



# D112 2023 – 2024 Final Budget Proposal.

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## PART 1 INTRODUCTION

**Basis:** *The foundation for the budget is District Procedure 1*

*“The District Mission as defined by Toastmasters International is: “We build new clubs and support all clubs in achieving excellence.*

The District mission and purpose underpin the goals and actions for District 112 in the Toastmaster year of 2023 to 2024. The vision for this year is embodied in the Māori proverb: He aha te mea nui o te ao? He tangata, he tangata, he tangata! What is the most important thing in the world? It is the people, it is the people, it is the people. The mission statement is: "Training to be better leaders and speakers, while having fun doing it and striving for personal excellence."

### Final Budget

Attached is our budget for the 2023-2024 year.

We have been directed by the [Protocol 8.4 –Section 4C](#), whereby a District cannot budget to recognise a loss for the year.

District funds are to be used to support the District mission. District officers are required to use funds effectively according to the District Success Plan, as well as Toastmasters Policy and Protocol. Expenses shall be incurred according to the following priorities:

- I. Education and Training
- II. Marketing outside Toastmasters
- III. Club growth and club retention
- IV. Membership growth and membership retention
- V. District communication and public relations



## **PART 2 THE NARRATIVES**

The following are questions from Toastmasters International and the District's Answers

### **MEMBERSHIP REVENUE \$86,719**

- Q *What are the District's goals for the year regarding membership? Since these numbers are based on the prior year's actual totals, what strategies have changed or remained the same compared to last year to ensure this budgeted revenue is met?*
- A D112 has 9 fewer paid clubs than 2022. Club payments 4,576. The number of dual members has decreased. The club base for 2023 - is 136 clubs, of which 43.8% of clubs have fewer than 12 members. Not realistic to appoint a club coach for all of these clubs. The focus for 2023-2024 is to support clubs with a Club Support Team, who will work with the ADs and DivDs to individualise strategies specific to the club needs in marketing, online presence, pathways etc.

### **CONFERENCE / NET INCOME \$9**

- Q *At this time, what is the plan for conference? What city/state/country will they be held? If the conference is not budgeted to net zero, explain why. What is the profit for? How do you justify the loss?  
How many attendees are you budgeting for and at what cost each? About how much will the tickets cost per registrant?  
How much are the venues budgeted to cost?  
Did the prior term pay any expenses or receive any revenue for these conferences?  
What is budgeted for the conference?*
- A The venue is Great Lakes Centre Taupo NZ 3rd May to 5th May 2024  
Budgeted surplus is NZD 9  
Breakeven number of Registrations is 130. The early bird registration rate is NZD 135.00  
Venue cost is NZD 6,144.50  
The 2022-23 years did not receive any revenue or pay any expenses for the May 2024 Conference.

### **FUNDRAISING \$0**

- Q *How many events will be held? What is each event for? What will the funds received be used for?*
- A There are no scheduled fundraising activities for the District.



## **DISTRICT STORE \$0**

- Q *Does the District have a District Store?  
Are all the costs from Toastmasters International products?  
If not from World Headquarters, what are the other costs?  
When is the District Store available to the members?*

A The District does not operate a District Supplies store.

## **MARKETING OUTSIDE OF TOASTMASTERS \$4,300**

- Q *What is the main focus for your district? What events are planned? What is different from last year?*

A 1) Increase connection with our Social Media audience by: Tagging family/friends on each Toastmasters post made, Running Campaigns to introduce ourselves to our facebook community, Encouraging our current membership to join our Socials, Updating Members page on club websites and An "Event" is listed for our meetings. 2) Extend reach to our local communities by: Articles in local community papers showcasing members achievements. Starting a conversation with members of the community that aren't on socials and Ensuring we are in the "What's on" section of local papers. 3) Start a conversation with the wider community by: Articles in magazines, Slots on local radio stations and Slots on TV

## **PUBLIC RELATIONS \$6,000**

- Q *What is the main focus for your district? What events are planned? What is being done differently or the same as last year?*

A Public Relations internally for the district will continue to promote on the Facebook page and group. Facebook posts to fall under "Enjoy", "Educate" and "Elevate", we will continual make improvements to the website. Will aim to get Toastmasters into as many community magazines and community newspapers as possible and to have different Toastmasters be interviewed by as many community radio stations as possible. These activities are anticipated to not require any funding.

