

D91 BUDGET 2019/20

NARRATIVE & EXPLANATIONS

1 INTRODUCTION & BUDGETING PHILOSOPHY

Every year, the District receives 25% of all Toastmasters dues collected by clubs within its boundaries. This is ~\$1.87/month for each member or \$11.25 for each 6 months membership cycle. **This money is used to support the District mission** of growing new clubs and supporting all clubs in achieving excellence. **There are limitations in which the District can spend its money**, for example only a maximum of 30% of the District budget can be spend on travel expenses.

The District can additionally run fundraising activities and all income and expenses relating to the District Conference are borne by the District.

District budget category	Typical expenses
Marketing	Demo Boxes for open-houses & demo meetings Marketing materials for clubs £50 pizza incentive Membership building incentives
Education & Training	Club Officer Training costs District Officer Training costs Educational incentives (Triple Crown, DTM etc)
Communications & PR	Newsletter & Website costs PR contractor costs Video and filming
Speech contests	Subsidy towards costs of Division contests room hire
Administration	Room hire for team meetings Zoom webinar software Printing and stationery
Travel	Refunding District Leaders travel costs.
Other	TI World Headquarters allocation

Estimated Income figures for each month of the 2019/20 year are provided to the District by World HQ. These figures tend to be very conservative and actuals are typically 5% to 10% higher at the end of the year.

Expenditure figures for the 2019/20 Toastmasters year were derived by looking at the following:

- ▶ Actual expenses in each budget category & reporting code during the 2018/19 year.
- ▶ Using conservative estimates for costs and incomes of events and conferences.
- ▶ Estimated costs of any new incentive or campaign.
- ▶ Reusing (when relevant) figures from previous year for repeat incentives.
- ▶ Implementing policy changes from World Headquarters.

The District Leadership Team will compare actual income and expenditure against the budget on a monthly basis. This will enable us to act accordingly should an underspend or overspend occur.

2 CONFERENCES

Tentative figures based from last year's budget but increased to reflect the fact that this will be a bigger event. Expected surplus of £2,000 overall as London based event and day-ticket sales are likely to be much higher than for previous events.

Significant changes from prior years:

- Expectation that the conference team will be able to raise sponsorship to support the event (£2,000)
- Accommodation costs for the DLT members attending the May conference will be budgeted as part of the Travel budget for DLT members rather than absorbed by conference income.
- Eventbrite won't be used as a free payment processing solution will be available from WHQ.

3 FUNDRAISING

The District plans to do three fundraising events during the course of the year, each with a targeted surplus of ~£1,000.

January 2020 – Workshop with Region 10 Advisor Jaap Russchenberg in London. Corporate themed event. Aiming to obtain a free venue to reduce costs, likely ticket prices of £15/head.

March 2020 – Workshop with 2019 World Champion of Public Speaking in London. No travel costs budgeted for as Aaron is often in London business.

April 2020 – Workshop with May 2020 Conference keynote speaker. This event could take place either before or after the conference.

Total surplus: £3,000

4 TLI

This relates to the Summer and Winter TLIs and forms part of the overall £1500 allocated to each Division Director

£4,000 – Room rental: Room hire for Toastmasters Leadership Institutes in January, February and June 2019 in most Divisions. Estimated spend of ~£500 per event (up to 8 events during the year with expectation of combined event as previously done in Division A/J and B/C/K/L).

£2,000 – Meal event: Catering at Toastmasters Leadership Institutes in January, February and June 2019 in most Divisions. Estimated spend of ~£250 per event (up to 8 events during the year).

5 DISTRICT STORE

An addition for this year 2019/20 Toastmasters year. Expecting to start a District Marketplace selling selected products from fall 2019. A detailed District Marketplace pricing model will be provided separately upon request.

6 MARKETING

6.1 Marketing – Building New Clubs

£1,500 – Promotional materials: 25 'Demo Kits' costing around £50 and £250 on promotional materials, targeted at major D91 based corporations and other prospective organisations.

£240 – Postage: Postage of 'Demo Kits' and of promotional materials to prospective clubs.

£1,200 – Room rental: Provision for 10 demo meetings requiring sponsored room hire at up to £70; plus a provision for 2 corporate summits (£250/each) in February to coincide with ID visit.

