

CHAPTER LEADERSHIP FORUM

CHAPTER FINANCIAL MANAGEMENT



RESOURCE DIRECTORY

- Professional Development
- Accreditation & Certification
- Leadership Opportunities
- Recognition
- Students
- Counselors' Network
- Education Foundation



Accreditation & Certification



Awards & Recognition



Chapter Management



Communications & Branding



Financial Management



Membership



Professional Development



Research & Planning



Student Services



CREATING A BUDGET

A budget should include a list of all projected income and expenses. Some suggested categories include:

- ▶ **Guaranteed Income Sources** - membership rebates from FPRA
- ▶ **Potential Income Sources** -
 - fundraisers, events, monthly luncheons, sponsorships
- ▶ **Operating Expenses** -
 - fixed chapter expenses such as bank fees, luncheon venue, website
 - variable expenses such as monthly luncheon food costs, Image Awards
- ▶ **Savings** - Every chapter should have a contingency fund equal to 6 months of operating expenses

BUDGET WORKSHEET

FPRA CHAPTER BUDGET WORKSHEET

	Sep '19 - Aug '20 Draft Budget	Sep '18 - Aug '19 Actual to Date	Sep '18 - Aug '19 Budget	Sep '18 - Aug '19 \$ Over Budget	Sep '18 - Aug '19 % of Budget	Sep '17 - Aug '18 Actual	Sep '17 - Aug '18 Budget	Sep '17 - Aug '18 \$ Over Budget	Sep '17 - Aug '18 % of Budget
Income									
Accreditation	0.00	0.00	0.00	0.00	#DIV/0!	0.00	0.00	0.00	#DIV/0!
Finance - Investment Income	0.00	0.00	0.00	0.00	#DIV/0!	0.00	0.00	0.00	#DIV/0!
Image Awards									
Entry Fees	0.00	0.00	0.00	0.00	#DIV/0!	0.00	0.00	0.00	#DIV/0!
Sponsorship	0.00	0.00	0.00	0.00	#DIV/0!	0.00	0.00	0.00	#DIV/0!
Membership Rebates	0.00	0.00	0.00	0.00	#DIV/0!	0.00	0.00	0.00	#DIV/0!
Monthly Meetings									
Registration Fees	0.00	0.00	0.00	0.00	#DIV/0!	0.00	0.00	0.00	#DIV/0!
Sponsorship	0.00	0.00	0.00	0.00	#DIV/0!	0.00	0.00	0.00	#DIV/0!
Professional Development									
Registration Fees	0.00	0.00	0.00	0.00	#DIV/0!	0.00	0.00	0.00	#DIV/0!
Sponsorship	0.00	0.00	0.00	0.00	#DIV/0!	0.00	0.00	0.00	#DIV/0!
Sales - Media Directory, Promo Items	0.00	0.00	0.00	0.00	#DIV/0!	0.00	0.00	0.00	#DIV/0!
Total Income	0.00	0.00	0.00	0.00	#DIV/0!	0.00	0.00	0.00	#DIV/0!
Expenses									
Accreditation	0.00	0.00	0.00	0.00	#DIV/0!	0.00	0.00	0.00	#DIV/0!
Board Expenses									
Awards, Supplies	0.00	0.00	0.00	0.00	#DIV/0!	0.00	0.00	0.00	#DIV/0!
State Board Meeting Travel	0.00	0.00	0.00	0.00	#DIV/0!	0.00	0.00	0.00	#DIV/0!
Chapter Management	0.00	0.00	0.00	0.00	#DIV/0!	0.00	0.00	0.00	#DIV/0!
Communication	0.00	0.00	0.00	0.00	#DIV/0!	0.00	0.00	0.00	#DIV/0!
Finance	0.00	0.00	0.00	0.00	#DIV/0!	0.00	0.00	0.00	#DIV/0!
Image Awards									
Awards	0.00	0.00	0.00	0.00	#DIV/0!	0.00	0.00	0.00	#DIV/0!
Catering/Venue	0.00	0.00	0.00	0.00	#DIV/0!	0.00	0.00	0.00	#DIV/0!
Internet	0.00	0.00	0.00	0.00	#DIV/0!	0.00	0.00	0.00	#DIV/0!
Membership	0.00	0.00	0.00	0.00	#DIV/0!	0.00	0.00	0.00	#DIV/0!
Monthly Meetings									
Catering/Venue	0.00	0.00	0.00	0.00	#DIV/0!	0.00	0.00	0.00	#DIV/0!
Speaker Gifts	0.00	0.00	0.00	0.00	#DIV/0!	0.00	0.00	0.00	#DIV/0!
Professional Development Seminar									
Catering/Venue	0.00	0.00	0.00	0.00	#DIV/0!	0.00	0.00	0.00	#DIV/0!
Speaker Gifts	0.00	0.00	0.00	0.00	#DIV/0!	0.00	0.00	0.00	#DIV/0!
Sponsorships	0.00	0.00	0.00	0.00	#DIV/0!	0.00	0.00	0.00	#DIV/0!
State Conference Scholarships	0.00	0.00	0.00	0.00	#DIV/0!	0.00	0.00	0.00	#DIV/0!
Total Expense	0.00	0.00	0.00	0.00	#DIV/0!	0.00	0.00	0.00	#DIV/0!
Net Income	0.00	0.00	0.00	0.00	#DIV/0!	0.00	0.00	0.00	#DIV/0!

