

**National Resume Writers Association**  
**2015 BUDGET**  
 January through December 2015

	<u>ACTUAL 2014</u>	<u>BUDGET 2015</u>
<b>Ordinary Income/Expense</b>		
<b>INCOME</b>		
<b>CERTIFICATION INCOME</b>		
<b>Certification Testing NCRW</b>		
Testing NCRW - \$250	530.00	750.00
Testing NCRW-Retake Part 1 \$50	630.00	450.00
Testing NCRW-Retake Part 2 \$50	0.00	
<b>Total Certification Testing NCRW</b>	<u>1,160.00</u>	<u>1,200.00</u>
<b>Online Training Programs</b>		
Online Training-Member \$30/\$130	13,501.90	12,000.00
Online Training-Non-Mem \$55/200	830.00	800.00
Online Training-Retakes \$15 ea	435.00	400.00
<b>Total Online Training Programs</b>	<u>14,766.90</u>	<u>13,200.00</u>
<b>Sample Submissions</b>		
Sample Submissions - \$75	1,150.00	1,575.00
Sample Submissions - Promotion	250.00	250.00
<b>Total Sample Submissions</b>	<u>1,400.00</u>	<u>1,825.00</u>
<b>Total CERTIFICATION INCOME</b>	<u>17,326.90</u>	<u>16,225.00</u>
<b>CONFERENCE INCOME</b>		
<b>2015 Registrations</b>		
Breakout Speaker 50% Off \$249	2,439.50	2,400.00
Staff Registration \$249	244.00	249.00
CC Regis Half Price \$347	746.00	694.00
Early Bird Prev Attend \$399	2,598.00	2,394.00
Early Bird PrevAtt NonMem \$574	575.00	574.00
Early Bird Registration \$449	6,258.00	5,837.00
Early Bird Registration NonMem \$624	0.00	0.00
Early Bird 2-Pay Prev Attd \$404	995.00	995.00
Early Bird 2-Pay PrevAtt NonMem \$575	288.00	0.00
Early Bird 3-Pay Reg \$453	2,199.86	2,265.00
Early Bird 3-Pay Reg NonMem \$630	0.00	0.00
Early Bird 6-Pay Reg \$456	1,874.76	1,824.00
Early Bird 6-Pay NonMem \$630	66.00	0.00
Early Bird 9-Pay Reg \$423	3,752.00	3,384.00
Regular Registration \$519	4,473.00	4,152.00
Regular Regis NonMem \$694	2,696.00	2,776.00
Regular Regis 2-Pay \$522	498.00	522.00
Regular Regis 2-Pay NonMem \$700	0.00	0.00
Late Registration \$549	3,291.30	2,745.00
Late Registration NonMem \$724	0.00	0.00
Wednesday Only Reg \$200	0.00	0.00

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Wednesday Only Reg NonMem \$317	0.00	0.00
Thursday Only Registration \$395	494.00	395.00
Thursday Only NonMem \$570	1,251.00	1,140.00
Friday Only Reg \$395	147.00	395.00
Friday Only Reg NonMember \$570	0.00	0.00
Cancellation Fees	0.00	0.00
<b>Total 2015 Registrations</b>	<b>34,886.42</b>	<b>32,741.00</b>
<b>Conference Sponsors</b>		
Presenting Sponsor \$1,750	1,750.00	1,750.00
Gold Sponsor \$1,250	1,250.00	1,250.00
Silver Sponsor \$750	0.00	0.00
Supporting Sponsor \$650	500.00	650.00
Speaker Table \$100	500.00	200.00
<b>Total Conference Sponsors</b>	<b>4,000.00</b>	<b>3,850.00</b>
<b>Pre-Conference Workshops</b>		
2015 PDI #1 Boot Camp Member \$119	1,785.00	1,785.00
2015 PDI #1 Boot Camp NonMem \$273	0.00	0.00
<b>Total Pre-Conference Workshops</b>	<b>1,785.00</b>	<b>1,785.00</b>
<b>Tours, Activities, Food Only</b>		
Activity for 2015 \$35	1,627.00	1,600.00
Wednesday Reception Guest \$25	40.00	50.00
<b>Total Tours, Activities, Food Only</b>	<b>1,667.00</b>	<b>1,650.00</b>
Binder Coupon \$27	0.00	0.00
Items Sold at Conference	0.00	0.00
<b>Total CONFERENCE INCOME</b>	<b>42,338.42</b>	<b>40,026.00</b>
<b>EDUCATION PROGRAMS INCOME</b>		
<b>Teleseminar Registrations</b>		
Teleseminar-Member \$19.99	7,913.54	7,500.00
Teleseminar-Non-member \$29.99	3,778.74	2,500.00
Sale of Recordings	0.00	0.00
<b>Total Teleseminar Registrations</b>	<b>11,692.28</b>	<b>10,000.00</b>
<b>Webinar Registrations</b>		
Webinar-Member \$45	99.95	90.00
Webinar-Non-member \$55	0.00	0.00
<b>Total Webinar Registrations</b>	<b>99.95</b>	<b>90.00</b>
<b>Total EDUCATION PROGRAMS INCOME</b>	<b>11,792.23</b>	<b>10,090.00</b>
<b>INTEREST INCOME</b>	<b>53.42</b>	<b>60.00</b>
<b>MEMBERSHIP INCOME</b>		
Affiliate		