## **CLUB GROWTH \$4,000**

- Q *What is the main focus for your District? What events are planned? What is being done differently or the same as last year?*



- A Strategies -a Club Growth Team has been set up to help retain our existing clubs by identifying what support they need to be a club in good standing. The team will work with suspended clubs to establish if there is an opportunity for the club to restart or for members to move to other clubs. Provide training for District Officers and other members interested in how to start a new club and and training provided for club coaches to help clubs with fewer than 12 members to meet charter strength and better. We are actively seeking to find volunteers for club coaches. Incentives for any member who charters and incentives for the club who charter NZ\$1,000 for the year to be used on a range of equipment, club choice or pins for members. Identify corporate clubs that have Toastmaster clubs worldwide and businesses in New Zealand.

### **RECOGNITION \$7,000**

Q *What is the main focus for your District? What events are planned? What is being done differently or the same as last year?*

- A The focus will be on recognising member and club achievement and participation. Recognition for completing Level 1, in 8 months, receives a Pathway Pin (only 1 per year), Recognition for completing a Level 5; to go into a monthly draw to receive a path completion pin (Two pins to be won) and a district certificate, Triple Crowns, presented at Awards Night, District and Division Conferences. Left with Division Directors to distribute. No postage. DTM medallions for completing DTM. Recognition for the 3 x TI drives, clubs which achieve, shall receive \$20 Facebook boost, which will be posted about their achievement, with their digital certificate, on their site, if they have one or on D112 page. Club anniversary milestone draw - 2 a month (Facebook boosting or equivalent advertising).

### **EDUCATION AND TRAINING \$7,500**

Q *What is the main focus for your district? What events are planned? What is being done differently or the same as last year?*

- A Club officer training will be online for round 1 and round 2. No costs are associated. In person sessions e.g. 2 x COT 1 advanced. District Officer training - ADs online; division director in person; DEC/DOT - hybrid.

### **SPEECH CONTESTS \$4,300**

Q *What is the focus for your district? What events are planned? What is being done differently or the same as last year?*



- A Contests will be offered in a hybrid format, contest cycle held in two parts (TT & Humorous in 2022 and Evaluation & International in 2023). Continuing with hybrid contests for contestants, contest officials, and audience members, district officers' venue considerations will need to factor in the ability to run a hybrid contest. Contest dates for the Area, Division and District are on the calendar. In many cases, the venue is still to be confirmed. For budgeting purposes room rental average of \$50 has been factored and will be amended once venue and costs are confirmed, Auckland Council venues are very expensive.

### **ADMINISTRATION \$3,344**

- Q *What is the main focus for your District?  
What events are planned?  
What is being done differently or the same as last year?*
- A Administration expenses cover the day functions and programs used by the district including zoom accounts for members of the top table and division directors. Cost of District Officer badges and covers costs of DEC.

### **FOOD AND MEALS \$10,498**

- Q *What is the main focus for your District? Are there any maximums for your District to keep food and meal costs at a minimum? Who is budgeted to be reimbursed for food and meals? What events are being budgeted to be reimbursed for food and meals?  
What is being done differently or the same as last year?*
- A Food and meals will be incorporated into onsite training and district events, including division director strategy weekend in May, District Officer training in July and September in person, International Convention & Mid-year training. Other district events (other than the May conference) will be online. Each division director will be allocated an allowance for division conferences.

### **TRAVEL \$19,900**

- Q *What is the main focus for your District?  
Are there any maximums for your District to keep travel costs at a minimum?  
Who is budgeted to be reimbursed for travel?  
What events are being budgeted to be reimbursed for travel?  
What is being done differently or the same as last year?*



- A Travel for area director club visits twice a year, division director area visits once a year and travel for all district officers to the district in person or hybrid events. Where practical, carpooling is encouraged. The remote divisions will fly to district events if a hybrid option is not available (or their preference is to be in person). Trio travel costs for mid year training and if district makes Distinguished.

