

**TOASTMASTERS INTERNATIONAL**

**Narrative for**

**Nov-11**

**DISTRICT** **55**

**Membership Revenue**

Budgeted monthly revenue for November 2011 was \$2,330; actuals were \$2,972.25. Year to date budgeted membership revenue was \$27,435; actual was \$27,686.73, a surplus of \$251.73. The District is keeping pace with projections.

**Conference Net Income/(Loss)**

Due to Toastmaster International's using an accrual accounting method rather than cash, conference registration revenue collected from July-November was \$19,135 (\$9,035 collected in November). Budgeted conference registration revenue was \$22,205; actual registration revenue was \$19,135, a difference of \$3,070. The silent auction and program ad revenue of \$1,065 will be reflected in the December financials as well as total fall conference expenses of \$17,012.04. This reflects a surplus of \$3,187.96. In addition, \$3,135 was collected in 2012 spring conference registration revenue that will be reflected in the April 2012 year to date numbers.

**Fundraising Net Income/(Loss)**

No fundraising events were held in November.

**TLI Net Income/(Loss)**

No TLIs were held in November.

**District Store Net Income/(Loss)**

\$1,638.05 in revenue from the fall conference was deposited in December. Bookstore expenses are higher than budgeted due to an incentive from the 10-11 District Governor.

**Other Revenue**

No other revenue was collected in November.

**Marketing**

The marketing focus is on building new clubs and membership growth. Marketing expenses year to date are \$3,333.06 against budgeted expenses of \$9,480.00.

**Communications and Public Relations**

The Public Relations Officer exhibited at the Texas Book Fair Festival in late October. Expenses year to date are \$702.40 against budgeted expenses of \$1,510.

**Education and Training**

Education and training in Nov. has been speech contests and the fall conference. YTD education and training expenses are \$3,622.48 against budgeted expenses of \$3,400.50. This is partly a timing issue of purchasing items in advances of the TLIs to be held in December and January.

**Speech contests**

All speech contest materials had been purchased in advance so there were no expenses incurred in November. Year to date expenses are \$2,007.92 against budgeted expenses of \$3,412.60.

**Administration**

Year-to-date actual administrative expenses are \$4,105.27 against budgeted expenses of \$5,196.00.

### **Travel**

November travel expenses are for District Governor mileage reimbursement for division contest travel, Division Governor mileage reimbursement for club visits, and parking expenses for the Public Relations officer for a trade show event. Actual travel expenses year to date are \$3,318.33 against budgeted travel expenses of \$5,970.38.

### **Other Expenses**

There was an expense of \$86.51. Actual other expenses year to date are \$1,047.24 against \$1,150 in budgeted other expenses.

