



Budget Development Guide | 2017



SAN DIEGO CHAPTER
ASSOCIATION FOR TALENT DEVELOPMENT
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Welcome to the 2017 Budget Development Guide

Welcome to numbers by color! Here is the chapter's first color-coded budgeting process. Budgeting is a key function for governing, "serving as a framework for decision making, a lynchpin for policy and priority setting, and a logical method" for allocating *scarce* resources.

We will collaborate within a monthly operating rhythm to ensure the chapter functions as stewards of our members' dues and as required by our Bylaws. Use this color guide to easily track your revenue and expenses throughout the year as compared to monthly reports you'll be asked to review and vote on.

Functional Areas

Pres	Pres Elect	Sec	Finance	Workshops	Ch Meetings
Mentor/PEAK/SIG/HPA		Membership	Tech	Marketing	

Participatory budgeting is trending up. Ask the chapter members we serve to engage in your budget process. ATD San Diego has the potential to lead national chapter performance by implementing budgeting solutions that are flexible, integrated, and designed to encourage member participation and engagement.

Best,

Laurie Donnelly

Chief Financial Officer
2016 - 2017

The Budget Process: An Overview

The annual budgeting process takes place in December with a vote on the budget at the January board meeting. The board member for each functional area's is responsible for developing and tracking their budget annually, quarterly and monthly.

The process uses 3 tools provided by the CFO:

- YTD budget for the current year.
- A chart of accounts for income and expenses color-coded by functional area.
- A tracking worksheet (included).



Budget forecasts were collected, collated and amended in December. The current draft (included) is ready to be tweaked, voted on and passed at the January 10, 2017 meeting. Actual data from 2016 was forecasted if your functional area did not submit a budget.

All final budgets will be submitted by mid-January for final approval by January 31, 2017. Once approved, the master budget is in effect as the framework for conducting business throughout the year.

Budget Fundamentals

We manage chapter's funds carefully. We optimize revenue and spend funds with *service to our members* and financial longevity as the primary focus.

First, use the below worksheet to establish goals for your functional area. Second, identify what factors will impact revenue or expenses. Reasonable estimates are expected. Historical information is helpful. Ask your transitioning board member for their input.

Each expense within the budget is categorized as either "required" or "discretionary". *Required* expenses, such as those paid to host our website or bookkeeping fees are those that must be paid regardless and will be authorized for payment on a standing basis.

Discretionary expenses, on the other hand, are those that shall be considered in light of the chapter's performance against its revenue projections and the overall health of the chapter's finances.

Keep in mind that budgets are not the same as an *authorization* to actually spend chapter funds. The budgeting process illustrates how we expect revenue to be generated and funds to be used.

Factors Worth Considering

- What expenses and/or income arose that were not in the budget this past year?
- What assumptions can you make about what is likely to happen next coming year?
- What activities will your committee be responsible for in the upcoming year?
- What are your non-negotiable items? ...things you *must* have to do business (a.k.a. *required* expense)?
- What is on your wish list? ...things that would be *nice* to have (a.k.a. *discretionary* expense)?
- What ideas do you have for cutting costs or increasing revenue next year?
- What suggestions do you have for improving the chapter (New/different offerings, promotional items/events, venues for events & programs, etc.)?

Monthly Budget Review

Maintaining an operating rhythm is essential to financial prosperity and longevity. Board members vote whether or not to approve the prior month's budget at each board meeting.

A profit and loss (P&L) financial report for the month just ended will be available for your review at least 4 business days before each board meeting.

This includes a year-to-date (YTD) forecasted versus actual budget. Please submit expenses in the same month in which they are incurred.

Review your color-coded numbers. Ask the office manager or CFO for clarification about your revenue or expenditures. Submit adjustments by the 15th of the month (or the earliest business day immediately following).

Plan to report your monthly and YTD budgets at each board meeting. Include an explanation of discrepancies between budgeted and actual amounts. Submit a *Discretionary Funds Request* (located on Wiggio) for unplanned expenditure requests over \$100 before the expense is incurred. In the case of a revenue shortfall, a proposal of how the shortfall will be reconciled for the remaining budget is required.

Functional Areas

Each functional area of the chapter's leadership is covered in this guide. Let the CFO know if you anticipate having expenses that do not fit into the established account categories.

Functional Areas (cont.)

Leadership Area	Outgoing	Incoming
Past President	Vacant	Vacant
President	A. Weinstein	A. Weinstein
President-Elect	Vacant	Vacant
Secretary	C. Sheckler	L. Goodman
Finance	L. Donnelly	L. Donnelly
Membership (transition to office mgmt?)	Vacant	Vacant
Technology	E. Hester	E. Hester
Marketing	C. Campbell	N. Carroll
Programs: Workshops	A. Osage	A. Osage
Programs: Chapter Events	C. Koehl	R. Valenzuela
Programs: Mentor/PEAK/SIG/HPA	R. Everett	R. Everett

Trusted Advisors & Liability Insurance

This chapter currently employs the professional services of Coastal Tax Advisors, Coast Law Group, SCH Consulting Services and Jacqueline Uriell, independent contractor. The chapter is an income tax-exempt, non-profit organization that annually files IRS Form 990 and all annual California registration renewals for non-profit organizations.

The CFO will confirm the renewal of directors' and officers liability insurance every February as provided by Great American Insurance Group.

