



Minutes of District 71 Council

11 September 2021

DRAFT – subject to approval at next meeting

A regular meeting of the District 71 Council was held at 10am on Saturday, 11th September 2021 via Zoom video conference. The presiding officer was Daniel Sandars, District Director. The secretary was Steve Campion, Administration Manager.

Apologies were received from:

- Andy Hessey
- Claire Wright
- John Ruigrok
- Liz Burnett
- Lynne Wilkins
- Morven Pritchard
- Sharon Kennett
- Teresa Jones

1. The meeting was called to order
2. The Toastmasters International values and District mission were read
3. Daniel Sandars, District Director, provided a report on the events and key decisions from the Toastmasters International annual business meeting
 - a. Margaret Page is the International President for 2021-22
 - b. Elizabeth Nostedt is the International Director for Region 10 for 2021-22
 - c. Francesco Fedele is the Region Advisor for Region 10 for 2021-22
 - d. The 2022 District Annual Business Meeting must be held online
 - e. There will be changes to Pathways level 1, based on feedback from members
 - f. The next international convention will be in Nashville, USA. It will be in hybrid format
4. The agenda was adopted by unanimous consent
5. Daniel Sandars, District Director, presented the District Officer appointments that require approval and provided an update on additional appointments (*page 14*). The officer appointments requiring approval were:

| | |
|--------------------------|--|
| Finance Manager | Eileen O'Neill |
| Administration Manager | Steve Campion |
| Public Relations Manager | Ernold van Beuren |
| Division C Director | Nik Lakhani |
| Division D Director | Somesh Kumar |
| Auditors: | Michaela Kalaria, Anthony Phelan, Paul Duignan |
| <u>Area Directors</u> | |
| Division C Area 16 | Nick Collins |
| Division C Area 22 | Pamela G. Benjamin |
| Division D Area 8 | Lee McGuigan |
| Division D Area 40 | Matty Behan |
| Division F Area 4 | Bernie Margaret Wilson |
| Division F Area 12 | Frances Geoghegan |
| Division M Area 5 | Liam Madden |
| Division N Area 15 | Daniel Massarano |
| Division S Area 30 | Eileen Scott |
| Division M Area 54 | Ciara Clogher |
| Division B Area 36 | Helen Dagnall |
| Division G Area 1 | Paul Mark Graham |

6. Larry Lyons, District Parliamentarian, provided a report on credentials. There were 411 eligible club votes (Presidents and Vice-Presidents of Education). The quorum for club votes is 138 (1/3 of eligible votes, plus one). 147 club votes were registered. There were 47 members of the District Executive Committee registered to vote, resulting in 194 registered votes for the meeting. The District Parliamentarian declared that the quorum requirement was met
7. Eileen O'Neill, Finance Manager, delivered a presentation about District finances for the year 2020/21 (*page 18*)
8. John Conroy, VPE of Tallaght Toastmasters, asked for clarification of the expenditure related to "marketing outside Toastmasters". Eileen O'Neill provided some examples of expenditure, including the use of Panpathic/Bookbooster PR agency to promote articles written by members of the District on behalf of Toastmasters
9. Bernie Wilson, Area Director, asked about the process of claiming incentives. Eileen O'Neill explained that this would be addressed in a later agenda item
10. Sharon O'Neill, VPE of Online Orators, raised a concern that the meeting may not be quorate as some people that had registered to attend were not present in the meeting. The presiding officer asked the District Parliamentarian to investigate the concern and sought the consent of the assembly to continue with the business of the meeting
11. Brenda Lannon, Program Quality Director, delivered a presentation about the historic achievement of goals in the Distinguished Clubs Program, the incentives being made available to clubs and the draft 2021-22 budget for program quality (*page 22*)
12. Mandy Davis, President of Stevenage Speakers, said that she was surprised that there were so many members not enrolled in Pathways and asked how it was possible for members to participate without using Pathways. Brenda Lannon explained that some members like to just attend meetings and take on meeting roles, but without using Pathways they do not get the full benefits of being a member. She advised that mentorship and the support of fellow members of the club can be useful
13. Paul O'Mahoney, President of Toastmasters4Golf, raised a point of information that Pathways Mentoring Program Award has been achieved by very few members in both District 71 and District 91 so far
14. Matthew Rizzo, VPE Sheffield Speakers, raised a point of information that even though the Speechcraft program can be sponsored by the club, only the person who is the Speechcraft coordinator gains credit towards their DTM award
15. Philip Cooper, President of Dundee Toastmasters, raised a question about whether the proposed 600 Euro for external training was sufficient. Brenda Lannon responded that last year the District was able to purchase relevant training with a similar budget
16. Elizabeth Jordan, Club Growth Director, delivered a presentation about the Growth Academy, the incentives being made available to clubs and the draft 2021-22 budget for club growth (*page 34*)
17. Matthew Rizzo, VPE Sheffield Speakers, raised a point of information that there was an incentive in District 91 for the first 25 clubs to renew 12+ members before the end of August
18. Mandy Davis, President of Stevenage Speakers, raised a point of information that her club had only just managed to make a decision on whether to go back to face to face meetings or Zoom and so can only now ask for payment from members
19. Ernold van Bueren, PR Manager, delivered a presentation about the PR team, the incentives being made available to clubs and draft 2021-22 budget for PR (*page 46*)
20. Larry Lyons, District Parliamentarian, provided an update that he had reviewed the guidance issued by Toastmasters International regarding the quorum requirements for District Council meetings that are held online. This guidance (which is published at <https://www.toastmasters.org/leadership-central/district-leader-tools/district-management/virtual-meeting-and-vote>) states that the quorum should be calculated based on the number of people that have registered to attend and vote at the meeting
21. A 10-minute recess was held
22. Steve Campion, Administration Manager, delivered a presentation about the draft 2021-22 budget for administration (*page 55*)
23. Jenny Harris, President of Shropshire Speakers, asked about the bank account used by the District. Eileen O'Neill explained that the account is currently with Allied Irish Bank and that it needs to offer specific facilities that allow Toastmasters International World Headquarters to be able to manage it
24. Daniel Sandars, District Director, presented his proposals for strategic initiatives and uses of funds from the District reserve and other budget areas (*page 56*)
25. Eileen O'Neill, Finance Manager, delivered a presentation with a summary of the draft 2021-22 budget (*page 58*)