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<b>Affiliate Member-New \$350</b>	1,390.00	1,050.00
<b>Affiliate Member-Renew \$350</b>	700.00	700.00
<b>Total Affiliate</b>	2,090.00	1,750.00
<b>Associate</b>		
<b>Associate Member-New \$95</b>	1,140.00	760.00
<b>Associate Member-Renewal \$95</b>	760.00	380.00
<b>Total Associate</b>	1,900.00	1,140.00
<b>New Members-General</b>		
<b>New Member-3 Pay \$52.50x3</b>	12,022.50	10,000.00
<b>New Member-Regular \$150</b>	25,769.00	23,000.00
<b>Total New Members-General</b>	37,791.50	33,000.00
<b>Renewals-General</b>		
<b>Regular Renewals \$150</b>	34,584.00	35,000.00
<b>Renewals 3-Pay \$52.50 x 3</b>	4,252.50	2,565.00
<b>Volunteer Renewal \$75</b>	225.00	525.00
<b>Total Renewals-General</b>	39,061.50	38,090.00
<b>Special Membership Promotions</b>	0.00	1,500.00
<b>Total MEMBERSHIP INCOME</b>	80,843.00	75,480.00
<b>REFERRAL INCOME</b>		
<b>Amazon Affiliate</b>	38.47	40.00
<b>Total REFERRAL INCOME</b>	38.47	40.00
<b>RESUME WRITING CONTEST</b>		
<b>1-2 Submissions \$40 Each</b>	0.00	400.00
<b>3-6 Submissions \$30 Each</b>	0.00	120.00
<b>7-9 Submissions \$25 Each</b>	0.00	100.00
<b>Total RESUME WRITING CONTEST INCOME</b>	0.00	620.00
<b>UNCATEGORIZED INCOME</b>	0.00	0.00
<b>TOTAL INCOME</b>	<u>152,392.44</u>	<u>142,541.00</u>
<b>EXPENSES</b>		
<b>BAD DEBT</b>	0.00	0.00
<b>BANKING EXPENSES</b>		
<b>Authorize.net Gateway</b>	377.40	400.00
<b>Bank Service Charges</b>	143.00	150.00
<b>Interest Expense</b>	0.00	0.00
<b>Merchant Account Fees</b>	5,827.00	6,000.00
<b>Square Transaction Fees</b>	0.00	24.00
<b>NSF Charges and Recoups</b>	0.00	0.00

