

District 71 Finance Manager's Report

Quarter 3 21/22 – 31.3.22

Introduction

In the Toastmasters year 21/22 District 71, like many Districts across the world, faced new and complex challenges arising from the global pandemic, COVID-19.

Clubs are seeing fluctuations in membership; events were held online and the logistics of purchasing items from the Toastmasters International (TI) store and presenting physical trophies was challenging.

This was made even more difficult for our own District when Brexit resulted in new customs charges, VAT and fluctuating exchange rates between the euro, sterling, and US dollar.

At the start of the year the DLT was acutely aware of these issues and all members of the team rolled up their sleeves and took on extra projects to help clubs through this volatile period.

The Finance Manager volunteered to take on three additional roles as a contribution to these new challenges as detailed below

1. Incentives Manager
2. Piloting a District Store
3. District 71 50th Anniversary plans

The following report presents a review of work to date on the 3 projects as well as the financial status of the District as at the end of Quarter 3 21/22.

Finance Report

Compliance

The half-year accounts were audited by this year's Audit committee, Anthony Phelan (D. L. S. Communicators Club), Michaela Kalaria (Northampton Speakers and Pegasus Speakers Advanced) and Paul Duignan (Naas Club).

The Certification, Narratives and audit sign off for the half-year have been submitted to WHQ and they have confirmed that they have been filed.

The 3rd Quarter accounts have been completed, bank accounts reconciled, and the P&L account for the 3rd Quarter is attached.

The District Reserve Statement is showing a balance at the end of March of \$150k. This represents the funds allocated to the District by Toastmasters International (25% of membership fees) less expenditure claimed over several years. The balance on the 1st of July 2021 was \$106k. In addition to this there is €7k in the Districts AIB Bank account.

The District Council was presented with the draft final accounts for the year ended 30 June 2021 at its September 2021 meeting pending the Audit Committee completing their audit.

The Audited accounts were filed in September 2021 and confirmed filed by WHQ. Appendix 1 shows the final audited accounts. There are two changes from the draft accounts, and these are highlighted in red. The District Store revenue represents a receipt from a Club towards purchases from the TI store more than incentives earned. The additional charge under recognition of €768 represents additional accruals for expenses incurred to 30th June which had not yet been paid.

Income

The income budgeted to the end of March is €69k and the actual is €69k so we are on schedule with our forecasted income. All credit is due to club committees who have worked so hard this year to retain and grow their membership numbers and to those who have chartered new clubs.

Donation Revenue and Fundraising expenses

The amount here of €4,550 reflects support given to the District by the Worshipful Company of Marketers in sharing approaches to marketing our clubs. The support was pro bono, but they did ask us to reflect the value of the marketing in our accounts. We do this by showing it as an income item and an expenditure item for the same amount.

Recognition for Members, Clubs, Areas, Divisions and District

In this category we capture badges and pins for District Leaders and award expenses such as the Quarterly District Awards and special recognition. We are behind budget by €9k and this is largely due to awards which have been made but not yet claimed and expenses incurred not reclaimed so it is mostly a timing difference, and we expect actual expenditure to be closer to budget by the year end.

Club Growth covering Building new clubs, Club Coaching, Membership Growth and Membership Retention

The budget for club growth year to date is €5k and the actual is €500.

The budget includes a provision for Club Coaches of €1.4k to provide some support for their clubs. The claims are very low so far.

It also includes €2k for the 80/20 incentive which encouraged clubs to collect 80% or more of their renewal fees by 30 Sept 2021. €665 was awarded for this incentive and we are still awaiting claims to be made by successful clubs.

There is also a provision for demo meetings for new clubs and club banners for newly chartered clubs which has not yet been used.

Expenditure includes the purchase of 12 copies of Pat Johnsons book on Corporates (€195) , a copy of which has been distributed to each of the Division Directors plus postage and shipping related to club growth business (€300).