26. Philip Cooper, President of Dundee Toastmasters, asked for clarification on the budgets allocated to Division Directors and Area Directors. Eileen O'Neill provided additional information
27. Eileen O'Neill, Finance Manager, explained that there are two additional "break-even" transactions that need to be included in the 2021-22 budget
 - a. Annual conference (3000 income and 3000 expenditure)
 - b. Pro bono consultancy services by the Worshipful Company of Marketors (4500 income and 4500 expenditure)
28. Returning to the topic of quorum for the meeting, the District Director will ask Toastmasters International to review the specific details of this District Council meeting. If it is concluded that a quorum was not present, then the District Director will seek approval of all business conducted through an affirmative vote of a majority of the member clubs in the District on the basis of two (2) votes per club
29. Daniel Sandars, District Director, proposed that due to an unforeseen delay in the audit process, the audit report of the District finances for the year 2020/21 should be presented for approval at the District Council meeting in May 2022. The motion was passed by unanimous consent and the District Council will review the audited accounts in May 2022
30. Daniel Sandars, District Director, moved that the District Officer appointments that were presented earlier in the meeting be approved. An electronic vote was held, with the result being 125 for and 0 against. The motion was passed and the appointments were confirmed
31. Nishanth Mohan, President of Godiva Speakers, asked why the District was proposing to pay for a Canva Pro license when it would be possible to use a free version. Daniel Sandars responded that this was to participate in an Enterprise account that will be operated by Toastmasters International and allow collaboration between Districts across the world. The intention is that this would help to provide a library of content that could be used for the benefit of clubs in the District
32. Mandy Davis, President of Stevenage Speakers, asked why the District was proposing to pay for stock images when so many people take photos during meetings. Daniel Sandars responded that there have been problems with copyright in the past and that there was a desire to provide high-resolution images that could be used for the benefit of the District and all member clubs
33. David Clinton, VPE of Newbridge Toastmasters, asked if the District used Google Analytics on its website or had considered developing a mobile app. Ernold van Beuren responded that website analytics are being set up
34. Paul O'Mahoney, President of Toastmasters4Golf, asked if the District has an emergency response plan for what clubs should do if someone is a confirmed COVID-19 case after attending an in-person meeting. Daniel Sandars responded that the District has clubs that operate under the jurisdiction of multiple healthcare authorities and that the relevant guidance is frequently changing. He advised that all clubs should follow the rules and guidance provided by their relevant health authorities and that provided by the venue in which they meet, and that they should consult with their own members to ensure that they are comfortable with the plans
35. Philip Cooper, President of Dundee Toastmasters, asked if the consultancy service being offered by the Worshipful Company of Marketors is a resource that all clubs could use. Elizabeth Jordan provided additional information and explained that District-wide training and workshops will be provided and that wide participation is encouraged, and that the consultancy will not be focused on individual clubs
36. Jamie O'Shea, President of Tower Toastmasters, asked if it would be possible to spend an additional 30,000 Euro on PR and training. Eileen O'Neill explained that this is not permitted under the Toastmasters International rules, but it is possible to create proposals for long-term strategic investments
37. Mari Manning, President of Cork East asked if it is possible to set up a bulk buy process or have some Toastmasters International stock in Ireland to avoid excess charges. Steve Campion responded that the District Leadership Team has been working to reduce the number of individual orders from the Toastmasters International store in order to reduce the costs of delivery and import fees, and that it is necessary to make separate arrangements for deliveries in the UK and Ireland due to changes in taxes and fees for shipments between the two countries. For purchases by individual clubs, there is a good opportunity for clubs in Areas and Divisions to work together to combine their orders
38. Howard Balkind, Area Director, asked if there is a budget for local business exhibitions such as local Federation of Small Businesses? Elizabeth Jordan advised that the District's Growth Academy would be looking to support such opportunities

39. Daniel Sandars, District Director, proposed the approval of the 2021-22 budget. An electronic vote was held with the result being 108 for and 1 against. The motion was passed and the budget was approved
40. Bernie Wilson, Area Director, asked if there is a budget to help clubs to run hybrid meetings. Daniel Sandars explained that the District is not permitted to pay for club running costs. He advised that the District does provide a range of incentives for clubs and that some clubs had used their incentive awards to pay for meeting technology. He also advised that members of the District's Zoom Academy would be able to offer help and advice and that the Toastmasters International website now has additional information on how to run hybrid meetings
41. Thérèse Kinehan, Division Director, asked what the procedure is for a club deciding to stay online, go hybrid or return to full in-person meeting. Daniel Sandars responded that the committee of the club should present its recommendations at a quorate business meeting of the club for them to vote. Changes to meeting times, venue or meeting format requires a change to the club's standard addendum to the club constitution. This should be recorded on Club Central after the relevant vote has taken place
42. Daniel Sandars, District Director, presented upcoming District events (*page 76*):
 - a. Sunday 19th September 2021 at 7pm: District 71 Town Hall meeting
 - b. Friday 24th September 2021 at 7pm: Hall of Fame 2020-21
 - c. Saturday 4th December 2021: District Christmas party
 - d. 17-28 January 2022: Visit of Francesco Fedele, Region 10 Advisor
 - e. 20-23 May 2022: District conference
43. Eileen O'Neill, Finance Manager, delivered a presentation about the management of incentives (*page 69*)
44. Daniel Sandars, District Director, briefly discussed the format for the May 2022 conference and advised that venues are being researched for the May 2023 conference
45. Daniel Sandars, District Director, thanked the parliamentarian team and Zoom team for their contribution to the meeting
46. Daniel Sandars, District Director, thanked all members of the District Council for a service
47. There being no further business, the meeting was adjourned at 12:25pm

Distribution: District Council members

Additional information regarding meeting quorum

At our council meeting on the 11th September 2021 the issue of how the Credentials report quorum was tabulated was debated. The meeting agreed that clarification would be sought from Toastmasters International HQ in relation to the issue raised. Communication received from TM International HQ has validated our position in relation to the process used in deciding the D71 Council meeting being quorate i.e. Quorum is based on the registration process leading up to the council meeting.



