



District #: 3
 Budget Currency: USD
 Fiscal Year: 2017-2018

	Jul-17	Aug-17	Sep-17	Oct-17	Nov-17	Dec-17	Jan-18	Feb-18	Mar-18	Apr-18	May-18	Jun-18	Total
Membership revenue	1,126	1,821	32,922	6,260	2,579	1,010	1,611	4,120	30,182	6,765	3,033	4,037	95,466
Conference revenue	-	-	-	-	32,137	-	-	-	-	-	32,200	-	64,337
Fundraising revenue	3,740	34	-	-	-	-	-	-	-	-	-	-	3,774
TLI revenue	5,247	490	250	-	-	1,200	3,600	1,200	-	-	-	1,200	13,187
District store revenue	-	-	-	-	-	-	-	-	-	-	-	-	-
Speech contest revenue	-	-	-	-	-	-	-	-	-	-	-	-	-
Other revenue	-	-	-	-	-	-	-	-	-	-	-	-	-
Total revenue	10,113	2,345	33,172	6,260	34,716	2,210	5,211	5,320	30,182	6,765	35,233	5,237	176,764
Conference expense	-	-	-	-	32,095	-	-	-	-	-	32,200	-	64,295
Fundraising expense	4,304	5,385	-	-	-	-	-	-	-	-	-	-	9,689
TLI expense	4,475	1,304	200	-	2,800	2,760	6,900	2,400	-	-	2,160	2,500	25,498
District store expense	-	-	-	-	-	-	-	-	-	-	-	-	-
Marketing expense	952	236	2,339	3,470	1,575	1,825	2,075	1,625	1,425	3,620	1,625	7,795	28,561
Communications & public relations expense	-	3,082	3,165	5,900	4,200	3,950	400	1,300	1,100	2,950	2,400	400	28,847
Education & training expense	-	939	2,570	390	1,320	120	1,690	220	1,820	1,320	120	1,390	11,899
Speech contest expense	-	-	150	-	903	4,850	-	-	-	200	-	3,600	9,703
Administration expense	3,608	1,248	2,834	2,910	3,285	1,880	1,905	2,755	1,734	2,155	2,180	1,405	27,899
Travel expense	1,202	7,119	80	580	420	500	420	460	420	580	1,270	420	13,471
Other expense	-	-	-	-	-	-	-	-	-	-	-	-	-
Total expense	14,541	19,311	11,338	13,250	46,598	15,885	13,390	8,760	6,499	10,825	41,955	17,510	219,862
District net income/(loss)	(4,428)	(16,966)	21,834	(6,990)	(11,881)	(13,675)	(8,179)	(3,440)	23,683	(4,060)	(6,722)	(12,273)	(43,098)

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	64,295		
Fundraising expense	9,689		
District store expense	-		
Marketing expense	28,561		
Total	102,546	46.6%	Unlimited
TLI expense	25,498		
Education & training expense	11,899		
Total	37,397	17.0%	30.0%
Communications & public relations expense	28,847	13.1%	25.0%
Speech contest expense	9,703	4.4%	10.0%
Administration expense	27,899	12.7%	20.0%
Travel expense	13,471	6.1%	30.0%
Other expense	-	0.0%	10.0%
Total Expenses	219,862	100.0%	

Cash & Cash Equivalents per Balance Sheet as of June 30, 2017	124,635.44
Retention amount needed on June 30, 2018*	23,866.00
Remaining funds at Year-end (estimated)**	57,671.46
*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.	



**TOASTMASTERS INTERNATIONAL
ANNUAL BUDGET
2017-2018**

DISTRICT

3

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

95,466

District 3's goal for the year is to increase membership payments to 10,136 which will enable District 3 to be President's Distinguished in member payments. The strategy is to recognize every role of each district leader is important. The district will not only ensure dues are paid, each club participates in the Distinguished Club Program and recruit new members, but will ensure the Public Relations Manager initiatives are in place to showcase Toastmasters at networking events, ensuring the District utilizes TV and radio to ensure the best kept secret, Toastmasters, is spread throughout Arizona and new members are recruited.

Conference Net Income/(Loss)

42

The fall conference venue has been set for over a year, details such as schedule and meals have been confirmed. The keynote and printing will both be sponsored, enabling the district to offer the members a lower cost. As the last Fall Conference, the district is promoting early to generate excitement and draw attendance.