Marketing Outside of Toastmasters

The budget for this heading included some special projects as follows:-

1. €2.5k towards a Digital Advertising pilot – WHQ is running a worldwide pilot which the District is participating in and all Districts are contributing towards this through a contribution from District Reserves. This is captured under a reallocation of District Reserves.
2. €1.85k towards targeted conference registrations. We are seeing some uptake in this category now, but this heading is likely to be well underspent at year end.
3. €1k towards targeted advertising in Irish publications. We introduced this to balance out the publicity received through the BookBooster contract (see below) which tends to be mostly for UK publications. We have not yet been able to identify an appropriate channel to Irish publications.
4. €4k towards Market Research to help the District to identify target audiences for new club growth. We have signed a contract with Vertical Leap to provide this service. The costs will be incurred in Q4.

The quarterly charge for BookBooster, the contract which allows members to have articles published in widely read publications is charged here and totals €1k to date. The full annual cost is €2k.

Public Relations Expense, Audio Visual and website

The PR budget year to date is €17k and the actual expenditure is minus €1.3k. The budget included the following projects

1. €11k towards the building of a dashboard for the District website with easy access to stats. This project is unlikely to start.
2. €1.6k towards a consultancy to advise on optimising Internal Communications within our District.
3. €350 towards the purchase of a stock image collection for advertising.

We purchased Canva pro for the District as part of a WHQ initiative. We also purchased Tube Buddy (€180) to enhance our YouTube page and Hootsuite (€160pm) for efficient use of social media.

€2.3k is provided for in relation to PR Incentives. While there will be an underspend in this area there are several incentives which have been awarded and these have been announced at the Quarterly District Awards events.

Education and Training

In 2020/21 we had unclaimed expenses of approximately €12k across the three headings of Education and Training, PR, and Club Growth. We accrued this so that it was charged to last year's accounts. €2k remains unclaimed and this shows as a credit this year.

€2.5k was budgeted for the 7 of 7 officers trained incentive. This will be underspent by about €1k. While the awards have been made claims have not yet been received for this incentive.

There is a provision of €600 for an external training provider which has not yet been used.

There is also a provision of €900 for Speechcraft and Youth Leadership support which has not been used.

Administration

€6.3k has been budgeted for Administration year to date. The spend is €3.3k. Spend includes a business Zoom account for each Division Director and the District Leadership Team (€1k). It also includes Constant Contact which is the email package used for District communications (€1k), Twist (€200) and Dropbox (€250) which are both used for shared storage of information. Postage and shipping accounts for approximately €800.

TI Allocation

Each year WHQ recoups 5% of our income as a contribution towards WHQ central running costs.

End of year Claims

All clubs, Areas and Divisions are requested to get their claims into the Finance Manager by 31 May. The Finance Manager will not have access to Concur after 30th June.

The audited half year accounts and the Q3 Accounts are attached as Appendices 2 and 3.

Incentives Manager

Introduction

The proposed District Incentives for the year are presented to the District Council for approval at its September meeting. The incentives are developed by each of the Program Quality Director, Club Growth Director and PR Manager in consultation with the District Director and Finance Manager.

In prior years these incentives were administered individually by these role holders, and it was difficult for members to get an overall sense of the incentives for the year.

The role of Incentives Manager is being trialled in this TM year to have one point of contact for members in relation to incentives and one source for all incentives published on the District Website.

Incentives Review Project

In Q1 of this TM year a group of volunteer Toastmasters, led by the District Finance Manager, formed a committee to review the current incentives and brainstorm ideas for improvement.

Many thanks to Olga Byrne (Fingal Toastmasters), Mari Manning (Cork East Toastmasters), Patricia Foley (Navan Toastmasters), José Pereira (Pegasus Speakers Advanced), John Conroy (Tallaght Toastmasters), Alan Tracey (Society Toastmasters, Martina Lennon (Monaghan Toastmasters) and Morgen Pritchard (Linlithgow Speakers) for their contributions on the committee.