Federal Tax ID

The federal tax I.D. number is 95-6196516.

Non-Profit Tax Exemption Certificate

The non-profit tax exemption certificate is located on Wiggio.

Budget Tracking

Here are the accounts for which each board member is directly responsible for. Review your 2016 income and expenses to help estimate your 2017 budget. Track your data here. You may consider designating which expenses are required (R) or discretionary (D).

Past President

Revenue

There are no chapter revenues directly associated with the role of Past President.

Expenses

The Past President plays a key role in ensuring that the chapter is spending its funds in a responsible manner. No expenses are currently allocated for this board position.

President

The President plays a key role in ensuring that the chapter is spending its funds in a responsible manner.

Revenue

There are no chapter revenues directly associated with the role of President.

Expense

2017 First Quarter	Jan Budget	Jan Actual	Feb Budget	Feb Actual	Mar Budget	Mar Actual
E500 PRESIDENT						
E501.2 Gift Awards - Expense						
E501.5 Networking					\$50.00	
Total E500 PRESIDENT Q1	\$0.00		\$0.00		\$50.00	
2017 Second Quarter	Apr Budget	Apr Actual	May Budget	May Actual	June Budget	June Actual
E500 PRESIDENT						
E501.2 Gift Awards - Expense						
E501.5 Networking						
Total E500 PRESIDENT Q2						
2017 Third Quarter	July Budget	July Actual	Aug Budget	Aug Actual	Sep Budget	Sep Actual
E500 PRESIDENT						
E501.2 Gift Awards - Expense						
E501.5 Networking						
Total E500 PRESIDENT Q3						
2017 Fourth Quarter	Oct Budget	Oct Actual	Nov Budget	Nov Actual	Dec Budget	Dec Actual
E500 PRESIDENT						
E501.2 Gift Awards - Expense						
E501.5 Networking						
Total E500 PRESIDENT Q4						
Total E500 PRESIDENT 2017						

President-Elect

Revenue

There is no revenue directly associated with the President-Elect.

Expense

2017 First Quarter	Jan Budget	Jan Actual	Feb Budget	Feb Actual	Mar Budget	Mar Actual
E600 PRESIDENT ELECT						
E601 Gifts/Awards						
E606 Name Badges						
E607 Outgoing President Gift						
E608 Networking						
E610 Recruiting						
E611 Transition Meetings						
E611.1 Food						
E611.2 Supplies						
Total E611 Transition Meetings						
Total E610 Recruiting						
Total E600 PRESIDENT ELECT Q1	\$0.00		\$0.00		\$0.00	
2017 Second Quarter	Apr Budget	Apr Actual	May Budget	May Actual	June Budget	June Actual
E600 PRESIDENT ELECT						
E601 Gifts/Awards						
E606 Name Badges						
E607 Outgoing President Gift						
E608 Networking						
E610 Recruiting						
E611 Transition Meetings						
E611.1 Food						
E611.2 Supplies						
Total E611 Transition Meetings						
Total E610 Recruiting						
Total E600 PRESIDENT ELECT Q2	\$0.00		\$0.00		\$0.00	
2017 Third Quarter	July Budget	July Actual	Aug Budget	Aug Actual	Sep Budget	Sep Actual
E600 PRESIDENT ELECT						
E601 Gifts/Awards						
E606 Name Badges						
E607 Outgoing President Gift						
E608 Networking						
E610 Recruiting						
E611 Transition Meetings						
E611.1 Food						
E611.2 Supplies						
Total E611 Transition Meetings						
Total E610 Recruiting						

Total E600 PRESIDENT ELECT Q3	\$0.00		\$0.00		\$0.00	
2017 Fourth Quarter	Oct Budget	Oct Actual	Nov Budget	Nov Actual	Dec Budget	Dec Actual
E600 PRESIDENT ELECT						
E601 Gifts/Awards						
E606 Name Badges						
E607 Outgoing President Gift						
E608 Networking						
E610 Recruiting						
E611 Transition Meetings						
E611.1 Food						
E611.2 Supplies						
Total E611 Transition Meetings						
Total E610 Recruiting						
Total E600 PRESIDENT ELECT Q4	\$0.00		\$0.00		\$0.00	
Total E500 PRESIDENT ELECT 2017						

Secretary

Revenue

The Secretary is not responsible for revenue.

Expenses

2017 First Quarter	Jan Budget	Jan Actual	Feb Budget	Feb Actual	Mar Budget	Mar Actual
E100 SECRETARY						
E112 Postage						
E116 Storage Unit						
E119 Board Meeting Facility			\$75.00			
E120 Board Meeting Dinners	\$200.00		\$200.00		\$200.00	
Total E100 SECRETARY Q1	\$200.00		\$275.00		\$200.00	
2017 Second Quarter	Apr Budget	Apr Actual	May Budget	May Actual	June Budget	June Actual
E100 SECRETARY						
E112 Postage						
E116 Storage Unit						
E119 Board Meeting Facility						
E120 Board Meeting Dinners						
Total E100 SECRETARY Q2	\$0.00		\$0.00		\$0.00	
2017 Third Quarter	July Budget	July Actual	Aug Budget	Aug Actual	Sep Budget	Sep Actual
E100 SECRETARY						
E112 Postage						
E116 Storage Unit						
E119 Board Meeting Facility						
E120 Board Meeting Dinners						
Total E100 SECRETARY Q3	\$0.00		\$0.00		\$0.00	
2017 Fourth Quarter	Oct Budget	Oct Actual	Nov Budget	Nov Actual	Dec Budget	Dec Actual
E100 SECRETARY						
E112 Postage						
E116 Storage Unit						
E119 Board Meeting Facility						
E120 Board Meeting Dinners						
Total E1XX SECRETARY Q4	\$0.00		\$0.00		\$0.00	
Total E100 SECRETARY 2017						