**LODGING \$16,000**

- Q *What is the main focus for your District? Are there any maximums for your District to keep lodging costs at a minimum? What is the main focus for your District? Are there any maximums for your District to keep lodging costs at a minimum? Who is budgeted to be reimbursed for lodging? What events are being budgeted to be reimbursed for lodging?  
What is being done differently or the same as last year?*
- A The main lodging cost will be to cover Trio accommodation costs at the Toastmasters International conference to be held in the Bahamas, mid-year training and if the district makes Distinguished. We signalled to TI that we would be budgeting above the 15% of budget due to the high costs of attending the Bahamas conference, TI indicated that this was acceptable.



**PART 3 2023-2024 DISTRICT BUDGET**

	Last year	Budget	% of Membership	Policy
<b>Revenue</b>	<b>Draft Actuals</b>	<b>Total</b>	<b>Expense</b>	<b>TI Max%</b>
Membership Dues Allocation	80,520	86,791		
Conference revenue	17,291	16,317		
Fundraising revenue		-		
Education and Training revenue		-		
District store revenue		-		
Speech contest revenue		-		
Other revenue	3,797	-		
<b>Total revenue</b>	<b>101,608</b>	<b>103,108</b>		
<b>Expenses</b>				
TI Allocation Expense	4,234	3,948	4.5%	
Conference expense	14,195	16,308	18.8%	
Fundraising expense		-	0.0%	
District store expense		-	0.0%	
Marketing Outside Toastmasters expense	4,926	4,300	5.0%	10.0% Meets Policy
Recognition expense	5,805	7,000	8.1%	20.0% Meets Policy
Club Growth expense	124	4,000	4.6%	15.0% Meets Policy
Public Relations expense	2,385	6,000	6.9%	10.0% Meets Policy
Education & training expense	5,933	7,500	8.6%	15.0% Meets Policy
Speech contest expense	5,230	4,300	5.0%	5.0% Meets Policy
Administration expense	1,100	3,345	3.9%	10.0% Meets Policy
Food and Meals expense	528	10,498	12.1%	15.0% Meets Policy
Travel expense	10,272	19,900	22.9%	25.0% Meets Policy
Lodging expense	7,546	16,000	18.4%	15.0% Doesn't meet Policy
Other Expenses	5,532			
<b>Total Expenses</b>	<b>67,810</b>	<b>103,099</b>	<b>100.0%</b>	
<b>District net income/(loss)</b>	<b>33,798</b>	<b>9</b>		

			Policy
			TI Min%
Marketing Outside Toastmasters expense	4,300	5.0%	5.0% Meets Policy





**PART 4 2023-2024 DISTRICT BUDGET CATEGORY DETAILS**

<b>Membership Revenue</b>	<b>Budget</b>
This is set by WHQ	<b>\$86,791</b>

<b>TI Allocation Expense</b>	<b>Budget</b>
This is set by WHQ	<b>\$3,948</b>

<b>Marketing Outside Toastmasters Expenses</b>	<b>Budget</b>
7006 Marketing – Educational Materials	\$0
7008 Marketing-Promotional Materials	\$1,500
7010 Marketing – Awards Expense (Trophies, Plaques, Ribbons)	\$0
7012 Marketing-Supplies & Stationery Expense	\$0
7036 Marketing – Advertising Expense	\$2,800
7044 Postage and Shipping Expense	\$0
7086 Marketing-Miscellaneous Expenses	\$0
<b>TOTAL MARKETING EXPENSES</b>	<b>\$4,300</b>

<b>Recognition Expenses – Area, Division &amp; District</b>	<b>Budget</b>
7006 Recognition – Educational Materials	\$0
7008 Recognition - Promotional Materials	\$1,500
7010 Recognition – Awards Expense	\$3,100
7012 Recognition - Supplies & Stationery	\$0
7036 Recognition-Advertising Expense	\$0
7044 Recognition-Postage & Shipping	\$0
7082 Recognition-Incentives	\$2,400
<b>TOTAL RECOGNITION EXPENSES</b>	<b>\$7,000</b>





<b>Club Growth Expenses</b>		<b>Budget</b>
7006	Educational Materials	\$0
7008	Promotional Materials	\$750
7010	Awards Expense	\$0
7012	Supplies & Stationery Exp	\$0
7036	Advertising Expense	\$750
7044	Postage & Shipping	\$0
7082	Incentives	\$2,500
<b>TOTAL CLUB GROWTH EXPENSES</b>		<b>\$4,000</b>