The recommendations of the Committee were shared with members of the DLT and are included as Appendix 4. The key recommendations which have been implemented are as follows

1. Increase the emphasis on recognition, as incentives are not as rewarding as recognition.
Response: The District has introduced a Quarterly Awards Ceremony
2. Purchasing items from the TI store is not good for the carbon footprint of the District. Efforts should be made to purchase Digital downloads or incentivise with non-material awards such as key speakers attending clubs.
Response: Incentives earned can be used towards many club expenses like zoom costs and advertising. They can also be used for Digital downloads from TI.
3. A Free Path should be considered for those who have completed a Path.
Response: A new incentive has been introduced by the PQD this year which has a Free Path as an aware item.
4. Purchasing from TI in the US is problematic. Offer easier options to use incentives to purchase TI recognition items
Response: A District Store is being trialled this year.
5. TI Vouchers are difficult to use, and many members have unused vouchers

Response: The District has offered an opportunity for clubs to place their order through the Finance Manager.

While these initiatives have been welcomed the key challenge is to excite clubs about the incentives program. We have not solved how best to do this.

Monitoring and Paying incentives

A key part of the new Incentives Manager role is the management on incentives awarded, ensuring clubs are aware of the balance available to them and managing claims. The last quarter is expected to be very busy with claims.

A reminder of the incentives for the year is included as Appendix 5.

Piloting a District Store

Introduction

Ordering from the TI store in the US is burdensome. Clubs are incurring high shipping costs, unexpected customs charges, and additional VAT charges this year. In addition, the dollar is volatile and TI vouchers are cumbersome to use.

The District Leadership Team is hoping to offer a new model which will make it easier for clubs to order TI store items. We are doing this through the piloting of a District Store.

Details of the Store

The store will be based in Northern Ireland for the pilot with the service provided by TDS (The Distribution Solution) based in Belfast.

We have ordered a stock of over 50 different items from the TI store which will be warehoused by TDS and will be available to clubs. We estimate that the cost of the items will be the TI store cost plus 30% to cover postage, packaging, and warehousing costs.

Clubs will be able to use their incentives to purchase from the District Store with delivery expected to take no more than 3 to 4 working days.

The trial will run from May to July 2022 and next years District Leadership Team will decide if this were something they would like to continue.

Further details will issue when stocks arrive.

District 71 50th Anniversary Plans

Of course, we all know at this stage that District 71 is celebrating its 50th Anniversary this year, on 1st July, and with that comes celebrations! With so much going on in the District the Finance Manager happily volunteered to lead the plans for the development of a suite of events to celebrate the big 50!

Here are some of the things planned! 😊

Special 50th Anniversary Challenge

We are challenging all clubs to have as many members as possible complete a level in Pathways. The winning clubs in the categories of:

Base Membership

- (1) 12 and under
- (2) 13 to 19
- (3) 20 to 29 and
- (4) 30+

will receive a special 50th Anniversary award. All clubs are encouraged to get involved and share their photos of presenting awards to their members.

Ted Corcoran Series

Ted Corcoran takes us on a fascinating journey through the history of District 71 at his Sunday Webinar series. Well worth tuning into to and if you have missed the first two you can find details on the District 71 You Tube Channel [here](#).

District 71 50th Anniversary Hall of Fame – 12th June 2022 7:00pm to 9:00pm

Patricia O'Reilly, Region10 Advisor, past District 71 Director, member of Balbriggan Toastmasters and sponsor of the almost chartered Molly Malone's is leading the preparations for a night to remember where we celebrate 50 years of Toastmasters in the UK and Ireland.

Clubs are invited to meet in their venues and make a night of it with finger food and celebrations while watching the event on the big screen. It's an ideal opportunity to link up with other clubs, invite past members and members of your community to celebrate this very special occasion.