Finance

Revenue

2017 First Quarter	Jan Budget	Jan Actual	Feb Budget	Feb Actual	Mar Budget	Mar Actual
I100 GENERAL CHAPTER						
I110 CHIPS			476.04			
I120 Interest	\$0.70		\$0.74		\$20.00	
Total I100 GENERAL CHAPTER Q1	\$0.70		\$476.78		\$20.00	
I408 Partner Events						
Total I400 PROGRAMS/EVENTS Q1	\$0.00		\$0.00		\$0.00	
Total I100 & I400 FINANCE Q1						
2017 Second Quarter	Apr Budget	Apr Actual	May Budget	May Actual	June Budget	June Actual
I100 GENERAL CHAPTER						
I110 CHIPS						
I120 Interest						
Total I100 GENERAL CHAPTER Q2	\$0.00		\$0.00		\$0.00	
I408 Partner Events						
Total I400 PROGRAMS/EVENTS Q2	\$0.00		\$0.00		\$0.00	
Total I100 & I400 FINANCE Q2						
2017 Third Quarter	July Budget	July Actual	Aug Budget	Aug Actual	Sep Budget	Sep Actual
I100 GENERAL CHAPTER						
I110 CHIPS						
I120 Interest						
Total I100 GENERAL CHAPTER Q3	\$0.00		\$0.00		\$0.00	
I408 Partner Events						
Total I400 PROGRAMS/EVENTS Q3	\$0.00		\$0.00		\$0.00	
Total I100 & I400 FINANCE Q3						
2017 Fourth Quarter	Oct Budget	Oct Actual	Nov Budget	Nov Actual	Dec Budget	Dec Actual
I100 GENERAL CHAPTER						
I110 CHIPS						
I120 Interest						
Total I100 GENERAL CHAPTER Q4	\$0.00		\$0.00		\$0.00	
I408 Partner Events						
Total I400 PROGRAMS/EVENTS Q4	\$0.00		\$0.00		\$0.00	
Total I1xx & I4xx FINANCE Q4						
Total I100 GENERAL CHAPTER 2017						
Total I400 PROGRAMS/EVENTS 2017						
Total I100 & I400 FINANCE 2017						

Expenses

2017 First Quarter	Jan Budget	Jan Actual	Feb Budget	Feb Actual	Mar Budget	Mar Actual
E100 GENERAL CHAPTER						
E101 Audit						
E102 Bank Charges					\$9.00	
E103 Credit Card Processing	\$219.52		\$359.84		\$300.13	
E104 Event & Professional Services	\$800.00		\$800.00		\$800.00	
E105 Insurance - D & O						
E106 Insurance - Liability						
E108 Misc	\$400.00		\$77.74			
E109 Office Management	\$800.00		\$800.00		\$320.00	
E110 Office Supplies						
E111 PO Box Rental						
E113 Printing						
E115 Stationery						
E117 Taxes						
E118 Telephone	\$7.00		\$7.00		\$14.00	
E130 Conference Attendance						
Total E100 GENERAL CHAPTER Q1	\$2226.52		\$2044.58		\$1443.13	
Total E700 PROGRAMS/EVENTS Q1	\$952.35		\$1198.98		\$265.00	
Total E100 & E700 FINANCE Q1	\$0.00		\$0.00		\$0.00	
2017 Second Quarter	Apr Budget	Apr Actual	May Budget	May Actual	June Budget	June Actual
E100 GENERAL CHAPTER						
E101 Audit						
E102 Bank Charges						
E103 Credit Card Processing						
E104 Event & Professional Services						
E105 Insurance - D & O						
E106 Insurance - Liability						
E108 Misc						
E109 Office Management						
E110 Office Supplies						
E111 PO Box Rental						
E113 Printing						
E115 Stationery						
E117 Taxes						
E118 Telephone						
E130 Leadership Conf (ALC)						
Total E100 GENERAL CHAPTER Q2	\$0.00		\$0.00		\$0.00	
Total E700 PROGRAMS/EVENTS Q2	\$0.00		\$0.00		\$0.00	
Total E100 & E700 FINANCE Q2	\$0.00		\$0.00		\$0.00	