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PayPal Transaction Fees	0.00	0.00
<b>Total BANKING EXPENSES</b>	<b>6,347.40</b>	<b>6,574.00</b>
<b>BOARD EXPENSES</b>		
Board Retreat	4,054.80	5,000.00
Gifts/Giveaways	0.00	200.00
Special Projects	0.00	0.00
Vivian Belen Award	281.36	300.00
<b>Total BOARD EXPENSES</b>	<b>4,336.16</b>	<b>5,500.00</b>
<b>CERTIFICATION CHAIR EXPENSES</b>		
Certification Coaching	0.00	0.00
Conference Expenses	0.00	0.00
Grader Fee	200.00	850.00
Gregg Ref Manual for Graders	0.00	115.00
Postage & Shipping	1.40	10.00
Printing & Copying	0.00	0.00
Promotion of NCRW	100.00	100.00
Supplies	0.00	12.00
Telephone	0.00	0.00
<b>Total CERTIFICATION CHAIR EXPENSES</b>	<b>301.40</b>	<b>1,087.00</b>
<b>CONFERENCE CHAIR EXPENSES</b>		
Postage & Shipping	2.87	12.00
Supplies	-19.14	12.00
Telephone	0.00	0.00
<b>Total CONFERENCE CHAIR EXPENSES</b>	<b>-16.27</b>	<b>24.00</b>
<b>CONFERENCE EXPENSES</b>		
<b>Pre-Con Workshop Expenses</b>		
Audio-Visual for Workshops	244.89	0.00
Food for Half-Day Workshops	0.00	0.00
Food for Full-Day Workshops	0.00	0.00
PreCon Workshop Presenters	0.00	1,000.00
Supplies/Shipping/Printing	29.75	0.00
<b>Total Pre-Con Workshop Expenses</b>	<b>274.64</b>	<b>1,000.00</b>
<b>Recurring Conference Expenses</b>		
Advertising & PR	2,075.99	2,000.00
Audio-Visual Equipment	3,336.85	2,400.00
Board Expenses	0.00	0.00
Giveaways/Awards	472.50	185.00
Hotel/Meal Expenses		0.00

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Exhibit Space	0.00	0.00
Hotel Meeting Space	0.00	0.00
Meals for Paid Attendees	27,600.57	29,000.00
Newcomers Lunch	1,481.24	1,000.00
<b>Total Hotel/Meal Expenses</b>	<b>29,081.81</b>	<b>30,000.00</b>
Insurance Liability/Cancellation	0.00	0.00
Materials/Supplies/Printing	2,445.04	2,000.00
Opening Reception	4,834.18	3,000.00
Postage & Shipping	387.50	500.00
Site Visits	0.00	0.00
Speaker Fees	500.00	2,500.00
Tours, Activities, Events	2,414.00	2,400.00
Travel (Hotel/Air/Ground/Tips)	684.24	1,000.00
<b>Total Recurring Conference Expenses</b>	<b>46,232.11</b>	<b>45,985.00</b>
<b>Total CONFERENCE EXPENSES</b>	<b>46,506.75</b>	<b>46,985.00</b>
<b>DEPRECIATION EXPENSE</b>	<b>0.00</b>	<b>0.00</b>
<b>EDUCATION CHAIR EXPENSES</b>		
Recordings	0.00	0.00
Webinar Commissions	3,759.91	2,600.00
Webinar Expenses	0.00	240.00
Teleseminar Expenses	99.00	
<b>Total EDUCATION CHAIR EXPENSES</b>	<b>3,858.91</b>	<b>2,840.00</b>
<b>GENERAL ORGANIZATIONAL EXPENSES</b>		
Administrative Manager		
Impact Virtual Services		
Banking	105.96	240.00
Impact Certification	131.27	260.00
CEU Administration	494.68	750.00
NCRW Testing	687.72	1,000.00
Online Training Program	1,276.57	1,800.00
Sample Submittion	934.72	1,500.00
Study Guide	725.02	1,000.00
<b>Total Impact Certification</b>	<b>4,249.98</b>	<b>6,310.00</b>
Impact Conference	6,467.35	9,000.00
Impact E-list	209.00	400.00
Impact Emails	6,054.22	9,000.00
Impact Ethics	1,387.79	2,000.00
Impact General Admin	7,752.68	10,000.00