Virtual District 71 Council Meeting

11th September 2021
Conference Call

District Director Opening

Daniel Sandars DTM

Purpose – What Guides Us

District Mission

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

Toastmasters values

| | |
|-----------|------------|
| Integrity | Respect |
| Service | Excellence |

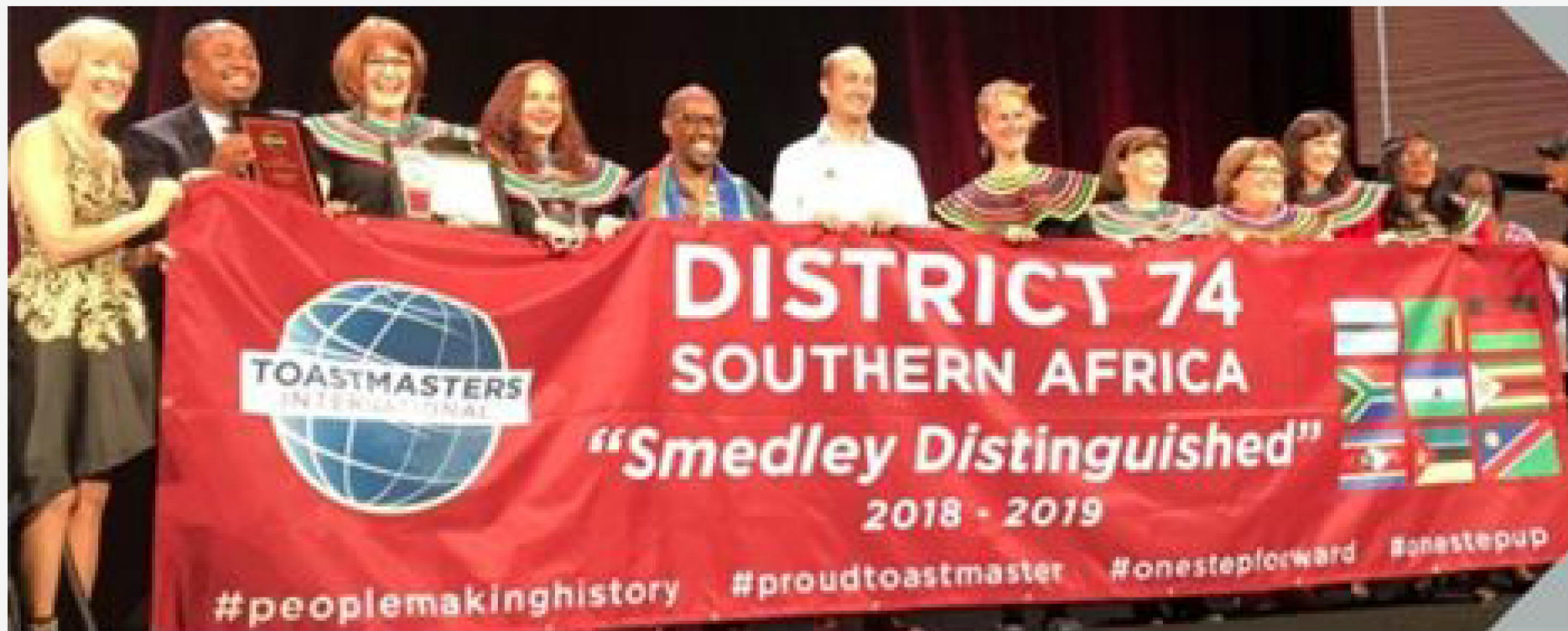
Ambition

Theme: Dream | Believe | Achieve



TOASTMASTERS
INTERNATIONAL

Podium Finish - Claim our Banner



INTERNATIONAL PRESIDENT 2021-2022

Margaret Page DTM



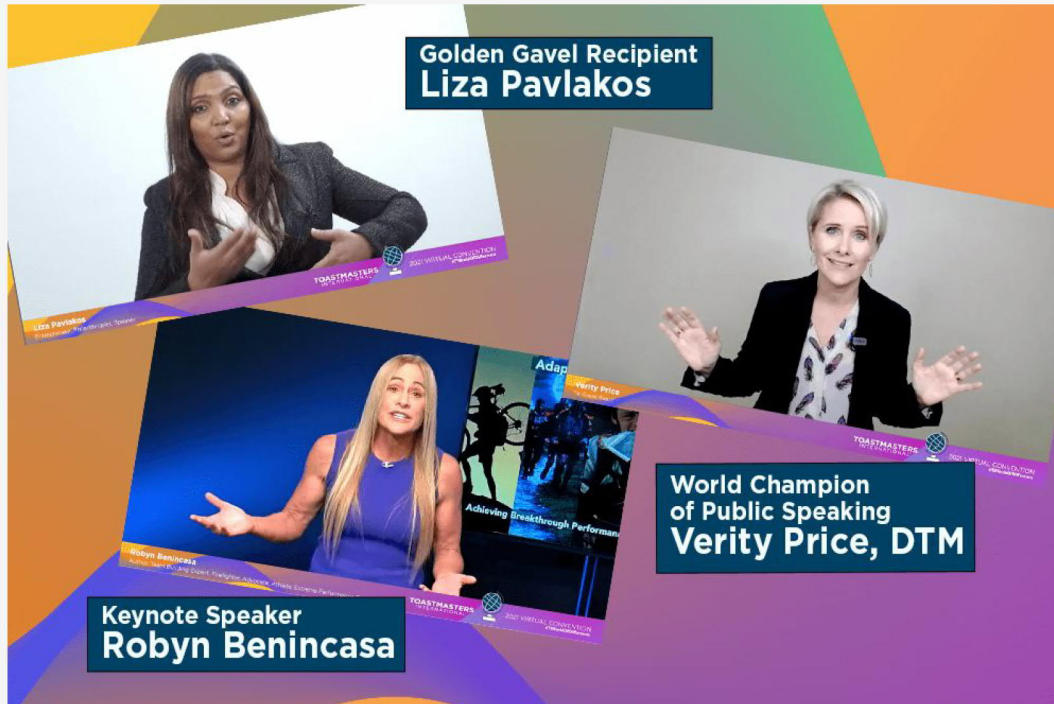
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- **Region 10 – ID is Elizabeth Nostedt**



