

Chapter Leader Success Series

Role-specific Onboarding

Finance & Sponsorship

October 30, 2024

Agenda

- Welcome/Agenda
- Finance/Sponsorship Resources
- Panel Introduction & Discussion
- Large Group Discussion



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<https://www.td.org/chapters/clc/nac>



ROLE-BASED RESOURCES

Finance & Sponsorship

CARE FOUNDATIONAL ELEMENT MATRIX

CARE Resources

FINANCE

The chapter board develops and approves an annual operating budget and makes it available to members.

**Chapters are required to submit its most recent year-end balance sheet and profit and loss statement.*

Preparing and managing a chapter operating budget helps leaders plan for and deliver products and services that meet member needs without exceeding the chapter's financial resources. In addition to defining the year's projected revenue and expenses, it provides leaders an ongoing tool to evaluate and redirect chapter efforts when necessary. It is also useful as a historical reference when planning the next years' activities. An annual operating budget should be developed regardless of a chapter's size or income.

Recommendations on how to accomplish:

- Develop a budget:
 1. Assess the chapter's current financial position.
 2. Review the chapter's goals and existing programs and services based on members' needs.
 3. Estimate revenue for the coming year.
 4. Estimate expenses for the coming year.
 5. Prepare budget worksheets for each program and administrative area.
 6. Compile all program and administrative budgets into an overall annual chapter budget.
 7. Have board approve final budget:
- Publish final budget in chapter newsletter or member mailing or make it available to members electronically.
- Review the budget at mid-year (recommended) and adjust as necessary. Establish a reserve account for unexpected expenses.
- Submit a current balance sheet and income statement to ATD chapter services.

Where can I go for additional information?

- [5 Tips for Strong Association Financial Management](#)
- [Balance Sheet Template](#)
- [Budget Template](#)
- [Chapter Incentive Program \(ChIP\)](#)
- [Income Statement Template](#)

Samples from chapters:

- Central Iowa Chapter's Budgeting Planning [Spreadsheet](#) and [Financials](#)
- [Kansas City Chapter's Event Budget Tool](#)
- Nebraska Chapter's Transparent Budget Reports: [Budget Template](#) and [Expenses Reporting](#)
- [Southeastern Wisconsin: Financial Health E-Newsletter: Sample Newsletter](#) and [Graph Template](#)



CARE FOUNDATIONAL ELEMENT MATRIX

<p>The chapter board ensures an annual internal or external financial review is completed by an individual or group not directly responsible for the management of the chapter's finances.</p>	<p>Conducting an annual internal/external review verifies that established policies, procedures, and internal controls are being followed in the daily operations of the chapter. Reviews assure that collected monies, such as members' dues, are accounted for and being used properly. It also confirms that the accounting records and financial statements are accurate and complete. Therefore, this is an important component of the board's fiduciary responsibility.</p>	<p>Recommendations on how to accomplish:</p> <ul style="list-style-type: none"> • Conduct internal and external reviews on an alternating basis. • Have an accountant or other financial manager perform the external review. • Have a member-based committee conduct the internal review, provided the members are not directly responsible for the chapter's financial management. <p>Where can I go for additional information?</p> <ul style="list-style-type: none"> • ATD Sharing Our Success (SOS) program • Chapter Finance Toolkit <p>Samples from chapters:</p> <ul style="list-style-type: none"> • Cascadia: Internal Review Checklist • Cascadia: Internal Review Form • Pittsburgh: Financial Audit Through Universities
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SOS Examples & Webinar

