

In the following white cells, include a brief narrative (description/explanation) of the monthly income, revenues and expenses associated with each category of the Treasurer's Report. Explain if the monthly activities aligned or did not align with the district budget and the District Success Plan. A separate sheet may be used. For each of the four Quarter Reports, **all sections of this narrative page must be completed in order for the report to be accepted by World Headquarters.** The questions in the boxes are to help you formulate narratives. Delete the questions, and replace them with your narratives.

Membership Revenue

The district beat our monthly membership goal by \$242.50; we are ahead of our year to date goal by \$4,231.75.

Conference Net Income/(Loss)

The net of the two conferences resulted in a loss of \$340.97. One \$25 conference ad was sold and remains unpaid. Deferred registrations for the Fall 2013 Conference total \$3,588.31.

Fundraising Net Income/(Loss)

n/a

TLI Net Income/(Loss)

TLI's are \$4,746.58 under budget for the year. Much of this is due to donated room rentals and unredeemed gift certificates.

District Store Net Income/(Loss)

May cash and credit card sales total \$823.55. There were an additional \$1,855 in gift certificated redeemed at the book store. The book store expenses are \$404.81 under budget and sales with the gift certificated factored in are \$812.11 under budget year-to-date.

Other Revenue

n/a

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Marketing

Marketing expenses in April included banners for new clubs, membership building kits, incentive awards. Marketing expenses are \$4,572.68 under budget for the year. The marketing budget is largely incentive based; with fewer incentives earned than budgeted for. \$4,860 in Gift Certificates were issued in April that will be expensed to Marketing when redeemed.

Communications and Public Relations

More Facebook advertising for open houses were charged to Communications and Public Relations in May. We also paid for a booth at the Texas Book Festival to be held in October. Communication and Public Relations expenses are \$2,499.13 under budget.

Education and Training

Education and Training expenses are \$9,733.49 under budget for the year. The majority of May expenses were incentive gift certificate redemptions, meals for the DEC meeting and Early Bird Incentive ribbons were also purchased.

Speech contests

Speech contests are \$954.98 under budget for the year. Trophy orders came in under budget this year.

Administration

Administration expenses are \$5,126.54 under budget for the year. Cascade to Success incentive gift certificates were redeemed and postage to mail Club Fitness Program HPL Kits was paid.

Travel

There was no unexpected travel during the month. Travel remains \$6,145.93 under budget for the year.

Other Expenses

Other Expenses are \$1,018.49 under budget for the year. Binders were purchased for incoming District Leaders, a cable was purchased for the projector used for DEC meetings and a re-usable District 55 banner was purchased.