2017 Third Quarter	July Budget	July Actual	Aug Budget	Aug Actual	Sep Budget	Sep Actual
E100 GENERAL CHAPTER						
E101 Audit						
E102 Bank Charges						
E103 Credit Card Processing						
E104 Event & Professional Services						
E105 Insurance - D & O						
E106 Insurance - Liability						
E108 Misc						
E109 Office Management						
E110 Office Supplies						
E111 PO Box Rental						
E113 Printing						
E115 Stationery						
E117 Taxes						
E118 Telephone						
E130 Leadership Conf (ALC)						
Total E100 GENERAL CHAPTER Q3	\$0.00		\$0.00		\$0.00	
Total E700 PROGRAMS/EVENTS Q3	\$0.00		\$0.00		\$0.00	
Total E100 & E700 FINANCE Q3	\$0.00		\$0.00		\$0.00	
2017 Fourth Quarter	Oct Budget	Oct Actual	Nov Budget	Nov Actual	Dec Budget	Dec Actual
E100 GENERAL CHAPTER						
E101 Audit						
E102 Bank Charges						
E103 Credit Card Processing						
E104 Event & Professional Services						
E105 Insurance - D & O						
E106 Insurance - Liability						
E108 Misc						
E109 Office Management						
E110 Office Supplies						
E111 PO Box Rental						
E113 Printing						
E115 Stationery						
E117 Taxes						
E118 Telephone						
E130 Leadership Conf (ALC)						
Total E100 GENERAL CHAPTER Q4	\$0.00		\$0.00		\$0.00	
Total E700 PROGRAMS/EVENTS Q4	\$0.00		\$0.00		\$0.00	
Total E100 & E700 FINANCE Q4	\$0.00		\$0.00		\$0.00	
Total E100 GENERAL CHAPTER 2017						
Total E700 PROGRAMS/EVENTS 2017						
Total E100 & E700 FINANCE 2017						

Membership

Revenue

2017 First Quarter	Jan Budget	Jan Actual	Feb Budget	Feb Actual	Mar Budget	Mar Actual
I200 MEMBERSHIP						
I201 Individual New	\$540.00		\$820.00		\$1,080.00	
I202 Individual Renew	\$1,080.00		\$600.00		\$1,040.00	
I205 Senior New	\$75.00		\$75.00			
I210 Corporate New			\$330.00		\$345.00	
I215 Corporate Renew	\$210.00					
I225 Military New						
I230 Military Renew						
I235 Student New			\$225.00		\$75.00	
I240 Student Renew						
I245 Teacher New						
I250 Teacher Renew	\$75.00					
I255 Power of Two	\$398.00		\$199.00		\$398.00	
Total I200 MEMBERSHIP Q1	\$2378.00		\$2249.00		\$2938.00	
2017 Second Quarter	Apr Budget	Apr Actual	May Budget	May Actual	June Budget	June Actual
I200 MEMBERSHIP						
I201 Individual New						
I202 Individual Renew						
I205 Senior New						
I210 Corporate New						
I215 Corporate Renew						
I225 Military New						
I230 Military Renew						
I235 Student New						
I240 Student Renew						
I245 Teacher New						
I250 Teacher Renew						
I255 Power of Two						
Total I200 MEMBERSHIP Q2	\$0.00		\$0.00		\$0.00	
2017 Third Quarter	July Budget	July Actual	Aug Budget	Aug Actual	Sep Budget	Sep Actual
I200 MEMBERSHIP						
I201 Individual New						
I202 Individual Renew						
I205 Senior New						
I210 Corporate New						
I215 Corporate Renew						
I225 Military New						
I230 Military Renew						
I235 Student New						
I240 Student Renew						

I245 Teacher New						
I250 Teacher Renew						
I255 Power of Two						
Total I200 MEMBERSHIP Q3	\$0.00		\$0.00		\$0.00	
2017 Fourth Quarter	Oct Budget	Oct Actual	Nov Budget	Nov Actual	Dec Budget	Dec Actual
I200 MEMBERSHIP						
I201 Individual New						
I202 Individual Renew						
I205 Senior New						
I210 Corporate New						
I215 Corporate Renew						
I225 Military New						
I230 Military Renew						
I235 Student New						
I240 Student Renew						
I245 Teacher New						
I250 Teacher Renew						
I255 Power of Two						
Total I200 MEMBERSHIP Q4	\$0.00		\$0.00		\$0.00	
Total I200 MEMBERSHIP 2017	\$0.00		\$0.00		\$0.00	

Expenses

2017 First Quarter	Jan Budget	Jan Actual	Feb Budget	Feb Actual	Mar Budget	Mar Actual
E300 MEMBERSHIP						
E301 PowerOfTwoNationalPortion	800.00		199.00		597.00	
Total E300 MEMBERSHIP Q1	\$800.00		\$199.00		\$597.00	
2017 Second Quarter	Apr Budget	Apr Actual	May Budget	May Actual	June Budget	June Actual
E300 MEMBERSHIP						
E301 PowerOfTwoNationalPortion						
Total E300 MEMBERSHIP Q2	\$0.00		\$0.00		\$0.00	
2017 Third Quarter	July Budget	July Actual	Aug Budget	Aug Actual	Sep Budget	Sep Actual
E300 MEMBERSHIP						
E301 PowerOfTwoNationalPortion						
Total E300 MEMBERSHIP Q3	\$0.00		\$0.00		\$0.00	
2017 Fourth Quarter	Oct Budget	Oct Actual	Nov Budget	Nov Actual	Dec Budget	Dec Actual
E300 MEMBERSHIP						
E301 PowerOfTwoNationalPortion						
Total E300 MEMBERSHIP Q4	\$0.00		\$0.00		\$0.00	
Total E300 MEMBERSHIP 2017	\$0.00		\$0.00		\$0.00	

Technology

Revenue

There is no chapter revenue associated with technology.