- **Region 10 – RA is Francesco Fedele**



News-worthy Items



2022 District 71 Annual Business Meeting Online

Pathways level 1 revamp

The 2022 Toastmasters International Convention will be in Nashville, Tennessee, and online, from August 17 through August 20.



TOASTMASTERS

DISTRICT 71

Virtual District Council Meeting Agenda

11th September 2021

10:00 am to 12:15 pm

Register: <https://zoom.us/meeting/register/tjMqf-CtqzgJEtHpJrYZav89LMfPePjwyNGE>

| Start Time | Topic | Content/Presenter |
|------------|---|---|
| 10:00 | Welcome & Opening Address by District Director Adoption of Agenda Appointed Officers | Daniel Sandars |
| 10:15 | Credentials Report | Pauline McCabe |
| 10:20 | Accounts: Profit & Loss Report for 2020/2021 | Eileen O'Neill |
| 10:30 | Program Quality Director - Budget Presentation | Brenda Lannon |
| 10:45 | Club Growth Director - Budget Presentation | Elizabeth Jordan |
| 11:00 | Public Relations Manager - Budget Presentation | Ernold van Beuren |
| 11:10 | Comfort break | |
| 11:20 | Administration Manager - Budget Presentation | Steve Campion |
| 11:30 | 2021-22 Budget Summary | Eileen O'Neill |
| 11:40 | Approval of Appointed Officers Approval of District Budget | All Registered Voters |
| 11:55 | Incentives available and how to claim them | Eileen O'Neill Incentives Manager |
| 12:05 | Future conferences: Galway 2022 Division H 2023 | Martin Foran Vinette Hoffman-Jackson |
| 12:15 | Final Questions and Close | DLT Team |

District 71 Appointments 2021/2022

**Subject to approval of the District Executive Committee
and confirmation by District Council**

Appointments -for approval

Finance Manager

Eileen O' Neill

Administration Manager

Steve Campion

Public Relations Manager

Ernold van Beuren

Division C Director

Nik Lakhani

Division D Director

Somesh Kumar

Auditors

Michaela Kalaria

Anthony Phelan

Paul Duignan

Area Directors - for approval

| | |
|-----------------------------|--------------------|
| Nick Collins, EC4 | Division C Area 16 |
| Pamela G. Benjamin, DTM | Division C Area 22 |
| Lee McGuigan, DL4 | Division D Area 8 |
| Matty Behan, PM1 | Division D Area 40 |
| Bernie Margaret Wilson, MS2 | Division F Area 4 |
| Frances Geoghegan, DTM | Division F Area 12 |
| Liam Madden, DL1 | Division M Area 5 |
| Daniel Massarano, DL3 | Division N Area 15 |
| Eileen Scott, PM1 | Division S Area 30 |
| Ciara Clogher, PM3 | Division M Area 54 |
| Helen Dagnall, CC, ALB | Division B Area 36 |
| Paul Mark Graham, MS1 | Division G Area 1 |

Appointments -for information

Parliamentarian

Larry Lyons

Credential Chair

Pauline McCabe

Digital Election Manager

Gearoid Murphy

District Leadership Committee

Gerard Mannix

District Regalia Manager

Kevin Lee

Webmaster

Darren Walton

Poet in residence

Aine O'Neill

District 71 Financial Report

Final Outturn 2020/21
Subject to Audit

District 71 Actual v Budget 2020/21 - Draft

| Expenditure Heading | 2020/21 Budget | 2020/21 Actual | Variance |
|--------------------------------|-------------------|-------------------|---------------|
| Income Budget | 88,469 | 81,206 | 7,263 |
| Conference Income | 3,000 | 2,048 | 952 |
| Total Income | 91,469 | 83,254 | 8,215 |
| Conference | 3,000 | 2,381 | 619 |
| Marketing outside Toastmasters | 8,451 | 2,253 | 6,198 |
| Education and Training | 12,500 | 7,366 | 5,134 |
| Club Growth | 12,942 | 4,797 | 8,145 |
| Public Relations | 8,591 | 9,046 | -455 |
| Recognition | 17,110 | 4,791 | 12,319 |
| Travel | 12,945 | 36 | 12,909 |
| Lodging | 5,520 | 0 | 5,520 |
| Food and meals | 1,650 | 186 | 1,464 |
| Speech Contest | 0 | 108 | -108 |
| Administration | 4,337 | 2,766 | 1,571 |
| TI Allocation | 4,423 | 4,156 | 267 |
| Total | 91,469 | 37,886 | 53,583 |

Budget Figures

Daniel Sandars

How much do we have to spend?