Subtotal: £2,940

6.2 Marketing – Membership Growth

£400 – Educational Materials: Provision to purchase 15 Speechcraft and Youth Leadership Programme kits. Provision for materials for club coaches if needed.

£1,500 – Promotional Materials: 25 'Demo kits' for existing clubs to hold an open-night. Provision for £500 of purchases of marketing materials for clubs at the Area level by ADs.

£700 – Room rental: Provision for 10 open events requiring room hire at up to £70 each.

£2,100 – Awards: Provision for each Club membership awards (Smedley Award, Talk Up Toastmasters, Beat The Clock)

£3,000 – Incentives: 20+80 Challenge with £50 prize for pizza or supplies

Subtotal: £7,700

6.3 Marketing – Rebuilding

£150 – Awards: Phoenix Award for clubs going from <=12 members and rising to 20+ members require recognition for the outstanding work carried out to rebuild the Club. Smaller than before because only 4 club meet the criteria.

6.4 Marketing – Recognition

£400 – Badges & Pins: Club officer pins set for all new Clubs

£1,650 – Promotional Materials: Club banner and stand for all new Clubs

£1,000 – Awards: £500 for Pionners Awards presented to all new Clubs Presidents at Conference in recognition of their leadership in building a new Clubs. £500 for the 10+ Award recognising clubs who had a net growth of at least 10 members over the course of the year.

Subtotal: £3,050

Total Marketing: £13,840

7 COMMUNICATIONS & PR

£750 – Promotional Materials: Provision for producing a quarterly re-print & update of District 91 Incentives brochure, to promote Club awards, Pathways uptake, Membership building, Individual awards and Membership retention.

£350 – Room rental: Hire of room for incentives video shooting.

£100 – Supplies and Stationery: Provision to produce District PR Manager branded TMI business cards and printed support material.

£857 – Newsletter Expense: Cost of yearly fee for CRM Platform Constant Contact, to remain in contact with Divisions, Areas, Clubs, and members, via email platform which allows campaigns to be created from templates and mailing lists in a simple and user-friendly format.

£800 – Website: Cost for yearly Hosting of District 91 Website via DMAC (£450) and District 91 Easy speak license (£350).

£3300 – Outside Contractor: Costs for PR Agency Panpathic Communications to write, proof-read and distribute 6 articles a year for District 91, To help promote District and TMI.

£850 – Advertising: To boost District 91 on Social Media, this will help increasing awareness of our initiatives to the wider membership.

£400 – Awards: Trophies and Awards for Bi-Yearly PR Awards.

£4,200 Audio Visual: £2,700 for Incentive Videos (filming and editing) to create a suite of videos two times a year to promote monthly club incentives to drive retention, new membership, and club growth. £1500 for District Conference videographer to record for Division contests, and District Conference, with material to be used for on-going promotional activity.

Total: £11,607

8 EDUCATION & TRAINING

8.1 Distinguished Clubs

£1,800 – Incentives:

- Provision for 100+ Triple Crown awards, awarded at Division conference in November and April (2x£450)
- 30 'Pathfinders awards' for Pathways members completing their first learning path, awarded at Division conference in November and April (£100)
- Pathways progress award incentives (£250 ribbons, £300 banners, £50 pizza) award upon closing the Toastmasters year with expenses incurred in June (total £600)
- First Class award for Clubs achieving 1+ educational award per member, award upon closing the Toastmasters year with expenses incurred in June (£200)

8.2 Training Club Officers

£2,000 – Room rental: There are 37 Areas in District 91, each of which will be delivering 2 COTs. Most Areas (~50%) are typically able to secure free venues and for budgeting purposes we will assume that over half of the Areas are able secure a free venue. For budgeting purposes, the average room rental cost for a COT is set at £100.

£500 – Meal Event Expense: Provision of Areas to provide light refreshments/snacks during Summer/Winter COTs, including for corporate COT.

£200 – Supplies & Stationaries: Expenses supporting COT printing and materials costs.

£1,000 – Incentives: Provision for 20 sets of club officers pins (£1000) for clubs achieving 7/7 officers trained during the Summer Training window. Provision for £500 rewards (store vouchers, pizza party etc ...) for Clubs training 7/7 officers during Winter training window.