<b>Public Relations Expenses</b>		<b>Budget</b>
7008	PR Promotional materials	\$5,100
7012	PR Supplies & Stationary	\$0
7014	PR Room Rental Event Expense	\$0
7020	PR Printing Expense	\$0
7024	PR Newsletter Expense	\$0
7026	PR Website Expense	\$900
7028	PR Directory Expense	\$0
7042	PR Outside Contractor Expense	\$0
7044	PR Postage and Shipping Expense	\$0
7086	PR-Miscellaneous Expenses	\$0
<b>TOTAL PUBLIC RELATIONS EXPENSES</b>		<b>\$6,000</b>

<b>Education &amp; Training Expense CO &amp; DO</b>		<b>Budget</b>
7004	ET Badges and Pins	\$1,500
7006	ET Educational Materials	\$0
7014	ET Room Rental Event Expense (including Zoom)	\$6,000
<b>TOTAL EXPENSE TRAINING CO &amp; DO</b>		<b>\$7,500</b>



**Speech Contest Expense**

	<u><b>Budget</b></u>
7014 SC Room Rental Event Expense	\$3,200
7042 SC Outside Contractor Expense	\$1,100
<b>TOTAL SPEECH CONTEST EXPENSE</b>	<u><b>\$4,300</b></u>

**Administration Expense**

	<u><b>Budget</b></u>
7008 Admin-Promotional Materials	\$0
7010 Admin-Awards Expense (Trophies, Plaques)	\$0
7012 Admin-Supplies and Stationery Expense	\$400
7014 Admin-Room Rental Event Expense	\$0
7020 Admin-Printing Expense	\$0
7022 Admin-Audio Visual; Expense	\$0
7026 Admin-Website Expense	\$1,125
7030 Admin-Photocopying Expense	\$0
7032 Admin-Telephone Expense	\$0
7034 Admin-Conference Calls & Webinars	\$1,125
7044 Admin-Postage & Shipping expense	\$100
7046 Admin-Express Mail/Courier Expense	\$0
7048 Admin-Equipment Purchase Expense)	\$0
7050 Admin-Depreciation Expense	\$250
7070 Admin-Bank Charges & Credit Card Fee	\$345
7086 Admin-Miscellaneous Expense	\$0
<b>TOTAL ADMINISTRATION EXPENSE</b>	<u><b>\$3,345</b></u>



**Food and Meals**

	<u><b>Budget</b></u>
7016 District Director – Meal Event	\$1,683
7016 Program Quality Director – Meal Event	\$1,682
7016 Club Growth Director – Meal Event	\$1,683
7016 Division Director – Meal Event	\$3,650
7016 Area Director – Meal Event	\$1,800
<b>TOTAL FOOD AND MEAL EXPENSES</b>	<b><u><u>\$10,498</u></u></b>

**Travel Expense**

	<u><b>Budget</b></u>
7060 District Director Transportation - Airfare Expense	\$3,000
7062 District Director Transportation - Mileage Expense	\$400
7060 Program Quality Director Transportation – Airfare Expense	\$1,000
7062 Program Quality Director Transportation – Mileage Expense	\$400
7060 Club Growth Director Transportation – Airfare Expense	\$1,000
7062 Club Growth Director Transportation – Mileage Expense	\$400
7062 PR Manager – Transportation - Mileage Expense	\$400
7062 Finance Manager – Transportation - Mileage Expense	\$400
7062 Division Director – Transportation - Mileage Expense	\$9,915
7062 Area Director – Transportation – Mileage	\$2,985
<b>TOTAL TRAVEL EXPENSE</b>	<b><u><u>\$19,900</u></u></b>

**Lodging Expense**

	<u><b>Budget</b></u>
7058 District Director Lodging Expense	\$6,000
7058 Program Quality Director - Lodging Expense	\$5,000
7058 Club Growth Director - Lodging Expense	\$5,000
<b>TOTAL LODGING EXPENSE</b>	<b><u><u>\$16,000</u></u></b>