Expenses

2017 First Quarter	Jan Budget	Jan Actual	Feb Budget	Feb Actual	Mar Budget	Mar Actual
E100 GENERAL CHAPTER						
E114 Software						
E800 TECHNOLOGY						
E803 Web Conferencing	\$50.00		\$50.00		\$50.00	
E804 Domain Name						
Total E800 TECHNOLOGY						
Total E100 & E800 TECHNOLOGY Q1	\$0.00		\$0.00		\$0.00	
2017 Second Quarter	Apr Budget	Apr Actual	May Budget	May Actual	June Budget	June Actual
E100 GENERAL CHAPTER						
E114 Software						
E800 TECHNOLOGY						
E803 Web Conferencing						
E804 Domain Name						
Total E800 TECHNOLOGY						
Total E100 & E800 TECHNOLOGY Q2	\$0.00		\$0.00		\$0.00	
2017 Third Quarter	July Budget	July Actual	Aug Budget	Aug Actual	Sep Budget	Sep Actual
E100 GENERAL CHAPTER						
E114 Software						
E800 TECHNOLOGY						
E803 Web Conferencing						
E804 Domain Name						
Total E800 TECHNOLOGY						
Total E100 & E800 TECHNOLOGY Q3	\$0.00		\$0.00		\$0.00	
2017 Fourth Quarter	Oct Budget	Oct Actual	Nov Budget	Nov Actual	Dec Budget	Dec Actual
E100 GENERAL CHAPTER						
E114 Software						
E800 TECHNOLOGY						
E803 Web Conferencing						
E804 Domain Name						
Total E800 TECHNOLOGY						
Total E100 & E800 TECHNOLOGY Q4	\$0.00		\$0.00		\$0.00	
Total E100 & E800 TECHNOLOGY 2017	\$0.00		\$0.00		\$0.00	

Marketing

Revenue

2017 First Quarter	Jan Budget	Jan Actual	Feb Budget	Feb Actual	Mar Budget	Mar Actual
I300 MARKETING	\$100.00				\$200.00	
I305 Resource Directory						
I310 E-mail Advertising						
I315 Mailing Labels						
I325 Sponsorships						
I330 Website Advertising						
I335 General Chapter Sponsorships						
I340HPA Sponsorship			\$295.00			
Total I300 MARKETING Q1	\$100.00		\$295.00		\$200.00	
2017 Second Quarter	Apr Budget	Apr Actual	May Budget	May Actual	June Budget	June Actual
I300 MARKETING						
I305 Resource Directory						
I310 E-mail Advertising						
I315 Mailing Labels						
I325 Sponsorships						
I330 Website Advertising						
I335 General Chapter Sponsorships						
I340HPA Sponsorship						
Total I300 MARKETING Q2	\$0.00		\$0.00		\$0.00	
2017 Third Quarter	July Budget	July Actual	Aug Budget	Aug Actual	Sep Budget	Sep Actual
I300 MARKETING						
I305 Resource Directory						
I310 E-mail Advertising						
I315 Mailing Labels						
I325 Sponsorships						
I330 Website Advertising						
I335 General Chapter Sponsorships						
I340HPA Sponsorship						
Total I300 MARKETING Q3	\$0.00		\$0.00		\$0.00	
2017 Fourth Quarter	Oct Budget	Oct Actual	Nov Budget	Nov Actual	Dec Budget	Dec Actual
I300 MARKETING						
I305 Resource Directory						
I310 E-mail Advertising						
I315 Mailing Labels						
I325 Sponsorships						
I330 Website Advertising						
I335 General Chapter Sponsorships						
I340HPA Sponsorship						
Total I300 MARKETING Q4	\$0.00		\$0.00		\$0.00	

Total I300 MARKETING 2017	\$0.00		\$0.00		\$0.00	
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Expenses

2017 First Quarter	Jan Budget	Jan Actual	Feb Budget	Feb Actual	Mar Budget	Mar Actual
E200 MARKETING						
E201 Advertising						
E202 Direct Mail					\$335.75	
E204 Printing						
E205 Trade Show & Conference Costs						
E206 Outreach						
E208 Marketing Collateral						
E209 Meeting Fees						
Total E200 MARKETING Q1	\$0.00		\$0.00		\$335.75	
2017 Second Quarter	Apr Budget	Apr Actual	May Budget	May Actual	June Budget	June Actual
E200 MARKETING						
E201 Advertising						
E202 Direct Mail						
E204 Printing						
E205 Trade Show & Conference Costs						
E206 Outreach						
E208 Marketing Collateral						
E209 Meeting Fees						
Total E200 MARKETING Q2	\$0.00		\$0.00		\$0.00	
2017 Third Quarter	July Budget	July Actual	Aug Budget	Aug Actual	Sep Budget	Sep Actual
E200 MARKETING						
E201 Advertising						
E202 Direct Mail						
E204 Printing						
E205 Trade Show & Conference Costs						
E206 Outreach						
E208 Marketing Collateral						
E209 Meeting Fees						
Total E200 MARKETING Q3	\$0.00		\$0.00		\$0.00	
2017 Fourth Quarter	Oct Budget	Oct Actual	Nov Budget	Nov Actual	Dec Budget	Dec Actual
E200 MARKETING						
E201 Advertising						
E202 Direct Mail						
E204 Printing						
E205 Trade Show & Conference Costs						
E206 Outreach						
E208 Marketing Collateral						
E209 Meeting Fees						
Total E200 MARKETING Q4	\$0.00		\$0.00		\$0.00	
Total I300 MARKETING 2017	\$0.00		\$0.00		\$0.00	