Income = 25% of last year's membership payments **€81k**

Reserve at 30 June 2021 \$106,000 **€90k**

Available spend
(income +20% max loss €16k) **€97k**

Reserve at 30 June 2022 **€74k**

Required reserve 25% of income **€20k**

NB 50% of the surplus that exceeds 1.25 times the Required Retention will be reallocated to Toastmasters International
€25k



Program Quality Director Budget

Brenda Lannon

District Council Meeting

11th September 2021

Focus “Podium Finish at Convention in 2022”

Club Excellence and Member Achievement



Base

• **Distinguished Club Program**

- In 2020-21 we achieved 58% Distinguished Clubs, but have been nearer 80%
 - 42% clubs not Distinguished

Pathways Adoption

- Level of Pathways adoption (lower than Region 10 average)

PQD Budget Summary:

€14,500

| | |
|---|-------|
| DCP Achievement (clubs that weren't distinguished in 2020-21 and newly chartered clubs achieving Distinguished Status in their first year) | 2,000 |
| Training | 3,300 |
| Educational Achievement | 1,200 |
| Club draw for one Free Path if at least one member completes a Path | 1,700 |
| Pathways Adoption | 1,000 |
| Community Outreach Programs | 1,000 |
| Club Quality: Moments of Truth | 1,500 |
| Speech Contests | 2,800 |

DCP Achievement

€2,000

| | |
|---|-------|
| DCP Achievement | 2,000 |
| Clubs that weren't distinguished in 2020-21 year | |
| Newly chartered clubs that achieve distinguished status or better | |
| | |
| 40 clubs @ €50 each | |
| | |

Training

€3,300

- Training Chair Danny Banks
- Speakers Bureau Chair John McFadzean

- **Club Officer Training**

7 out of 7 club officers trained €2,500

(for clubs with fewer than 12 members and who have at least 4 club Officers trained)

Round 1: 50 clubs at €25 each

Round 2: 50 clubs at €25 each

- **External Training Provider** €600

- **Zoom Master Training** €200

- Available to clubs who have 2 members trained in the Zoom Academy
- €20 contribution towards eligible club expenditure

Education

€3,900

- **Pathways Support:**

- Somesh Kumar, DTM (Pathways Chair)
- Vinette Hoffman Jackson, DTM (Pathways Chair)

- **Pathways Adoption Rates**

- 95% members enrolled in Pathways (20 clubs at €50) €1,000

- 2 Levels in Pathways (above Level 3) € 400
40 members – gift from TI store up to the value of €10

- **Pathways Mentoring Program** € 200

- 20 members – gift from TI store up to the value of €10

Education

- **Club Draw for one Free Path if at least one member completes a Path**

100 clubs at \$20/€17 (approx.) per club

€1,700

- **DTMs**

€ 100

- 10 members
- Gift from TI Store up to the value of €10

- **Triple Crown**

€ 500

- 50 members
- Gift from the TI store up to the value of €10

Community Outreach Programs

€1,000

- Speechcraft Chair Sultan Kus
- Youth Leadership Chair Siobhan Fitzgerald
- Speechcraft Digital Bundle
- 50% of €50 cost (\$50+10 US VAT)
- Club sponsors the course
- Youth Leadership (Co-Ordinator and Workbook costs)
- 50% of cost
- Club sponsors the course

Can be self-financing – speechcrafters and youth leadership participants may be charged a fee for participating in the program. Full TI rules available here <https://www.toastmasters.org/leadership-central/governing-documents#Protocol82Fundraising573>

Club Quality

€1,500

Moments of Truth

Conduct a Moments of Truth meeting before 30 November 2021 (scheduled club meeting)

3 recommendations for improvement

Notify your Area Director

Conduct a 2nd Moments of Truth meeting before 31 May 2022

Recommendations implemented and improvements noted

Notify your Area Director

30 clubs - €50 each

Speech Contests

€2,800

- Two District chief judges
 - John Spillane (Ireland)
 - Asma Riaz (UK)

Quality contests

- Professional International Speech recording € 600
- Trophies (Area, Division and District)
- District €1,600
- Additional Zoom costs - Area upwards (50% of annual cost) € 600

TOASTMASTERS
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Q&A

blannond71tm@gmail.com



CGD Budget 2021-2022

D71 DCM Meeting, 11 September 2020

Elizabeth Jordan
D71 Club Growth Director

The Goal is Growth

District Mission:

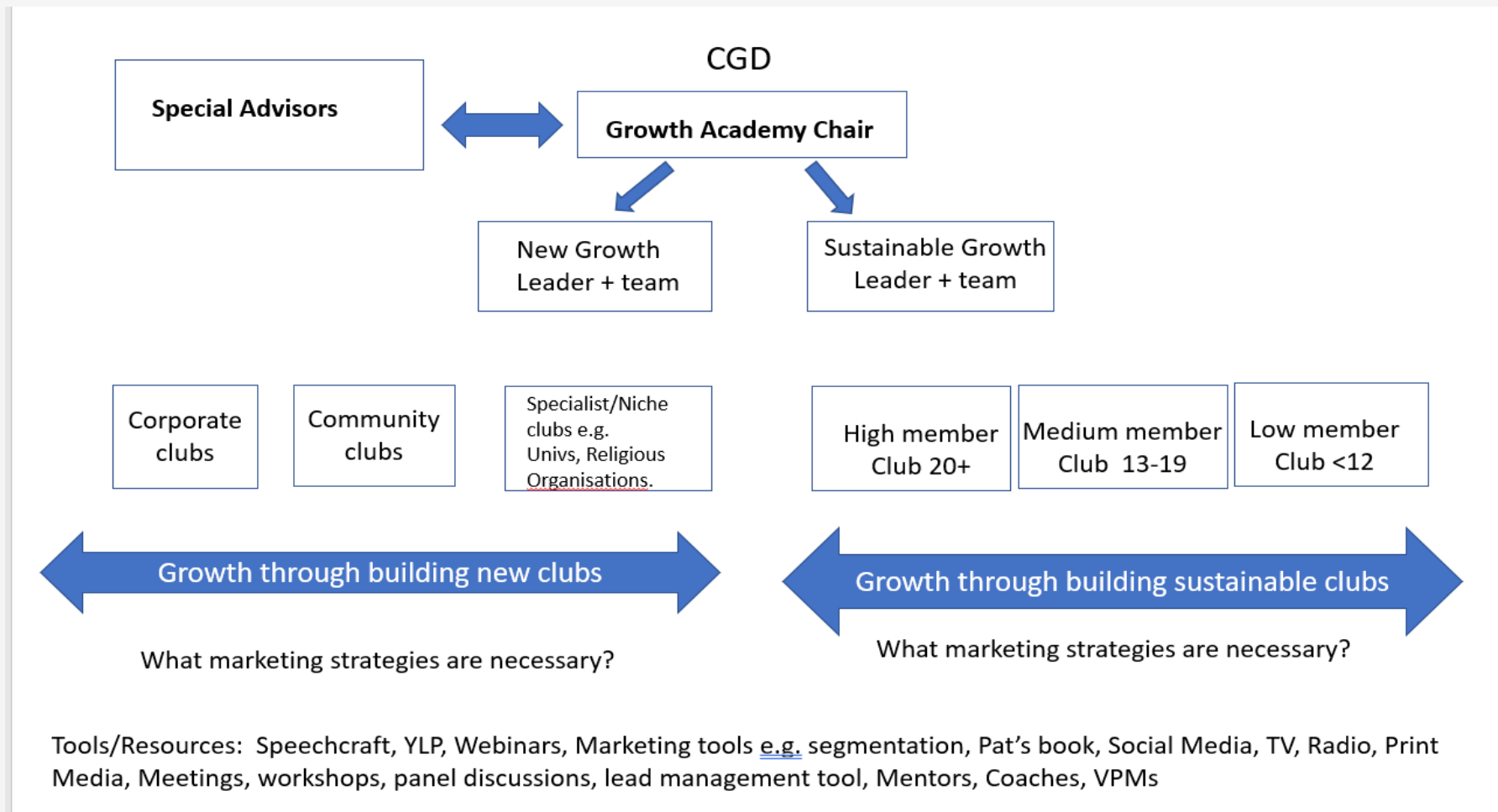
We build new clubs and support all clubs in achieving excellence



D71 Growth Academy

A Hub of Excellence & Experience

growthacademy@d71toastmasters.org



Growth Academy Core Team



D71 Growth Academy Core Team



Gavin Gallagher
Growth Academy Chair



Zain ul abidin, DTM
New Clubs Leader



Steve Campion, DTM
Project Manager



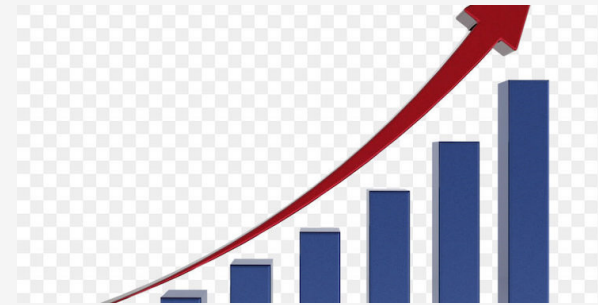
Sue Burnett, DTM
Club Quality & Sustainability
Leader



Elizabeth Jordan, DTM,
Club Growth Director

A Budget for Growth

Club Growth Budget Summary



| | CGD Expenditure | € |
|---|------------------------------|---------------|
| 1 | Membership Renewals | 4,400 |
| 2 | Membership Growth | 3,750 |
| 3 | Chartering New Clubs | 2,995 |
| 4 | Clubs with Appointed Coaches | 2,000 |
| 5 | Membership Campaigns | 270 |
| | Total | 13,415 |

A Budget for Growth

Chartering New Clubs

New club banners 20@ €100 = €2,000

Resource for DivD's = €195

Pat Johnson's book on building and sustaining corporate clubs

Charter club demo/launch meeting = €400

Miscellaneous Spend = €400

Total = €2995

A Budget for Growth

Clubs with Appointed Coaches

Funds for newly appointed club coaches
to assist struggling clubs (20 @ €100) = €2,000

Total = €2,000

Note only €100 per coached club, not per coach

A Budget for Growth

Sustainable Membership Growth

Net gain of 5 or more members vs the base at EOY

$$75@€50 = €3,750$$

$$\underline{\text{Total} = €3,750}$$

A Budget for Growth

Membership Renewals

80/20 Incentive – 80% of members renew by 20th September 2021 and 20th March 2022

September 20th 2021 Renewals: 50 @ €30 = €1500

March 20th 2022 Renewals: 50 @ €30 = €1500

September 20th 2021 Renewals: 20 @ €35 = €700

(Coached Clubs)

March 20th 2022 Renewals: 20 @ €35 = €700

(Coached Clubs)

Total = €4400

A Budget for Growth

Membership Campaigns

Golden Quarter Awards (1 July – 31 September)

Golden Quarter Trophy: 3@ €40 = €120

1st, 2nd & 3rd Place Trophies for clubs with highest numbers of new members added between this period and those members also renew for the October to March period.

Commemorative Plaques - Any member who provides the lead for a club that charters by 30th June 2022 will receive a commemorative plaque.

2@ € 25 = € 50

€50 - Any club that provides the lead for a club that charters by 30th June 2022.

