



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%	0
Maximum Expense Type		Expense	%	Policy	
Education and Training		8,060	14.45%	15.0%	0
Marketing Outside Toastmasters		5,574	10.00%	10.0%	0
Club Growth		8,100	14.52%	15.0%	0
Public Relations		5,358	9.61%	10.0%	0
Recognition		11,150	19.99%	20.0%	0
Travel		1,850	3.32%	25.0%	0
Lodging		1,650	2.96%	15.0%	0
Food and Meals		8,320	14.92%	15.0%	0
Speech Contest		2,780	4.99%	5.0%	0
Administration		5,457	9.79%	10.0%	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 TLIs, 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>	