Appendix 1

Final Accounts for the year ended 30 June 2021

Expenditure Heading	2020/21 Budget	2020/21 Actual (Draft)	202/21 Actual (Final)	Variance Finals
Income Budget	88,469	81,206	81,206	7,263
Conference Income	3,000	2,048	2,048	952
District Store Revenue			213	-213
Total Income	91,469	83,254	83,467	8,002
Conference	3,000	2,381	2,381	619
Marketing Outside Toastmasters	8,451	2,253	2,253	6,198
Education and Training	12,500	7,816	7,816	4,684
Club Growth	12,942	4,797	4,797	8,145
Public Relations	8,591	9,416	9,416	-825
Recognition	17,110	4,791	5,559	11,551
Travel	12,945	36	36	12,909
Lodging	5,520	0		5,520
Food and meals	1,650	186	186	1,464
Speech contest	0	108	108	-108
Administration	4,337	2,766	2,766	1,571
TI Allocation	4,423	4,156	4,156	267
Total Expenditure	91,469	38,706	39,474	51,995

Appendix 2

District 71 Audited Accounts H1			
Profit & Loss (Actual V Budget Summary)			
1 July 2021 to 31 December 2021			
	Actual	Budget	Variance
	€	€	€
District Revenue	36,193	38,945	-2,752
Fundraising Revenue	0	4,550	-4,550
Conference Revenue	-200	0	-200
Total District Revenue	35,993	43,495	-7,502
District Expenses			
Conference Expenses	12	0	12
Fundraising Expenses	0	4,550	-4,550
District Store Expenses	500	0	500
Recognition	1,482	8,050	-6,568
Club Growth	596	3,805	-3,209
Marketing Outside Toastmasters	561	12,100	-11,539
Public Relations	-2,156	14,870	-17,026
Education and Training	-2,522	2,650	-5,172
Speech Contest Expenses	505	1,400	-895
Administration Expenses	3,002	4,517	-1,515
Allocation to TI	2,089	2,035	54
Total District Expenses	4,069	53,977	-49,908
Total Net Income	31,926	-10,482	42,408

Appendix 3

Quarter three Accounts

	07/01/2021 Through 03/31/2022		
	Actual	Budget	Variance
District Revenue			
Membership Revenue	69,313.57	69,415.00	(101.43)
Conference Revenue	(200.11)	3,000.00	(3,200.11)
Fundraising Revenue	0.00	4,550.00	(4,550.00)
Total District Revenue	69,113.46	76,965.00	(7,851.54)
District Expenses			
Conference Expenses	12.45	3,000.00	(2,987.55)
Fundraising Expenses	0.00	4,550.00	(4,550.00)
District Store Expenses	499.49	0.00	499.49
Recognition	1,715.37	10,850.00	(9,134.63)
Club Growth	1,014.74	5,085.00	(4,070.26)
Marketing Outside of Toastmasters Expenses	560.87	12,100.00	(11,539.13)
Public Relations Expense	(1,266.77)	17,320.00	(18,586.77)
Education & Training Expense	(1,112.19)	3,950.00	(5,062.19)
Speech Contest Expenses	508.90	1,400.00	(891.10)
Administration Expenses	3,346.34	6,298.00	(2,951.66)
Allocation Expenses	3,170.05	3,052.98	117.07
Total District Expenses	8,449.25	67,605.98	(59,156.73)
Total Net Income	60,664.21	9,359.02	51,305.19

