Other Leaders

- Division A Director: Alex Kalinin
- Division B Director: Denise Singh
- Division E Director: Mare Repetto
- Administration Manager: Jing Thomson
- Finance Manager: Pamela Lee



District #: 4
 Budget Currency: USD
 Fiscal Year 2020-2021

	Jul-20	Aug-20	Sep-20	Oct-20	Nov-20	Dec-20	Jan-21	Feb-21	Mar-21	Apr-21	May-21	Jun-21	Total
Membership Dues Allocation	1,096	2,315	15,419	4,397	1,737	867	1,144	3,214	16,569	4,725	2,800	1,483	55,766
Conference revenue	-	-	-	-	-	-	-	-	-	-	16,000	-	16,000
Fundraising revenue	-	-	-	-	-	-	-	-	-	-	-	-	-
Education and Training revenue	-	-	-	-	-	-	-	-	-	-	-	-	-
District store revenue	-	-	-	-	-	-	-	100	-	-	250	-	350
Speech contest revenue	-	-	-	-	-	-	-	-	1,500	1,500	300	-	3,300
Total revenue	1,096	2,315	15,419	4,397	1,737	867	1,144	3,314	18,069	6,225	19,350	1,483	75,416
Conference expense	-	-	-	-	-	-	-	-	-	-	16,000	-	16,000
Fundraising expense	-	-	-	-	-	-	-	-	-	-	-	-	-
District store expense	-	-	-	-	-	-	-	100	-	-	100	-	200
Marketing Outside Toastmasters expense	99	80	330	680	480	80	575	480	480	480	680	1,130	5,574
Recognition expense	50	-	3,000	3,850	1,300	-	-	-	-	750	2,200	-	11,150
Club Growth expense	110	110	840	1,280	530	530	220	420	1,280	530	1,280	970	8,100
Public Relations expense	293	50	150	800	250	50	350	1,550	200	1,050	250	365	5,358
Education & training expense	1,110	-	400	-	-	400	-	-	3,400	-	-	2,750	8,060
Speech contest expense	-	-	-	-	-	-	-	-	1,100	1,280	400	-	2,780
Administration expense	815	357	342	362	342	362	342	362	342	362	462	1,007	5,457
Food and Meals expense	4,250	-	700	200	400	200	400	470	700	400	200	400	8,320
Travel expense	-	-	-	-	-	-	450	350	350	350	350	-	1,850
Lodging expense	-	-	-	-	-	-	1,650	-	-	-	-	-	1,650
	6,727	597	5,762	7,172	3,302	1,622	3,987	3,732	7,852	5,202	21,922	6,622	74,499
District net income/(loss)	(5,631)	1,718	9,657	(2,775)	(1,565)	(755)	(2,843)	(418)	10,217	1,023	(2,572)	(5,139)	917

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	16,000	16,000	-	Meets Policy
Fundraising	-	-	-	Meets Policy
District Store	350	200	150	Meets Policy
Minimum Expense Type		Expense	%	Policy
Marketing Outside Toastmasters		5,574	10.0%	5.0%
Maximum Expense Type		Expense	%	Policy
Education and Training		8,060	14.45%	15.0%
Marketing Outside Toastmasters		5,574	10.00%	10.0%
Club Growth		8,100	14.52%	15.0%
Public Relations		5,358	9.61%	10.0%
Recognition		11,150	19.99%	20.0%
Travel		1,850	3.32%	25.0%
Lodging		1,650	2.96%	15.0%
Food and Meals		8,320	14.92%	15.0%
Speech Contest		2,780	4.99%	5.0%
Administration		5,457	9.79%	10.0%
Total Membership Dues		55,766	100.0%	