Annual Operating/ Event Budget	Finance Audit/ Chapter Investments	Sponsorships	Sponsorships
<p>Integrated Payment Processes - Baton Rouge, 2018</p> <ul style="list-style-type: none">• Baton Rouge - SOS Submission Form• Baton Rouge - Budget Template• Baton Rouge - Monthly Transaction Example	<p>Financial Audit Through Universities - Pittsburgh, 2016</p> <ul style="list-style-type: none">• Pittsburgh - SOS Submission Form	<p>Revamping Your Chapter Sponsorship Packet – Greater Atlanta, 2021</p> <ul style="list-style-type: none">• Greater Atlanta - SOS Submission Form• Greater Atlanta - Sponsorship package• Greater Atlanta - Virtual Conference Sponsorship Package• Greater Atlanta - Sponsorship Grid	<p>Conference Sponsorships - South Florida, 2016</p> <ul style="list-style-type: none">• South Florida - SOS Submission Form• South Florida - Conference Budget• South Florida - Sponsor Opportunities• South Florida - Sponsor Prospects and Tracking• South Florida - Example of Challenges• South Florida - In-Kind Sponsorship Letter• South Florida - Sponsor Feedback• South Florida - Sponsor Next Step Email Sample
<p>Event Budget Form - Cascadia, 2012</p> <ul style="list-style-type: none">• Cascadia - Event Budget Form Submission• Cascadia - Event Budget Tool	<p>Making the Business Case for Simple Investments - Greater Birmingham, 2024</p> <ul style="list-style-type: none">• Greater Birmingham - SOS Submission Form• Greater Birmingham - Investment Proposal• Greater Birmingham - Investment Comparison Tool	<p>Cultivating Great Sponsorship Relations, 2023</p> <ul style="list-style-type: none">• Webinar	<p>Sponsorship Coffee Hour- Central Iowa, 2018</p> <ul style="list-style-type: none">• Central Iowa - SOS Submission Form• Central Iowa - Benefits One Pager• Central Iowa - Make A Difference One Pager• Central Iowa - Annual Professional Development Day Sponsorship Prospectus

Finance Toolkits/Resources (CLC)

Resource	Description / Why	What	Questions to answer
Chapter Incentive Program (ChIP) Toolkit	Includes templates, materials, and best practices to help chapters maximize ChIP revenue potential.	Key messages for awareness on leveraging program, examples, and FAQs	<ul style="list-style-type: none"> • What are ChIPs? • How can my role support increasing ChIP revenue?
Chapter Finance Toolkit	Provides templates and examples for chapters to develop a finance management system.	Support for developing a budget, record keeping, cash management, and reporting.	<ul style="list-style-type: none"> • What is a seven-step process for creating and managing a budget? • What needs do we have with working with a bank? • How can we effectively report our finances?
Understanding Tax Filings	The guide provides information on filing a 990 or 990-N for the chapter.	Where are the instructions to file?	<ul style="list-style-type: none"> • What is the difference between 990, 990EZ, and 990-N?
Finance Chapter Leader Role Description	Describes the role and responsibilities of the volunteer that oversees the chapter finances management	Suggested draft description of the finance manager for the chapter that can be adapted to the chapter's specific needs.	<ul style="list-style-type: none"> • What are the VP of Finance's responsibilities? • What is the time commitment and skills need for the role? • What resources does the VP of Finance need?

A group of five people are seated on a stage in a modern setting, likely a conference or event. From left to right: a man with blonde hair and a beard wearing a green sweater; a man with a beard wearing a tan cap and a grey sweater; a woman with blonde hair and glasses wearing a plaid shirt, holding a microphone; a man with dark hair and a beard wearing a light blue shirt and a denim vest; and a man with a beard wearing a plaid shirt. They are all looking towards the right side of the frame. The background features a dark grey wall and a white pillar. The text "PANEL DISCUSSION" is overlaid in the center in a large, white, sans-serif font, with a thin white horizontal line underneath it.

PANEL DISCUSSION

Finance

Welcome Panelists!



Stephanie Loscalzo

Vermont Chapter

NE Regional Conference:
Sponsor and Exhibitor
Volunteer

Vermont ATD: Program
Coordinator

Financial Education Program
Manager
@ EastRise Credit Union



Kimberle Schulmann

Valley of the Sun Chapter
(Arizona)

