

TOASTMASTERS INTERNATIONAL

Narrative for

DISTRICT **55**

Oct-11

Membership Revenue

Budgeted monthly revenue for October 2011 was \$8,289; actuals were \$7,186.11. Year to date budgeted were \$25,105; actuals were \$24,718, a difference of \$390.52. There are several clubs in the process of being chartered and it is anticipated that the gap will be closed by the end of the Toastmasters year.

Conference Net Income/(Loss)

Due to Toastmaster International's using an accrual accounting method rather than cash, it looks as if there is a deficit of \$280 in conference revenue. From July-October, \$12,840 was collected in conference registration revenue. It is anticipated that there will be additional registration revenue in November as well as income from the silent auction and program ads. Toastmasters International will reconcile the conference revenue in November and the correct registration revenue will be "transferred" back into the Intacct accounting system.

Fundraising Net Income/(Loss)

No fundraising events were held in October.

TLI Net Income/(Loss)

No TLIs were held in October.

District Store Net Income/(Loss)

No District Store revenue was collected-the District Store will be available at the Fall Conference in November.

Other Revenue

No additional revenue was collected in October. The additional revenue of \$757.98 was collected for the Guest Speaker Series with Mark Hunter and Lance Miller.

Marketing

The marketing focus is on building new clubs. Marketing expenses year to date are \$2,779.49 against budgeted expenses of \$8,845.00

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

The main focus has been on the speech contests. Year to date education and training expenses are \$2,440.14 against budgeted expenses \$2,900.50.

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Speech contests

In October the District focused on area and some division contests. Year to date expenses are \$2,007.92 against budgeted expenses of \$2,412.60.

Administration

Year-to-date Actual administrative expenses are \$3,914.10 against budgeted expenses of \$3,925.00.

Travel

October travel is for District Governor and Lieutenant Governor of Education and Training travel to division speech contests and division and area governor club visit travel. Actual travel expenses year to date are \$3,141.89 against budgeted travel expenses of \$4,190.38. Some mileage reimbursement has not been requested but will be requested in November.

Other Expenses

No other expenses in October. Actual other expenses year to date are \$960.73 against \$1,100 in budgeted other expenses. This is from the Guest Speaker Series with Lance Miller and Mark Hunter.