The District is looking for a venue for Spring Conference making it difficult to budget. Numbers were kept similar to fall. Conference registration will be determined based on the meal cost to plan for a break even event.

Fundraising Net Income/(Loss)

(5,915)

July Jubilee was held during the month of July to celebrate the previous year's accomplishments and the efforts of Outstanding Toastmasters. Funds raised from the event should fully offset costs and provide net revenue

TLI Net Income/(Loss)

(12,311)

Toastmasters Leadership Institute will continue to grow. District 3 is looking at ways to service more clubs, especially in Northern Arizona. The district will continue to offer 5 main events per season, 4 throughout the valley and 1 in Tucson. A back to back event in the Phoenix metro area has been successful and we hope to continue the pattern. The district continues to look for high value facilities, especially those that allow the district to bring in food to keep costs reasonable.

District Store Net Income/(Loss)

-

There is no District Store.

Other Revenue

-

No additional revenue is expected.



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(Numbers are pulled from Summary tab)

Budgeted

Marketing

28,561

Marketing budget will primarily be spent on building club strength through membership programs. Programs have been designed to boost existing Toastmasters membership programs, with the objective to drive existing members to build on membership within their clubs. There will also be a strong focus in helping clubs in need of assistance through coaching. This year is expected to be a good year for new clubs, with as many as 30 clubs chartering. District 3 will continue to provide newly chartered clubs with a club banner, plus conduct officer training off cycle for the new clubs that form after TLI season. The district will continue to supplement the Toastmaster annual campaigns with incentives. The focus will start with the Smedley campaign and follow up through the year with each of the TI programs. Additionally, District 3 will provide both club 'bragging rights' incentives, recognizing club growth on a month by month basis, and rewarding club growth at the end of the year.

Communications and Public Relations

28,847

Our goal is to increase new membership by 1000 members. The focus of our district this year is to conduct more community outreach through Networking Events, local community festivals (Tucson, Phoenix and Northern Arizona), Social Media broadcasting, not just one-way communication. As a district, we will participate in no less than 4 Networking/Community outreach events such as Small Business Expo, Phoenix Networking Group, Phoenix Business Journal, Pride Festivals in Tucson and Flagstaff and Tucson Book Festival. We will focus more on Media activity (local Public Relations and Advertising) as well as using different Social Media tools (Facebook Live, Instagram, LinkedIn strategies.)

Education and Training

11,899

District 3 will work to better promote the educational tools provided by TI, including Speechcraft, Youth Leadership, High Performance Leadership and Speaker's Bureau. Dues Renewal moved from a marketing function to a program quality function, expenses for promotions and incentives have been moved to reflect this.

Speech contests

9,703

Speech contests draw no revenue in District 3. Cost includes 4 training events that will be paired with SMaC training, Trophies, Engraved plaques for trophies, along with required printing and supplies for the district contests. This year, the district will purchase 3rd place trophies to give to eligible contestants in area contests, District 3 understands this will not be all contests, but want to provide that recognition where possible (contests with 5 or more contestants).

Administration

27,899

The main purpose is to ensure the Website is updated, fees are covered and the appropriate recognition is given to outstanding Toastmasters. An event to recognize corporations with clubs is being planned. This year the district will strive to show appreciation for corporate clubs.

Travel

13,471

The main focus is to ensure District leaders, Pathway Guides and Ambassadors are reimbursed when traveling over 40 miles one-way for educational or training sessions. Those who travel over 40 miles one-way are reimbursed at a rate of \$0.14 per mile. Funding is also allocated to cover travel for Trio to trainings and convention.

Other Expenses

-

No additional Expenses are expected.



TOASTMASTERS INTERNATIONAL
ANNUAL BUDGET
2017-2018

DISTRICT

3

USD

Account #	Account Name	Jul-17	Aug-17	Sep-17	Oct-17	Nov-17	Dec-17	Jan-18	Feb-18	Mar-18	Apr-18	May-18	Jun-18	Total
6005	Membership Revenue	1,126	1,821	32,922	6,260	2,579	1,010	1,611	4,120	30,182	6,765	3,033	4,037	95,466