President

Learning Specialist @ ADP



Stephanie Hubka

Metro DC Chapter

Former VP of Finance and
Former NAC

Managing Partner
@ Protos Learning



Jennifer Newton

Central Indiana Chapter

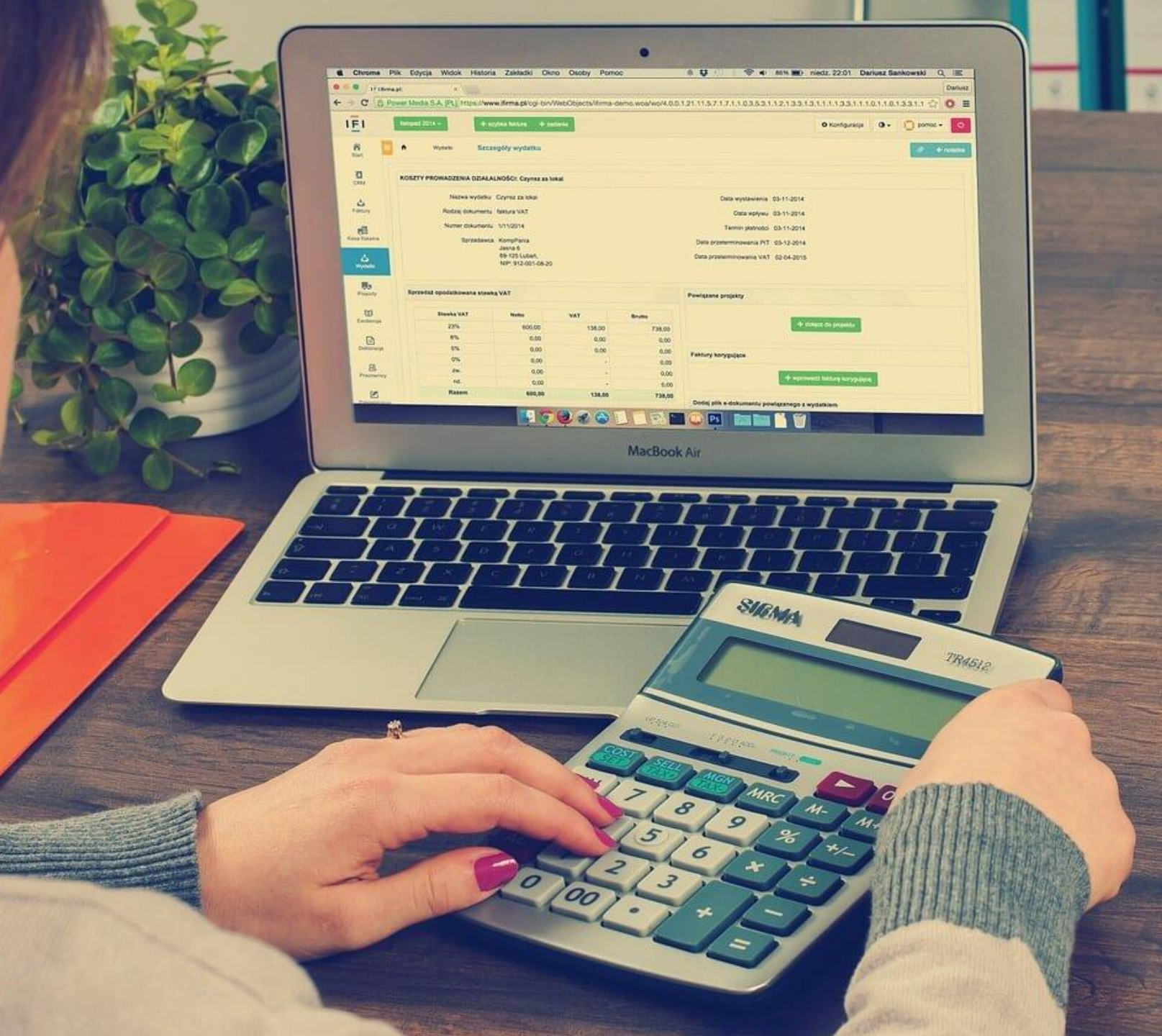
VP of Finance

Knowledge Transfer Specialist
@ Corteva Agriscience



LARGE GROUP DISCUSSIONS

Finance/Sponsorship



**WHAT ARE YOUR
PRIORITIES FOR
MANAGING YOUR
CHAPTER'S
BUDGET AND
FINANCIAL
REPORTING?**



**WHAT ARE YOUR
STRATEGIES FOR
INCREASING
REVENUE AND
ENSURING
FINANCIAL
SUSTAINABILITY?**



**WHAT IDEAS DO YOU
HAVE AROUND WAYS
YOUR CHAPTER CAN
DIVERSIFY YOUR
FUNDING SOURCES
AND INCREASE
FISCAL HEALTH?**

Q&A