Programs: Workshops

Revenue

2017 First Quarter	Jan Budget	Jan Actual	Feb Budget	Feb Actual	Mar Budget	Mar Actual
I402 Chapter Workshops						
I402.1 Member						
I402.2 Non-member						
I402.3 Early Bird Member						
I402.4 Early Bird Non-Member						
Total I402 Chapter Workshops Q1						
I403 National Workshops						
I403.1 Member						
I403.2 Non-Member						
Total I403 National Workshops Q1						
Total I402 & I403 WORKSHOPS Q1	\$0.00		\$0.00		\$0.00	
2017 Second Quarter	Apr Budget	Apr Actual	May Budget	May Actual	June Budget	June Actual
I402 Chapter Workshops						
I402.1 Member						
I402.2 Non-member						
I402.3 Early Bird Member						
I402.4 Early Bird Non-Member						
Total I402 Chapter Workshops Q2						
I403 National Workshops						
I403.1 Member						
I403.2 Non-Member						
Total I403 National Workshops Q2						
Total I402 & I403 WORKSHOPS Q2	\$0.00		\$0.00		\$0.00	
2017 Third Quarter	July Budget	July Actual	Aug Budget	Aug Actual	Sep Budget	Sep Actual
I402 Chapter Workshops						
I402.1 Member						
I402.2 Non-member						
I402.3 Early Bird Member						
I402.4 Early Bird Non-Member						
Total I402 Chapter Workshops Q3						
I403 National Workshops						
I403.1 Member						
I403.2 Non-Member						
Total I403 National Workshops Q3						
Total I402 & I403 WORKSHOPS Q3	\$0.00		\$0.00		\$0.00	
2017 Fourth Quarter	Oct Budget	Oct Actual	Nov Budget	Nov Actual	Dec Budget	Dec Actual
I402 Chapter Workshops						

I402.1 Member						
I402.2 Non-member						
I402.3 Early Bird Member						
I402.4 Early Bird Non-Member						
Total I402 Chapter Workshops Q4						
I403 National Workshops						
I403.1 Member						
I403.2 Non-Member						
Total I403 National Workshops Q4						
Total I402 & I403 WORKSHOPS Q4	\$0.00		\$0.00		\$0.00	
Total I402 Chapter Workshops 2017						
Total I403 National Workshops 2017						
Total I402 & I403 WORKSHOPS 2017	\$0.00		\$0.00		\$0.00	

Expenses

2017 First Quarter	Jan Budget	Jan Actual	Feb Budget	Feb Actual	Mar Budget	Mar Actual
E702 Chapter Workshops						
E702.2 Speaker Fees						
E702.4 Food/Meals						
E702.5 Postage						
Total E702 Chapter Workshops Q1						
E704 National Workshops						
E704.2 Food/Meals						
E704.4 Postage						
Total E704 National Workshops Q1						
Total E702 & E704 WORKSHOPS Q1	\$0.00		\$0.00		\$0.00	
2017 Second Quarter	Apr Budget	Apr Actual	May Budget	May Actual	June Budget	June Actual
E702 Chapter Workshops						
E702.2 Speaker Fees						
E702.4 Food/Meals						
E702.5 Postage						
Total E702 Chapter Workshops Q2						
E704 National Workshops						
E704.2 Food/Meals						
E704.4 Postage						
Total E704 National Workshops Q2	\$0.00		\$0.00		\$0.00	
Total E702 & E704 WORKSHOPS Q2	\$0.00		\$0.00		\$0.00	
2017 Third Quarter	July Budget	July Actual	Aug Budget	Aug Actual	Sep Budget	Sep Actual
E702 Chapter Workshops						
E702.2 Speaker Fees						
E702.4 Food/Meals						
E702.5 Postage						
Total E702 Chapter Workshops						
E704 National Workshops						

E704.2 Food/Meals						
E704.4 Postage						
Total E704 National Workshops Q3	\$0.00		\$0.00		\$0.00	
Total E702 & E704 WORKSHOPS Q3	\$0.00		\$0.00		\$0.00	
2017 Fourth Quarter	Oct Budget	Oct Actual	Nov Budget	Nov Actual	Dec Budget	Dec Actual
E702.2 Speaker Fees						
E702.4 Food/Meals						
E702.5 Postage						
Total E702 Chapter Workshops						
E704 National Workshops						
E704.2 Food/Meals						
E704.4 Postage						
Total E704 National Workshops Q3	\$0.00		\$0.00		\$0.00	
Total E702 & E704 WORKSHOPS Q4	\$0.00		\$0.00		\$0.00	
Total E704 National Workshops Q4	\$0.00		\$0.00		\$0.00	
Total E702 Chapter Workshops 2017						
Total E704 National Workshops 2017						
Total E702 & E704 WORKSHOPS 2017	\$0.00		\$0.00		\$0.00	