Appendix 4

Incentive Ideas from Think Tank - Easy to introduce		
Category	Initiative	Who manages?
AD Role	Introduce AD Checklist (see example)	Area Director
Engaging Members	Cascade a monthly communication from DLT to members. Secretary or SAA would identify info that's useful for members to know. <i>District Director to DEC – ADs to Presidents & Secretary/SAA – President to members</i>	District Director to AD, AD to President & SAA/Secretary SAA to members
Engaging Members	Ensure timely update of website with incentive news	FM/Webmaster
Engaging Members	Promote incentives at the Zoom Academy/Growth Academy/Speakers Bureau as sources of training on Incentives.	PQD/AD/PRM/Webmaster
Engaging Members	Provide Training on Incentives eg Moments of Truth, Open Nights, Membership growth.	PQD/AD/PRM/Webmaster
Engaging Members	Offer all clubs a one-hour training session from a trainer from the Speakers Bureau – include a promotion of the incentives program – recognise the trainers.	Speakers Bureau
Incentives	Incentivise ADs to recruit the leaders of the future	Incentive - District Director
Incentives	Promote the Green agenda - Incentives could include Free Pathways and Digital resources from TI, virtual Keynote Speaker, virtual training for the club, photos with DLT for social media and maybe a paid advertisement as well as re-imbursing eligible club expenses	Incentives - all
Incentives	Create a special award for three main categories of clubs (Consider 50th Anniversary Elite Gold Award, 50th Anniversary Golden Star Award and 50th Anniversary Gold Award (1) Those who are PD every year - incentivise going beyond PD - (Elite Gold if help another club to go from ND to D, D to SD or SD to PD) (2) Clubs who jump two DCP awards - (ND to SD, D to PD) Golden Star (3) Clubs who jump one DCP award (ND to D, D to SD, SD to PD) Gold Award	
Recognition	District Director recognises top clubs for incentives earned in monthly newsletter	FM/DD
Recognition	Profile Club, Area and Division achievements on website monthly	FM/Webmaster
Recognition	Have a monthly recognition for the 5 clubs who earned the most incentives. Organise a photo with a DLT member - Publish on the website and social media. Announce at monthly DEC and newsletter	FM/PRM/Webmaster
Recognition	Have a monthly award for the Area and Division which earned the highest incentives. Recognise on Social Media and the website and newsletter.	FM/PRM/Webmaster
Recognition	Recognise successful completion of Zoom Academy training. - Completion Certificate awarded by the Trainer - Treat as CPD - Continuing Professional Development	Training Academy

Incentive Ideas from Think Tank - More Long Term

Category	Initiative	Who manages?
Engaging Members	Announce the results of gamification on Website (Quizes etc)	PRM
Engaging Members	Use gamification; members blog on Incentives; good news stories to attract people to the District website	PRM
Engaging Members	Reach out to the teams in Districts that have impressive websites (D60)! to ask their support and guidance in building D71 Website	PRM
Engaging Members	Provide hands on coaching on Social Media – maybe as an Area Incentive – clubs can use this to announce their awards	Training Academy
Incentive Management	Incentive Management System to enable easy reporting	Finance Manager
Incentive Management	Incentives Committee – Manager plus 3 other members –	New committee
Incentive Management	Incentives Manager – the D71 face of incentives	New role
Incentive Management	Bookkeeping and payments	New role
Incentive Management	Monitor member feedback, recommend changes, content for monthly DD email	New role
Promoting Smedley	Recognise Areas where the clubs are working together as a team to be a Presidents Distinguished Area. Announce at monthly DEC.	Division Director
Recognition	Help clubs to promote their awards	PRM