TIPS FOR PREPARING A BUDGET

- ▶ Review the previous two years.
- ▶ Determine chapter goals for the year and evaluate financial resources needed to reach them. Be selective.
- ▶ Require a detailed monthly Treasurer's Report outlining all sources of income and expenses. Review actual figures against projections to ensure the financials stay in balance.
- ▶ Arrange for an annual review at the end of each fiscal year.
- ▶ Keep all financial records up-to-date and available for review by chapter members.

FINANCIAL POLICIES

FPRA is a nonprofit organization with limited financial resources. Establishing some basic financial policies can help your chapter manage these resources effectively.

These financial policies should:

- ▶ Be adopted by a formal vote of the chapter board and be included in the minutes of that meeting. Any exceptions to the policies should be made only by a process agreed upon by the chapter board.
- ▶ Provide a set of operating rules for determining appropriate expenditures.
- ▶ Outline procedures for processing revenues and expenses.
- ▶ Minimize losses to the chapter.
- ▶ Not hinder progress, but aid in handling difficult situations.
- ▶ Change over time as chapter needs dictate.

FINANCIAL POLICIES (CONT.)

As a guide for adopting financial policies, here are nine areas that could require clarification:

- ▶ **Expenses** - Require an invoice which will be reviewed and approved.
- ▶ **Incidental expenses** - Which ones will be reimbursed? Receipts required.
- ▶ **Speakers' fees** - What and when will chapter pay?
- ▶ **State Meeting travel** for board members - When to pay and how much?
- ▶ **Check request forms** - Use to provide a paper trail for treasurer.
- ▶ **Signature policies on checks** - To protect chapter and treasurer
- ▶ **Conflict-of-interest policy** - What constitutes a conflict for a board member or chapter member? Policy should include requirements for disclosure of real or perceived conflicts, and board member(s) should not vote on matters in which they have real or perceived conflicts.
- ▶ **Advertising** in chapter publications and Sponsorship of chapter meetings/events - Who, what, and where?

REVIEWING CHAPTER RECORDS

At the end of each year, the chapter board should arrange for a review of chapter financial records. Board members can do the review, but the finance review team should not include the current treasurer or president.

- ▶ Start by reviewing bank records.
- ▶ Check deposit slips against receipts from chapter events. Then check expenditures to ensure they were accurately recorded.
- ▶ Next, balance the books. Review the monthly bank statements for accuracy and make sure your balance matches the bank's.
- ▶ Finally, make a report of the review at the chapter's board and business meetings once all accounts are balanced and all records are confirmed for accuracy. The chapter records should reflect that the books are accurate and in order.

FUNDRAISING IDEAS TO INCREASE YOUR TREASURY

Everything your chapter does should break even or make a profit.

- ▶ Monthly meetings/seminars
- ▶ Meeting sponsors
- ▶ Get items sponsored or donated
- ▶ Silent Auctions okay (raffles are illegal in Florida)
- ▶ Sell Something of Value – like a media directory
- ▶ Media Breakfast/Media Event
- ▶ Special Event/Fundraising Event
- ▶ Chapter e-newsletter/website/social media advertising
- ▶ Image Awards

HANDLING EMERGENCY SITUATIONS

Even the best-managed chapter can experience a financial emergency.