Subtotal: £3,700

8.3 Training Division & Area Directors

£400 – Educational materials: Provision for professional printing etc. ahead of DOT events.

£15,800 – Room rental Event expense: The June 2019 DOT in Gatwick costed ~£9,300 in total, made up of a combination of a single/twin rate for Saturday and a flat day rate for the Sunday. Because of the use of day-rate by venue providers, there is no need to split down this expense line further. £6,500 budgeted for January 2020 on the assumption of cost reduction with shared room accommodation.

Subtotal: £16,200

8.4 Training Areas & Divisions

£500 – Room Rental Event Expense: Speaker to trainer supporting the development of greater training capabilities. Also aligns with ongoing work rebuilding a Trainers Bureau. Room booking, two events, London and outside M25 events, in November. Average cost of £250 per event = £500.

8.5 Other Expenses

£600 – Badges & Pins: DTM pins & medallions for DTM award ceremony at May 2019 conference (cost increased to reflect actuals at 23 jun).

£500 – Meal Event: DTM reception at May 2019 conference.

£3,000 – Incentives: Incentive of £100 to each AD/DD attending the May conference, estimation of 30 attendees.

£600 – Miscellaneous: Provision for expenses not falling in any other categories e.g. club ambassador programme.

Subtotal: £4,700

Total Education & Training: £26,900

9 SPEECH CONTESTS

This year, Division Contests should strive to recover at least half of their costs from ticket sales. District will collect any surplus and absorb any loss incurred. Average estimated spend of £300 per Division per contest on their venues. London costs will be higher than outside London costs. Total venue costs of £4,200, half of which will be recovered by ticket sales.

£250 – Awards Expense: Trophies for District finals in May 2020.

10 ADMIN

£1,200 – Badges & Pins: Pins, ribbons and name badges for all DEC members for next year.

£200 – Supplies & Stationery: Spread throughout the year for printing ink and other miscellaneous supplies.

£300 – Printing: Printing of Council Packs

£520 – Conference Calls: Purchase of Zoom teleconference and webinar software.

£6,200 – Room rental: £800 for Leadership committee interviews in Jan & Feb.

£1,600 for September DEC Meeting & February DEC Meeting.

£150 for DLT Meetings in December and March

£300 for May Trio+IPDD handover day, £2,000 for June DLT and DivDs planning week-end.

£100 – Postage & Shipping expenses: Provision for any postage or shipping not falling into other categories.

£300 – Gifts & Thanks You: Provision for small gifts and thank you from DLT members throughout the year.

Total: £8,820

11 TRAVEL

11.1 District Director

July & August 2019, £2,395 for August Convention, divided into £2,000 for lodging, £275 for the Convention registration and £120 for food.

January 2020, £410 for mid-year training, divided into £360 for lodging and £50 for food.

May 2020, D91 conference, £400 for lodging & attendance at a European District Conference, £150 for registration fees, £200 for lodging and £100 for flights.

Throughout the year:

Rail Expense: £125/month for Rail Expenses to represent travel within London and outside of London. A club visit to the Western parts of the District would cost c£80 return thence the somewhat high figure.

Lodging expense: £700 spread throughout the year for lodging to enable club visits outside of London. Target is £60/night.

Food expense: £140 spread throughout the year for food when doing club visits outside of London requiring an overnight stay.

Subtotal: £5,735

11.2 Club Growth Director

July & August 2019, £2,810 for August Convention, divided into £1,800 for lodging, £610 for the Convention registration and £200 for food.

January 2020, £420 for mid-year training, divided into £360 for lodging and £50 for food.

May 2020, D91 conference, £400 for lodging & attendance at a European District Conference, £150 for registration fees, £200 for lodging and £100 for flights.

Throughout the year:

Rail Expense: £80/month for Rail Expenses to represent travel to London and outside of London.

Mileage Expense: £25/month for driving to events close to home area.

Lodging expense: £400 spread throughout the year for lodging to enable club visits outside of London. Target is £60/night.

Food expense: £80 spread throughout the year for food when doing club visits outside of London requiring an overnight stay.