Appendix 5: Incentives chart 2021/22

District 71 Incentives to 30 June 2022			
Public Relations	Programme Quality (1)	Programme Quality (2)	Club Growth
Club Values Video Apr €50	Train 7 #2 €25	Triple Crown PQD Award	Membership Retention: 80/20 Incentive, March €30
31 March 2022. 5 prizes to be claimed in 2022 Clubs are requested to submit their application to the PRM. The submission will be a 1-2 minute video about how Toastmasters have changed people's lives and how your club can support their members' journey. Final date for submission is 31 March 2022. The winning 5 Clubs will each be awarded €50. Results will be announced in April 2022.	28 February 2022, 50 prizes available. €25 - All 7 committee roles trained at Club Officer Training (COT). Officers will receive credit for all their club officer roles by attending one full training session which should be at least 3 hours duration.	30 June 2022. 50 prizes available. All members who receive a Triple Crown award by 30th June 2022 will receive a gift from the PQD.	20 March 2022, 50 prizes available. Clubs which renew at least 80% of their membership base (ie as at 28th February 2022), by 20th March 2022 will receive €30. Coached Clubs will receive €35.
Website of the Year €150	DCP Achievement €50	Pathways Mentor PQD Award	Talk Up Toastmasters TI Ribbon + 10% discount code
31-Mar-22 Clubs are requested to submit their application to the PRM. Websites will be judged on brand compliance, demonstrating awareness with a clear message about the club and Toastmasters and will be nominated by a team of experts. Final date for submission is 31 March 2022. One Club will be awarded a prize of €150. The result will be announced in April 2022.	30 June 2022. 40 prizes to be claimed €50. Clubs that weren't distinguished in 2020-21 and newly chartered clubs achieving Distinguished Status in their first year. Results will be determined from the TI Dashboard.	20 prizes to be claimed Members will receive a gift from the PQD if they complete the Pathways Mentoring Program. Awards will be announced in December and June.	1 February - 31 March 2022 Recruit 5 new, dual or reinstated members and receive a TI Ribbon and 10% discount code for the TI shop (valid for 6 months)
VPPR of the Month PRM award	Moments of Truth €50	Speechcraft €25	Beat The Clock TI Ribbon + 10% discount code
Every Month The PR team will continuously review all media channels for exceptional PR activity and will select a winner each month.	7 May 2022, 30 prizes available. €50. Clubs are required to conduct a Moments of Truth session before 30 November 2021, log 3 recommendations for improvement, conduct a 2nd Moments of Truth session before 30 April 2022 and demonstrate that the recommendations have been implemented. The Club must submit an application to the PQD. Closing date for applications is 7th May 2022.	30 prizes to be claimed. Clubs which organise a Speechcraft project will receive a €25 contribution towards the cost of a Speechcraft Bundle. Clubs must apply to the PQD who will assess the project plan before awarding this incentive.	1 May - 30 June 2022 Recruit 5 new, dual or reinstated members and receive a TI Ribbon and 10% discount code for the TI shop (valid for 6 months)
Open Night €75	Pathway Completion (Club)	Youth Leadership €10	Net Gain 5 €50
33 prizes available €75. Clubs need to demonstrate different ways of promoting their open night on social media, email photos to the PR team and convert at least 3 guests into members. Submit your application to the PRM.	30 June 2022. 100 prizes available. €17. Clubs which have at least one member complete a Path between 1 July 2021 and 30 April 2022 will receive one Free Path to raffle amongst all members who complete a path in this period. The club must apply for this incentive to the PQD.	25 prizes are available. Clubs which organise a Youth Leadership project will receive a €10 contribution towards the cost of a Speechcraft Bundle. Clubs must apply to the PQD who will assess the project plan before awarding this incentive.	30 June 2022. 75 prizes are available. €50. All clubs which record a net gain of 5 members over the base number by 30th June 2022 will receive this award. Note that this is calculated by taking the number of members in the club at 30 June 2021, adding new members and deducting lapsed members. The figure is determined from the TI Dashboard.
Poster Prize €45	Zoom Academy Trained €20	Path Completion PQD Award	New Club Banners
3 prizes every quarter Clubs are requested to submit their application to the PRM. Posters will be judged on brand compliance, demonstrating awareness with a clear message about the club and Toastmasters and will be nominated by a team of experts. The final dates for submission are as follows Q1: 30/09/21; Q2: 31/12/21; Q3: 31/3/22; Q4 30/4/22. Clubs who win cannot enter a second time. There will be 3 awards each quarter with each club receiving €45. The results will be announced within four weeks of the final submission dates.	10 prizes to be claimed €20. Clubs which have 2 members trained in the Zoom Academy as certified by the Academy team will receive this award.	30 June 2022. 40 prizes available. Members will receive a gift from the PQD if they complete 2 levels in Pathways above Level 3 by 30th June.	30-Jun-22 All clubs which charter by 30th June 2022 will receive a Club Banner.
	Pathways Enrolment €50	DTM Achievement PQD Award	
	30 April 2022. 20 prizes available. €50. Clubs with 95% members enrolled in Pathways by 30th April 2022 will receive this incentive.	30 June 2022. 10 prizes available. All members who receive a DTM award by 30th June 2022 will receive a gift from the PQD.	