2@ € 50 = € 100

TOTAL = €270

TI Membership Campaigns

- **Smedley Award (1Aug – 31 Sept)**
- **Talk Up Toastmasters (1 Feb – Mar 31)**
- **Beat the Clock (1 May – June 30)**

Recruit 5 new, dual or reinstated members and receive a TI Ribbon and 10% discount code for the TI shop (vaild for 6 months)

— Growth - Our Role in Making It Happen



Growth is never by mere chance; it is the result of (forces) **members** working together.

J C Penny



CGD Budget 2021-2022

**District Committee Meeting,
11 September 2020**

Elizabeth Jordan

D71 Club Growth Director

Email: cgdelizabethjordan@gmail.com



PRM Budget 2021-2022

**D71 District Council Meeting,
11 September 2021**

Ernold Van Bueren

PR Manager D71



www.toastmasters.org

More Visible Online



www.toastmasters.org

Social Media

Web Team

News Letter Team

Rotary Alliance Team



COMMITTED SPEND

| | |
|----------------------|-------|
| Talkshow for Talkers | €500 |
| Canva | €250 |
| Book Booster | €2000 |
| Total | €2750 |



PLANNED SPENDING

| | |
|-----------------------------|-------|
| Open Night Incentive | €2500 |
| VPPR of The Month Incentive | €600 |
| Club Values Video | €500 |
| Website of the year | €150 |
| Quarterly Poster Price | €540 |
| Hootsuit | €1400 |
| TubeBuddy | €75 |
| Social Media Promotion | €500 |
| D71 Website Updates | €200 |
| Division Website Support | €500 |
| Rotary Alliance | €200 |
| PR Consulting | €955 |
| Total | €8120 |



OPEN EVENING
€75 towards the club



VPPR of The Month
Prize - €50



CLUB WEBSITE
€50



Quarterly Poster On Social media
Prize €45



CREATE VIDEO
Prize €50



ESSENTIAL STORYTELLERS & PODCASTERS
Interview with Moira O'Brien and Paul O'Mahony

Podcast

The Talk Show for



www.toastmasters.org

Q & A





Administration Budget 2021/22

Steve Campion
Administration Manager
11th September 2021

Administration Budget

| Item | |
|---|---------------|
| Postage and Shipping | 5,850 |
| Hall of Fame Trophies | 1,000 |
| DEC badges and home club ribbons | 600 |
| Communications tools – Constant Contact, Dropbox, Twist | 1,450 |
| Electionrunner | 500 |
| easySpeak hosting | 400 |
| Website hosting | 450 |
| Stationery | 500 |
| Room Rental – DLT Handover | 200 |
| Bank Charges | 600 |
| Sympathy cards | 150 |
| Total | 11,700 |

— Strategic Projects - Reserve Drawdown

Special and Marketing Outside of TM

| | |
|---------------------------------|--------|
| Website development | |
| Data Dashboard | 11,000 |
| Market Research | 4,000 |
| Digital Advertising pilot study | 2,500 |
| 50th Anniversary | |
| Commemorative items | 3,400 |
| Strategic marketing | |
| Trade Show stall | 1,850 |
| Internal communications | |
| Review | 1,600 |
| Irish Press publications | 1,000 |
| Stock Image library | 350 |

Overall Budget Figures

Daniel Sandars

How much do we have to spend?

Income = 25% of last year's membership payments **€81k**

Reserve at 30 June 2021 \$106 **€90k**

**Available spend
(income +20% max loss €16k)** **€97k**

Reserve at 30 June 2022 **€74k**

Required reserve 25% of income **€20k**

NB 50% of the surplus that exceeds 1.25 times the Required Retention will be reallocated to Toastmasters International
€25k

Balanced Budget Summary

| Expenditure Heading | Policy Max % | 2020/21 for reference | 2021/22 Draft | 2021/22, % |
|--|-----------------|--------------------------|---------------|------------|
| Income Budget (allocated by TI) | | 88,469 | 81,414 | |
| Marketing outside Toastmasters (Min 5%) | 10 | 8,451 | 8,141 | 10.00% |
| Education and Training | 15 | 12,500 | 12,212 | 15.00% |
| Club Growth | 15 | 12,942 | 12,212 | 15.00% |
| Public Relations | 10 | 8,591 | 8,147 | 10.01% |
| Recognition | 20 | 17,110 | 16,294 | 20.01% |
| Travel | 25 | 12,945 | 4,250 | 5.22% |
| Lodging | 15 | 5,520 | 2,550 | 3.13% |
| Food and meals | 15 | 1,650 | 1,327 | 1.63% |
| Speech Contest | 5 | | 4,070 | 5.00% |
| Administration | 10 | 4,337 | 8,141 | 10.00% |
| TI Allocation | 5 | 4,423 | 4,070 | 5.00% |
| Total | | 88,469 | 81,414 | |

The max 16k loss to draw down the reserves are Website update 11k and Market Research 4k

Allocation of Budget

| Budget Summary 2021/22 | |
|--------------------------------|---------------|
| Expenditure Heading | 2021/22 € |
| Administration | 11,700 |
| Club Growth | 13,415 |
| Program Quality | 14,500 |
| Public Relations | 8,175 |
| Marketing Outside Toastmasters | 3,650 |
| Travel, Lodging and Food | 8,000 |
| TI Allocation | 4,000 |
| AD/DD Budgets | 8,000 |
| Special Projects | 9,650 |
| Total | 81,090 |

DEC APPROVAL

Preliminary approval of the District budget is required prior to District Council Meeting.