Programs: Chapter Meetings

Revenue

2017 First Quarter	Jan Budget	Jan Actual	Feb Budget	Feb Actual	Mar Budget	Mar Actual
I1401 Chapter Meetings						
I1401.1 Early Bird Non-Member	\$405.00		\$45.00		\$45.00	
I401.2 Non-Member	\$150.00		\$300.00			
I401.3 Student	\$0.00		\$25.00			
Total I1401 Chapter Meetings Q1	\$555.00		\$370.00		\$45.00	
2017 Second Quarter	Apr Budget	Apr Actual	May Budget	May Actual	June Budget	June Actual
I1401 Chapter Meetings						
I1401.1 Early Bird Non-Member						
I401.2 Non-Member						
I401.3 Student						
Total I1401 Chapter Meetings Q2	\$0.00		\$0.00		\$0.00	
2017 Third Quarter	July Budget	July Actual	Aug Budget	Aug Actual	Sep Budget	Sep Actual
I1401 Chapter Meetings						
I1401.1 Early Bird Non-Member						
I401.2 Non-Member						
I401.3 Student						
Total I1401 Chapter Meetings Q3	\$0.00		\$0.00		\$0.00	
2017 Fourth Quarter	Oct Budget	Oct Actual	Nov Budget	Nov Actual	Dec Budget	Dec Actual
I1401 Chapter Meetings						
I1401.1 Early Bird Non-Member						
I401.2 Non-Member						
I401.3 Student						
Total I1401 Chapter Meetings Q4	\$0.00		\$0.00		\$0.00	
Total I1401 Chapter Meetings 2017	\$0.00		\$0.00		\$0.00	

Expenses

2017 First Quarter	Jan Budget	Jan Actual	Feb Budget	Feb Actual	Mar Budget	Mar Actual
E701 Chapter Meetings						
E701.10 Supplies						
E701.2 Equipment	\$25.26					
E701.3 Facility	\$126.25					
E701.4 Food	\$640.84		\$578.98		\$25.00	
E701.5 Parking						
E701.8 Speaker Gifts			\$240.00			
E701.9 Postage						
Total E701 Chapter Meetings Q1	\$792.35		\$818.98		\$25.00	
2017 Second Quarter	Apr Budget	Apr Actual	May Budget	May Actual	June Budget	June Actual

E701 Chapter Meetings						
E701.10 Supplies						
E701.2 Equipment						
E701.3 Facility						
E701.4 Food						
E701.5 Parking						
E701.8 Speaker Gifts						
E701.9 Postage						
Total E701 Chapter Meetings Q2	\$0.00		\$0.00		\$0.00	
2017 Third Quarter	July Budget	July Actual	Aug Budget	Aug Actual	Sep Budget	Sep Actual
E701 Chapter Meetings						
E701.10 Supplies						
E701.2 Equipment						
E701.3 Facility						
E701.4 Food						
E701.5 Parking						
E701.8 Speaker Gifts						
E701.9 Postage						
Total E701 Chapter Meetings Q3	\$0.00		\$0.00		\$0.00	
2017 Fourth Quarter	Oct Budget	Oct Actual	Nov Budget	Nov Actual	Dec Budget	Dec Actual
E701 Chapter Meetings						
E701.10 Supplies						
E701.2 Equipment						
E701.3 Facility						
E701.4 Food						
E701.5 Parking						
E701.8 Speaker Gifts						
E701.9 Postage						
Total E701 Chapter Meetings Q4	\$0.00		\$0.00		\$0.00	
Total E701 Chapter Meetings 2017	\$0.00		\$0.00		\$0.00	

Programs: Mentor/PEAK/SIG/HPA

Revenue

2017 First Quarter	Jan Budget	Jan Actual	Feb Budget	Feb Actual	Mar Budget	Mar Actual
I405 PEAK Awards Q1						
I406 SIGs						
I406.1 Member	40.00		80.00			
I406.2 Non-Member			140.00			
Total I406 SIGs Q1						
I407 HPA						
I407.1 Non-Member	60.00		40.00		40.00	
Total I407 HPA Q1						
Total I1405-7 PEAK/SIG/HPA Q1	\$100.00		\$260.00		\$40.00	
2017 Second Quarter	Apr Budget	Apr Actual	May Budget	May Actual	June Budget	June Actual
I405 PEAK Awards Q2						
I406 SIGs						
Member						
Non-Member						
Total I406 SIGs Q2						
I407 HPA						
I407.1 Non-Member						
Total I407 HPA Q2						
Total I1405-7 PEAK/SIG/HPA Q2	\$0.00		\$0.00		\$0.00	
2017 Third Quarter	July Budget	July Actual	Aug Budget	Aug Actual	Sep Budget	Sep Actual
I405 PEAK Awards Q3						
I406 SIGs						
Member						
Non-Member						
Total I406 SIGs Q3						
I407 HPA						
I407.1 Non-Member						
Total I407 HPA Q3						
Total I1405-7 PEAK/SIG/HPA Q3	\$0.00		\$0.00		\$0.00	
2017 Fourth Quarter	Oct Budget	Oct Actual	Nov Budget	Nov Actual	Dec Budget	Dec Actual
I405 PEAK Awards Q4						
I406 SIGs						
Member						
Non-Member						
Total I406 SIGs Q4						
I407 HPA						
I407.1 Non-Member						

Total I407 HPA Q4						
Total I1405-7 PEAK/SIG/HPA Q4	\$0.00		\$0.00		\$0.00	
Total 1405-7 PEAK/SIG/HPA 2017	\$0.00		\$0.00		\$0.00	