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



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ANNUAL BUDGET
2017-2018

DISTRICT

3

USD														
Account #	Account Name	Jul-17	Aug-17	Sep-17	Oct-17	Nov-17	Dec-17	Jan-18	Feb-18	Mar-18	Apr-18	May-18	Jun-18	Total
TLI Revenue														
6025	TLI Registration-Member registrations	5,147	490	250			1,200	3,600	1,200				1,200	13,087
6025	TLI Registration-Spouse / guest registrations													-
6025	TLI Registration-Late registrations													-
6025	TLI Registration-Meal Events													-
6025	TLI Registration-Speech contest													-
6025	TLI Registration-Other													-
6025	TLI Registration-Training													-
6025	TLI Registration-Speechcraft													-
6050	TLI Refunds - Registration & Tickets													-
6055	TLI Refunds - Other													-
6060	Reimbursements - Registration & Tickets													-
6030	TLI Sponsorship/Advertising													-
6035	TLI Raffle													-
6010	TLI Donation													-
6020	TLI Other Revenue	100												100
Total TLI Revenue		5,247	490	250	-	-	1,200	3,600	1,200	-	-	-	1,200	13,187
TLI Expenses														
7006	TLI-Educational Materials					300	200	100				300	100	1,000
7010	TLI-Awards Expense (Trophies, Plaques, Ribbons)	434				800								1,234
7012	TLI-Supplies & Stationery Expense	296					100	300	100				100	896
7014	TLI-Room Rental Event Expense	1,645					1,500	4,500	1,500				1,500	10,645
7016	TLI-Meal Event Expense													-
7020	TLI-Printing Expense	827	384			1,500	100	300	100			1,500	100	4,811
7030	TLI-Photocopying Expense													-
7070	TLI-Bank Charges & Credit Card Fee Expense													-
7072	TLI-Sales Tax Expense (incl. GST, VAT, etc.)													-
7080	TLI-Gifts & Thank Yous						160					160		320
7086	TLI-Miscellaneous Expenses	100		200		200	200	200	200			200	200	1,500
7090	Equipment Rental													-
7078	TLI-Food Expense	620	919				500	1,500	500				500	4,539
7008	TLI-Promotional Materials	553												553
														-
Total TLI Expenses		4,475	1,304	200	-	2,800	2,760	6,900	2,400	-	-	2,160	2,500	25,498
TLI Net Income/(Loss)		772	(814)	50	-	(2,800)	(1,560)	(3,300)	(1,200)	-	-	(2,160)	(1,300)	(12,311)



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ANNUAL BUDGET
2017-2018

DISTRICT

3

USD														
Account #	Account Name	Jul-17	Aug-17	Sep-17	Oct-17	Nov-17	Dec-17	Jan-18	Feb-18	Mar-18	Apr-18	May-18	Jun-18	Total
Marketing Expenses														
Marketing - Building New Clubs														
	7006 Marketing-Educational Materials			200				200						400
	7008 Marketing-Promotional Materials													-
	7010 Marketing-Awards Expense (Trophies, Plaques,													-
	7012 Marketing-Supplies & Stationery Expense	571												571
	7036 Marketing-Advertising Expense													-
	7044 Marketing-Postage & Shipping Expense			75	25	25	25	25	25	25	25	25	25	300
	7082 Marketing-Incentives			300	300	300	300	300	300	300	300	300	3,250	5,950
7020	Marketing-Printing Expense			100	100	100	100	100	100	100	100	100	100	1,000
7044	Marketing-Postage & Shipping Expense						200							200
														-
		571	-	675	425	425	625	625	425	425	425	425	3,375	8,421
Marketing - Membership Growth														
	7004 Marketing-Badges & Pins													-
	7006 Marketing-Educational Materials													-
	7008 Marketing-Promotional Materials	152												152
	7010 Marketing-Awards Expense (Trophies, Plaques,				40					40			40	120
	7036 Marketing-Advertising Expense													-
	7040 Marketing-Trade Show Registration Expense													-
	7086 Marketing-Miscellaneous Expenses													-
7082	Marketing-Incentives				1,500					1,500		750		3,750
7020	Marketing-Printing Expense		236	125				200				200		761
7044	Marketing-Postage & Shipping Expense				30					30			30	90
		152	236	125	1,570	-	-	-	200	-	1,570	200	820	4,873
Marketing-Club coaches														
	7006 Marketing-Educational Materials													-
	7010 Marketing-Awards Expense (Trophies, Plaques,													-
	7020 Marketing-Printing Expense					150				150				300
7082	Marketing-Incentives												2,400	2,400
7014	Marketing-Room Rental Event Expense	200					100	350						650
7078	Marketing-Food Expense	29					100	100						229
		229	-	-	-	150	200	450	-	-	150	-	2,400	3,579
Marketing-Rebuilding														
	7004 Marketing-Badges & Pins													-
	7006 Marketing-Educational Materials													-
	7010 Marketing-Awards Expense (Trophies, Plaques,												200	200
														-
														-
													200	200