Approvals

- 1. Appointments**
- 2. Budget**

District 71 Financial Report

Final Outturn 2020/21

District 71 Actual v Budget 2020/21 - Draft

| Expenditure Heading | 2020/21 Budget | 2020/21 Actual | Variance |
|--------------------------------|-------------------|-------------------|---------------|
| Income Budget | 88,469 | 81,206 | 7,263 |
| Conference Income | 3,000 | 2,048 | 952 |
| Total Income | 91,469 | 83,254 | 8,215 |
| Conference | 3,000 | 2,381 | 619 |
| Marketing outside Toastmasters | 8,451 | 2,253 | 6,198 |
| Education and Training | 12,500 | 7,816 | 4,684 |
| Club Growth | 12,942 | 4,797 | 8,145 |
| Public Relations | 8,591 | 9,416 | -825 |
| Recognition | 17,110 | 4,791 | 12,319 |
| Travel | 12,945 | 36 | 12,909 |
| Lodging | 5,520 | 0 | 5,520 |
| Food and meals | 1,650 | 186 | 1,464 |
| Speech Contest | 0 | 108 | -108 |
| Administration | 4,337 | 2,766 | 1,571 |
| TI Allocation | 4,423 | 4,156 | 267 |
| Total | 91,469 | 38,706 | 52,763 |

District 71

Budget Summary 2021/22

District 71 Budget Summary 2021/22

| Expenditure Heading | 2021/22 € |
|--------------------------|---------------|
| Administration | 11,700 |
| Club Growth | 13,415 |
| Program Quality | 14,500 |
| Public Relations | 10,870 |
| Special Projects | 25,700 |
| Travel, Lodging and Food | 9,412 |
| TI Allocation | 4,100 |
| AD/DD Budgets | 8,000 |
| Total | 97,697 |

District 71 Budget Summary 2021/22

| | Income | Expenditure | Net |
|---------------------------------|--------|-------------|-----|
| Conference | 3,000 | 3,000 | 0 |
| Worshipful Company of Marketors | 4,500 | 4,500 | 0 |

Some Updates

- Concur access
- Unused Incentives from 2020/21
- Purchase from TI Shop now have 20% tax added on checkout
- Be careful of custom charges when ordering from TI

District 71 Incentives Program 2021/22

Eileen O'Neill
Incentives Manager 2021/22
Eileen.oneill.d71financemanager@gmail.com

District 71 Celebrating 50 years on 1 July 2022
A Podium finish – Dream, Believe, Achieve

Members of the Incentives Think Tank

| Name | Club | Workgroup |
|------------------|-------------------------|--------------------------------|
| Olga Byrne | Fingal Toastmasters | Review other District Websites |
| Morven Pritchard | Linlithgow Toastmasters | Review other District Websites |
| Martina Lennon | Monaghan Toastmasters | Review other District Websites |
| Mari Manning | Cork East Toastmasters | Seek feedback from D71 Members |
| Pat Foley | Navan Toastmasters | Seek Feedback from D71 Members |
| John Conroy | Tallaght Toastmasters | Seek Feedback from D71 Members |
| José Pereira | Pegasus Speakers | Data Analysis |

Results!

1. Incentives manager for District 71
2. Website - all incentives in a page at a glance
3. New options for using incentives
4. Think Green!
5. The importance of Recognition
6. Keeping informed – DLT to DEC to President to Members
7. Training – Social Media, Moments of Truth, Open Nights
8. Additional Incentives for smaller clubs

Pilot program – Feedback please!

Celebrating 50 years

How you can help!

Sign up to the Dream!

- Aim high - Could your club be Presidents Distinguished this year?
- Could your club increase your membership base by 5?
- Area Directors – Aim for President's Distinguished
- Presidents Distinguished Clubs – Could you help your Area Director?
- Get your club involved in the Incentives Program
- Volunteer to help! Email me!

Let's Celebrate our 50th Anniversary with an exceptional result!

How it works!

- The Incentive Budget Holder will email the President and Treasurer as Incentives are earned
- I will maintain a register of Incentives earned by club
- The register will be updated monthly on the Website
- You can use your incentives to claim back club expenses (except membership fees, venue hire, food)
- Email your order, invoice and receipt to me or claim through Concur

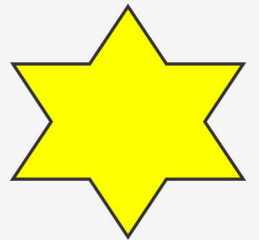
You can use your incentives to

- Claim back club expenses
(except membership fees, venue hire, food)
- Place an order from the TI Shop
- Green items include Digital Downloads from TI – think local **New**
- Hybrid meetings – think Webcams, microphones etc to support
- Photo opportunity, Speaker from Speakers Bureau **New**

Need Support

1. Email me or your Area Director with ideas or help needed
2. The DLT will be meeting DEC members regularly
3. The Website is your key go to place
4. Concur training will be provided
5. Area Directors are key!
6. Clinics

**Enjoy the Incentives Program and
Good luck in your Presidents Distinguished journey**



<https://d71toastmasters.org/home/clubs/incentives/>

Last years incentives

€7k still to be claimed
Check the District 71 Website

<https://d71toastmasters.org/home/clubs/incentives/>

Dates for the Diary

Sun 19th Sept @7pm District 71 Town Hall meeting

Fri 24th Sept District 71 Hall of Fame 2020-2021 with
International President Margaret Page DTM

Sat 4th Dec District Xmas Party with
International President Elect Matt Kinsey DTM

2022 January 17-28 Visit of Francesco Fedele DTM, Region
10 Advisor

2022 May 20-23 District Conference and visit of International
Board Member

Reminder

Speech Contests:

Contests must originate at the club level and proceed through the area, division, and district levels, respectively; only contests following this progression are permitted at each level.

All Area, Division and District Contests will be online until 30th June 2022.

Future Conferences

May 2022

Online

Hybrid element under consideration

50th Anniversary Gala Party/ Watch Party

May 2023

Venues being screened

Sopwell House, St Albans, Hertfordshire

DoubleTree by Hilton Hotel, Milton Keynes,

Buckinghamshire

Wyboston Lakes (The Woodland Events Centre),

Bedfordshire

Final Q&A

CLOSE MEETING

**THANK YOU
KEEP SAFE**

District Council Meeting Saturday 11th September