**TOASTMASTERS INTERNATIONAL
ANNUAL BUDGET
2020-2021**

District

4

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
Membership Revenue	55,766
<i>The district is hoping to start 10 clubs, but support and encourage the clubs to grow by 1 member per month. We are going to update and use social media more this year (Linked In), encourage clubs to have meet up pages and use event brite/facebook to create events for their meetings to get guests.</i>	
Conference Net Income/(Loss)	-
<i>Our Annual Conference will be held at 1 Conference Foster City CA, on 5/15/2021. Hosting events in the San Francisco Bay Area (home of District 4) is notoriously expensive and has been for a number of years, so breaking even becomes a very big challenge. Our tickets are based on a sliding scale and the prices we have used in the past are Early Bird tickets starting at \$75.00, Full price 125.00. This year's prices may change. Looking at our last held event, the 2018-19 Conference cost (location + food) was \$18, 789.00, The 2019-20 Annual Conference was held online and we didn't incur any expenses. We did receive a donation of \$500 from a Toastmasters member as sponsorship support. What is budgeted for the conference? \$16,000.00</i>	
Fundraising Net Income/(Loss)	-
<i>We are working towards raising sponsorship of >\$5000. This will help offset the expenses for the District Conference.</i>	
District Store Net Income/(Loss)	150
<i>We make District Store available at major in-person District events like Toastmasters Leadership and Annual Conference, where only TI products like Pathways pins and ribbons are sold.</i>	
Marketing Outside of Toastmasters	5,574
<i>Our focus will be to leverage targeted media opportunities across local print and digital advertising vehicles, including banner ads, local newspaper ads (budget allowing), google ads, and LinkedIn (boosted posts and other opportunities). The goal will be to attract new prospective members to d4tm.org, and to major district events or milestones.</i>	
Public Relations	5,358
<i>Our main focus is : Informing, inspiring, and moving to action (existing members, prospective members). We'll focus on promoting key D4 events, including TLI's, conferences, COTs; pending lifting of SIP, we may consider holding 1-2 community-based events beyond the district's traditional audience. The budget is currently indexed toward traditional channels of email, social, and blog. We may experiment with traditional PR and online advertising, in order to attract audience members from beyond our existing base; advertising may be in the form of local print, or online. Time allowing, we'll pursue local community-based radio. In the second half, assuming a post-covid world, we will pursue at least 1-2 community-based events that will allow the district to reach existing members, as well as to reach beyond our existing base; this may include teaming up with Rotary, or another community organization that is focused on self-improvement, leadership, and communications.</i>	
Club Growth	11,150
<i>Our main focus will be to achieve the District mission, and we have planned for District Incentives like Smedley Stretch, Open House, September Sanity, March Madness, etc. Most of the incentives remain the same, but we are also trying to add a few new things - make it a competition, we would like to have more clubs earn the incentives. New clubs which qualify earn incentives as well, banner, banner stand, lectern, certificates, etc. Website expense of \$550 included in the Club Growth budget</i>	
Recognition	11,150
<i>Our District's main focus is to utilize incentives as a way to promote the District mission. Recognitions are done at TLI's, Annual Conference and the Leadership luncheon. The incentives being planned and promoted are Lucky 7 Pt1 (all 7 officers trained before 1 September), Plan for Success (Club Success Plan submission by mid-September), Early Achievers (5 goals+membership - October), Lucky 7 Pt 2 - before 1 March, Presidents Club (9 Goals by 4/15). Most of our incentives stayed the same as last year- we did modify Early Achievers to rebalance out the Club Growth and Program Quality incentives by requiring the membership component.</i>	
Education and Training	8,060
<i>Our main focus is to achieve the District mission from a quality and education perspective. The planned events are Toastmasters Leadership Institutes (August/November/February), 28 total Club Officer Trainings, and numerous webinars. For the District Executive team members, we will also have regular sessions for knowledge/information sharing. We are working towards more Pathways engagement, and want to significantly improve our District's standing in all pathways adoption rate segments.</i>	
Speech contests	2,780
<i>Our focus is to hold quality speech contests. The events planned are Area, Division and District contests, though in-person events are currently in limbo due to COVID 19. Compared to last year, we are hoping to have some contests in person - TBD</i>	
Administration	5,457
<i>We will use a portion of our budget to have the necessary systems, tools, storage in place needed for an efficient functioning of the District. The other Admin expenses are for the onboarding (Pins, Badges, diary, pens etc.) for the new DEC team + the new DD theme pins. There are two amounts budgeted for Gifts & Thank you. The first amount (\$870) in July is for the expense incurred by the outgoing DD and the second (\$640) is budgeted for the current DD's Thank you gifts in June 2021.</i>	
Food and Meals	2,780
<i>Staying thrifty is our focus this year, leaving money for all member/club experience expenses. During travel for International Convention/Mid-year planning by the CGD, PQD and DD, we have set a per-diem of \$30. We make our best effort to break even with the annual conference. The other events which incur a food expense are the Operation team meetings (every alternate month), District Executive Committee meetings (every alternate month), Advisory Council meetings (twice a year), District Business Meeting (twice a year), and the Leadership Luncheon (once a year in July)</i>	
Travel	1,850
<i>The focus of the District this year is to prioritize expenses improving member recruitment, club engagement and member experience. Since we foresee a shortfall of income compared to the years gone by, all efforts will be to minimize/avoid any expenses which don't have a direct return of investment. Given the situation we are in, we also plan to minimize travel which could incur expenses. Members of the District Executive Team will be reimbursed for travel as per the District travel policy. Even in situations where travel is required, public transport (MUNI, BART, CALTRAIN etc.) will be encouraged. When taxis are required, carpooling will be encouraged. All these plans are in place, as if things will be normal soon.</i>	
Lodging	-
<i>Staying thrifty for any non member/club related expenses as much as possible is our mantra this year. CGD, PQD and DD budgeted for reimbursement. We have also budgeted for the visits of International Director, Regional Advisor and Key Note speaker. Midyear training, Dignitary visits are the events planned for the reimbursement of lodging. We will try to find sponsors to cover lodging expenses of the dignitaries</i>	