- ▶ **Trim the fat** - Make a detailed list of necessary things and put everything else on hold until the problem is corrected.
- ▶ **Concentrate on what's important** - The chapter's two most important activities are networking and professional development.
- ▶ **Ask for help** - Call the State President or any VP on the State Board. Get your chapter's Past Presidents and senior members involved.

REINVESTING IN YOUR MEMBERS

If you have a healthy treasury and plenty of money in savings to cover 6 months operating expenses and emergencies, reinvest your excess revenue in your members.

- ▶ Membership Scholarships
- ▶ Student Scholarships
- ▶ Conference Scholarships
- ▶ APR/CPRC Scholarships or Rebates
- ▶ Donation to the Florida Public Relations Education Foundation

ANNUAL FINANCIAL REPORTING

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Chapter Year-End Financial Reporting Policy

Date Written/Approved: February 2007
Date Revised/Approved: February 2015

Rationale:
 The State Office is responsible for submitting a year-end income tax return every year on behalf of the Florida Public Relations Association.

In an effort to be compliant with federal law, the State Office will include all Chapters' financials in the Association tax return.

Procedure:

- Chapter income/expense reports must coincide with the State Association fiscal year for the purpose of tax filing. As such, income/expense statements from Chapters should include income and expenses for the preceding year from September 1 through August 31.
- It is expected that Chapters will keep the necessary records for tax reporting continually throughout the year as part of their normal operating procedures. These records consist of income and expense totals arranged by category that would coincide with your annual chapter budget. For instance: income from monthly meetings, special events, and sales; and expenses from chapter meetings, scholarships, reimbursements to board members, supplies, specialty items, and printing.
- Chapter financial statements including all income and all expenses for the period September 1 through August 31 are to be submitted to the State Office by October 15.
- There is no requirement for Chapters to match income and expense categories to the existing State Association budget.
- In addition to income and expenditures, the report must include year-end balances of total assets, including checking accounts, savings accounts and certificates of deposit.
- A form is provided to Chapters to help in completing the year-end reporting.

Responsibility:
 The FPRA Chapter Presidents and Chapter Treasurers will share joint responsibility for submitting a detailed income/expense report. The FPRA Executive Director will facilitate the preparation and submission of the federal tax return.

Resources:
 There are no costs associated with the policy.

**MUST BE TURNED IN TO THE STATE OFFICE
 BY OCTOBER 15TH!**

Updated May 2018 Florida Public Relations Association

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CHAPTER YEAR-END FINANCIAL REPORTING FORM

YEAR ENDING August 31, ____ / Chapter _____

INCOME

Accreditation (study sessions) _____

Finance (bank interest) _____

Image Awards (entry fees, event attendance) _____

Membership Rebates _____

Monthly Meetings _____

Professional Development Seminar (attendance, sponsorships) _____

Sales (media directory, promotional items) _____

Other _____

Other _____

Other _____

TOTAL INCOME _____

EXPENSES

Accreditation (study sessions, recognition, study materials) _____

Board Expenses (awards, meeting room, supplies, postage,
 State board meeting reimbursements, _____

Chapter Management (PO Box, telephone line, postage) _____

Communication (printing, newsletter, reminder cards) _____

Finance (bank fees, checks) _____

Image Awards (venue, food, awards, entry printing/mailling,
 decorations, AV, judging supplies, gifts) _____

Internet (domain registration, ISP costs) _____

Monthly Meetings (venue, food, speaker gifts, AV, printing) _____

Membership (new member packets/gifts) _____

Professional Development Seminar (venue, food, printing,
 postage, AV, speaker gifts/travel) _____

State Annual Conference (sponsorships, scholarships, chapter
 leaders) _____

Other _____

Other _____

Other _____

TOTAL EXPENSE _____

NET INCOME (LOSS) _____

TOTAL ASSETS (checking, savings, CDs) _____

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SPONSORSHIPS

SPONSORSHIPS

- ▶ Identify and quantify what you can offer. Get creative and assign a value.
- ▶ Be clear and concise – and flexible.
- ▶ Look for revenue generating AND cost cutting opportunities.
 - ▶ Give members the opportunity to support chapter.
- ▶ Don't settle on the obvious. Think outside of the box.
- ▶ Research before you make the pitch.
- ▶ Follow through, report/communicate

CHAPTER LEADERSHIP FORUM

QUESTIONS?