Marketing-Recognition

7004 Marketing-Badges & Pins														-
7008 Marketing-Promotional Materials														-
7010 Marketing-Awards Expense (Trophies, Plaques,														-
7020 Marketing-Printing Expense														-
7080 Marketing-Gifts & Thank Yous														-
7082 Marketing-Incentives			950	950	950	950	950	950	950	950	950	950	950	9,500
7086 Marketing-Miscellaneous Expenses														-
														-
														-
														-
	-	-	950	950	950	950	950	950	950	950	950	950	950	9,500

Marketing-Other Expense

7008 Marketing-Promotional Materials														-
7010 Marketing-Awards Expense (Trophies, Plaques,														-
7036 Marketing-Advertising Expense			139	50	50	50	50	50	50	50	50	50	50	589
7048 Marketing-Equipment Purchase Expense (Less														-
7078 Marketing-Food Expense														-
7080 Marketing-Gifts & Thank Yous				200							200			400
7086 Marketing-Miscellaneous Expenses			450	275							275			1,000
														-
														-
														-
	-	-	589	525	50	50	50	50	50	50	525	50	50	1,989

Total Marketing Expenses

952	236	2,339	3,470	1,575	1,825	2,075	1,625	1,425	3,620	1,625	7,795	28,561
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ANNUAL BUDGET
2017-2018

DISTRICT 3

USD														
Account #	Account Name	Jul-17	Aug-17	Sep-17	Oct-17	Nov-17	Dec-17	Jan-18	Feb-18	Mar-18	Apr-18	May-18	Jun-18	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)					703	4,200						3,600	8,503
7012	SC-Supplies & Stationery Expense			50		100	50				100			300
7014	SC-Room Rental Event Expense					-	200				-		-	200
7078	SC-Food Expense					-	200				-		-	200
7086	SC-Miscellaneous Expenses					-	-				-		-	-
7090	Equipment Rental					-	-				-		-	-
7020	SC-Printing Expense			100		100	200				100		-	500
														-
	Total Speech Contest Expenses	-	-	150	-	903	4,850	-	-	-	200	-	3,600	9,703
	Speech Contest Net Income/(Loss)	-	-	(150)	-	(903)	(4,850)	-	-	-	(200)	-	(3,600)	(9,703)



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		USD												
Account #	Account Name	Jul-17	Aug-17	Sep-17	Oct-17	Nov-17	Dec-17	Jan-18	Feb-18	Mar-18	Apr-18	May-18	Jun-18	Total
IPDG														
7058	Lodging Expense													-
7060	Transportation - Airfare Expense													-
7062	Transportation - Mileage Expense													-
7064	Transportation - Taxis/Shuttle Expense													-
7066	Transportation - Rail Expense													-
7068	Transportation - Other Expense													-
7078	Travel-Food Expense													-
		-	-	-	-	-	-	-	-	-	-	-	-	-
Keynote Speaker														
7058	Lodging Expense											300		300
7060	Transportation - Airfare Expense													-
7062	Transportation - Mileage Expense											500		500
7064	Transportation - Taxis/Shuttle Expense											50		50
7066	Transportation - Rail Expense													-
7068	Transportation - Other Expense													-
7072	Travel-Sales Tax Expense (incl. GST, VAT, etc.)													-
		-	-	-	-	-	-	-	-	-	-	850	-	850
Other Member														
7058	Lodging Expense													-
7060	Transportation - Airfare Expense													-
7062	Transportation - Mileage Expense		39						40					79
7064	Transportation - Taxis/Shuttle Expense													-
7066	Transportation - Rail Expense													-
7068	Transportation - Other Expense													-
7072	Travel-Sales Tax Expense (incl. GST, VAT, etc.)													-
		-	39	-	-	-	-	-	40	-	-	-	-	79
Total Travel Expenses		1,202	7,119	80	580	420	500	420	460	420	580	1,270	420	13,471