Expenses

2017 First Quarter	Jan Budget	Jan Actual	Feb Budget	Feb Actual	Mar Budget	Mar Actual
E703 Mentorship Program						
E703.1 Awards/Certificates						
E703.2 Committee Meetings						
E703.3 Graduation Dinner						
E703.4 Introduction/Matching Meeting						
E703.5 Participant Meetings						
Total E703 Mentorship Program Q1						
E704 PEAK						
E704.1 Awards/Trophies						
E704.2 Supplies						
E704.4 Team Meetings						
E704.5 Certificates/Supplies						
E704.6 Postage						
E704.7 Finalist Posters/Printing						
Total E704 PEAK Q1						
E705 SIGS						
E705.1 Food	80.00		100.00		160.00	
E705.2 Team Meetings			200.00			
Total E705 SIGS Q1	\$80.00		\$300.00		\$160.00	
E706 HPA						
E706.1 Food	80.00		80.00		80.00	
E706.2 Parking						
E706.3 Supplies						
Total E706 HPA Q1	\$80.00		\$80.00		\$80.00	
Total E703-6 Mentor/PEAK/SIG/HPA Q1	\$0.00		\$0.00		\$0.00	
2017 Second Quarter	Apr Budget	Apr Actual	May Budget	May Actual	June Budget	June Actual
E703 Mentorship Program						
E703.1 Awards/Certificates						
E703.2 Committee Meetings						
E703.3 Graduation Dinner						
E703.4 Introduction/Matching Mtg						
E703.5 Participant Meetings						
Total E703 Mentorship Program Q2						
E704 PEAK						
E704.1 Awards/Trophies						
E704.2 Supplies						
E704.4 Team Meetings						
E704.5 Certificates/Supplies						

E704.6 Postage						
E704.7 Finalist Posters/Printing						
Total E704 PEAK Q2						
E705 SIGS						
E705.1 Food						
E705.2 Team Meetings						
Total E705 SIGS Q2						
E706 HPA						
E706.1 Food						
E706.2 Parking						
E706.3 Supplies						
Total E706 HPA Q2						
Total E703-6 Mentor/PEAK/SIG/HPA Q2	\$0.00		\$0.00		\$0.00	
2017 Third Quarter	July Budget	July Actual	Aug Budget	Aug Actual	Sep Budget	Sep Actual
E703 Mentorship Program						
E703.1 Awards/Certificates						
E703.2 Committee Meetings						
E703.3 Graduation Dinner						
E703.4 Introduction/Matching Meeting						
E703.5 Participant Meetings						
Total E703 Mentorship Program Q3						
E704 PEAK						
E704.1 Awards/Trophies						
E704.2 Supplies						
E704.4 Team Meetings						
E704.5 Certificates/Supplies						
E704.6 Postage						
E704.7 Finalist Posters/Printing						
Total E704 PEAK Q3						
E705 SIGS						
E705.1 Food						
E705.2 Team Meetings						
Total E705 SIGS Q3						
E706 HPA						
E706.1 Food						
E706.2 Parking						
E706.3 Supplies						
Total E706 HPA Q3						
Total E703-6 Mentor/PEAK/SIG/HPA Q3	\$0.00		\$0.00		\$0.00	
2017 Fourth Quarter	Oct Budget	Oct Actual	Nov Budget	Nov Actual	Dec Budget	Dec Actual
E703 Mentorship Program						
E703.1 Awards/Certificates						
E703.2 Committee Meetings						

E703.3 Graduation Dinner						
E703.4 Introduction/Matching Meeting						
E703.5 Participant Meetings						
Total E703 Mentorship Program Q4						
E704 PEAK						
E704.1 Awards/Trophies						
E704.2 Supplies						
E704.4 Team Meetings						
E704.5 Certificates/Supplies						
E704.6 Postage						
E704.7 Finalist Posters/Printing						
Total E704 PEAK Q4						
E705 SIGS						
E705.1 Food						
E705.2 Team Meetings						
Total E705 SIGS Q4						
E706 HPA						
E706.1 Food						
E706.2 Parking						
E706.3 Supplies						
Total E706 HPA Q4						
Total E703-6 Mentor/PEAK/SIG/HPA Q4	\$0.00		\$0.00		\$0.00	
Total E703-6 Ment/PEAK/SIG/HPA 2017	\$0.00		\$0.00		\$0.00	

Acknowledgements

Teamwork makes dream work. This guide would not be possible without the generous nature and shared expertise of:

Shannon Hoolihan

Chapter Office Manager

Shannon has been involved with the chapter for about 15 years. She has worked as a software trainer for over 20 years. After a couple of years as a member, she was recruited to be CFO. During that 2-year stint she worked closely with the office manager. When the office manager stepped down Shannon volunteered “temporarily.” Ten years later she still serves our chapter and is currently it’s only paid staff member. Shannon enjoys providing excellent customer service to members and guests. Her goal is to help each board member be successful and she looks forward to working with everybody in 2016.

Krishna Clay

ATD Nebraska Chapter

Krishna is an experienced Workplace Learning and Performance professional with a focus in course creation with the Retail Division of First National Bank of Omaha. She creates training programs, including e-learning and Instructor Led Training (ILT) content to enhance staff performance and improvement. Krishna is an active board member for ATD’s Nebraska Chapter.

Steve Maul

ATD Greater Atlanta Chapter

Steve has been the VP of Membership, VP of Finance, President Elect, President, Past-President and now CFO, spanning the past 8 years on the board. In his business, The Semantics Group offers the full suite of business-to-business talent development services, including assessment, strategy, design, delivery and ongoing performance support. Their sweet spot is those firms in the technology sector although they have several clients outside that space as well.