Subtotal: £5,460

11.3 Program Quality Director

Convention Registration Fee and Expenses:

- £760 – Annual Convention in Denver
- £150 - attendance to 1 European conference

Lodging expenses:

- £1,800 at convention
- £400 at mid year training
- £450 at May conference and European conference
- £200 for travel across District

Airfare expenses:

- £100 for European conference

Mileage expenses

- £987 across the year

Taxi/Shuttle:

- £60 for airport transfer at convention

Rail expenses:

- £944 across the year

Other expenses:

- £150 for station car parking

Food expenses:

£315 budget at the Toastmasters rate of \$30 per diem for 9 days at convention, 3 days at mid year training and £20 for District overnight travels.

Subtotal: £5,746

11.4 Finance Manager

Average of £15/month divided into £5/month for rail and £10/month for mileage.

11.5 PR Manager

£75/Month - Travel: for Rail Expenses to represent travel within London and outside of London, however a club visit to outer London and in particular the Western parts of the District would cost c£80 return, wherever possible an Oyster travel cards will be used to cover any travel in areas 1-6 with a maximum daily charge of £12.80, and an allowance has been taken into account for travel outside Zone 6.

Lodging expense – £440: spread throughout the year for lodging to enable club visits outside of London. Target is £60/night.

Subtotal: £1,265

11.6 Administration Manager

£215 – Mileage: Attendance at District Leadership Team meetings including DEC Meetings throughout the year.

£200 – Lodging: Accommodation at May District 91 Conference.

Subtotal: £460

11.7 Division Directors

The expenses below are averages for each month.

Division A – £40/month for mileage – Total of £960 across the year. £100 for lodging at Sep & Feb DEC Meetings – Total of £300 across the year.

Divisions B, C, K & L – £25/month for rail – Total of £300 per Division across the year.

Division H - £15/month for mileage & £20/month for rail – Totals of £180 & £240 across the year.

Division J – £40/month for mileage – Total of £960 across the year.

Subtotal: £2,970

11.8 Area Directors

Estimated spent of ~£130 per Area Director. **This is an average for the whole District**, most London based ADs won't claim expenses as they use season tickets. Out of London ADs will on average, claim more. This breaks down into

£4/month per AD for rail travel – Total of £1,776 across the year.

£6/month per AD for mileage (Except for Jul & Aug at £12.5/month)– Total of £3,145 across the year.

£300 on lodging spread during the year to enable ADs to attend DEC Meetings.

Subtotal: £5,221

11.9 Immediate Past District Director

AUGUST

International Convention:

Registration fee \$720 less TI contribution \$550 = \$170	= £140
Return rail fare to Gatwick	= £25
Flights	= £710
Airport Transfer at Denver	= £30
Accommodation – 5 nights @ \$184 plus resort fees and taxes = \$1,235	
Less TI contribution \$429 = \$806	= £645
Food allowance – 5 days @ \$30 = \$150	= £120
Total Convention cost	= £1,670
Travel to DOT mop-up and DLT – rail fare	=£10
SEPTEMBER	
Travel to DEC in London – rail fare	= £30
Other club visit – average cost	= £30
OCTOBER	
Other club visit – average cost	= £30
NOVEMBER	
Travel to DEC in London – rail fare	= £30
Other club visit – average cost	= £30
Overnight accommodation	= £100
JANUARY	
Travel to DOT - mileage and parking at Gatwick	= £45
FEBRUARY	
Travel to DEC possibly Bracknell – mileage	= £35
Other club visit – average cost	= £30
District Leadership Committee – interviews – London rail fare x2	= £60
MARCH	
Other club visit – average cost	= £30
Overnight accommodation	= £100
APRIL	
Other club visit – average cost	= £30

MAY

Travel to District Conference in London – rail fare

= £30

Subtotal: £2,378

11.10 Keynote Speaker

Travel to D91 for may Conference keynote speaker.

£400 – Lodging.

£500 – Airfare.

£100 – Taxis.

£100 – Rail: Travel within D91

Subtotal: £1,100

11.11 Other Member

£300 For rail travel for members of the extended District Leadership Team throughout the year.

12 OTHER EXPENSES

The District gives back to Toastmasters WHQ 5% of its annual income to cover the costs of services that WHQ provides to us. This include central support, absorbing the costs of financial transactions and the online marketing initiative.

£4,320 – TI Allocation