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Impact Industry Reps	2,460.61	3,000.00
Impact Membership	6,376.56	9,000.00
Impact Merchant Account	440.93	600.00
Impact Newsletter	2,096.27	1,000.00
Impact Social Media	33.73	60.00
Impact Teleseminars/Webinars	3,697.97	5,000.00
Impact Website	162.19	300.00
Certification	75.42	150.00
Conference	157.02	300.00
Membership	531.40	750.00
Newsletter	0.00	0.00
Teleseminars/Webinars	637.92	1,000.00
Wild Apricot	629.80	1,890.00
<b>Total Impact Website</b>	<b>2,193.75</b>	<b>4,390.00</b>
<b>Total Impact Virtual Services</b>	<b>43,526.80</b>	<b>60,000.00</b>
<b>Total Administrative Manager</b>	<b>43,526.80</b>	<b>60,000.00</b>
D&O Insurance	981.00	1,000.00
Data Backup	0.00	0.00
Dropbox	99.00	99.00
Fax Line	72.28	74.00
Mail Box Rental	21.02	24.00
Office Equipment/Software	198.00	198.00
Postage & Shipping	318.20	324.00
Professional Fees		
Jerry Laird & Asso. Accountant	700.00	700.00
Legal Fees	0.00	400.00
Liz's Bookkeeping Services	3,300.00	3,300.00
<b>Total Professional Fees</b>	<b>4,000.00</b>	<b>4,400.00</b>
Special Projects	0.00	
Supplies	0.00	
Telephone (Cell)	60.00	360.00
Telephone 800#	178.25	180.00
<b>Total GENERAL ORGANIZATIONAL EXPENSES</b>	<b>49,454.55</b>	<b>66,659.00</b>
<b>MARKETING CHAIR EXPENSES</b>		
Advertising	2,500.00	2,500.00
Constant Contact & MailChimp	540.00	540.00
Logo Development	0.00	0.00
Marketing	0.00	0.00
Public Relations / PR Web	0.00	0.00
Send Out Cards	0.00	0.00
Social Media	49.97	50.00

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Survey Monkey x \$20	250.00	300.00
Trade Show Marketing	3,709.30	0.00
<b>Total MARKETING CHAIR EXPENSES</b>	<b>7,049.27</b>	<b>3,390.00</b>
<b>MEMBERSHIP CHAIR EXPENSES</b>		
Conference Reception Décor	485.67	600.00
Industry Reps	0.00	0.00
Member Recognition	0.00	0.00
Membership Marketing	0.00	90.00
Newsletter	0.00	0.00
Postage & Shipping	443.23	440.00
Supplies / Equipment	322.45	300.00
Telephone	0.00	0.00
<b>Total MEMBERSHIP CHAIR EXPENSES</b>	<b>1,251.35</b>	<b>1,430.00</b>
<b>PAST PRESIDENT EXPENSES</b>		
Ethics Chair Expenses		
Voting Software	320.00	320.00
Postage & Shipping	73.64	74.00
Resume Writing Contest	0.00	600.00
Supplies	0.00	0.00
Telephone	0.00	0.00
<b>Total PAST PRESIDENT EXPENSES</b>	<b>393.64</b>	<b>994.00</b>
<b>PRESIDENT EXPENSES</b>		
Affiliate/Sponsor Recruitment	0.00	0.00
Postage & Shipping	0.00	0.00
Special Projects	0.00	0.00
Supplies	0.00	0.00
Telephone	0.00	0.00
<b>Total PRESIDENT EXPENSES</b>	<b>0.00</b>	<b>0.00</b>
<b>SECRETARY EXPENSES</b>		
Postage & Shipping	0.00	0.00
Supplies	0.00	0.00
Telephone	0.00	0.00
<b>Total SECRETARY EXPENSES</b>	<b>0.00</b>	<b>0.00</b>
<b>TREASURER EXPENSES</b>		
Postage & Shipping	0.00	0.00
Supplies	0.00	0.00

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Telephone	0.00	0.00
Trademarks	0.00	0.00
<b>Total TREASURER EXPENSES</b>	<b>0.00</b>	<b>0.00</b>
 <b>WEBSITE EXPENSES</b>		
Domain Name Registration	55.31	
Web Development/Maintenance		7,500.00
Shopping Cart	0.00	0.00
Website Certification	0.00	0.00
Website Conference	0.00	0.00
Website Membership	0.00	0.00
Website Newsletter	0.00	0.00
Website Teleseminars/Webinars	0.00	0.00
<b>Total Web Development/Maintenance</b>	<b>0.00</b>	<b>7,500.00</b>
Web Hosting	120.00	120.00
Website SSL Certificate	0.00	0.00
Wild Apricot Software	2,810.00	2,810.00
<b>Total WEBSITE EXPENSES</b>	<b>2,985.31</b>	<b>10,430.00</b>
 <b>UNCATEGORIZED EXPENSE</b>	<b>0.00</b>	<b>0.00</b>
 <b>TOTAL EXPENSES</b>	<b>122,468.47</b>	<b>145,913.00</b>
 <b>NET ORDINARY INCOME</b>	<b>29,923.97</b>	<b>-3,372.00</b>
 <b>OTHER INCOME/EXPENSE</b>		
<b>Other Income</b>		
<b>LOST INCOME OFFSET</b>		
CC Free Membership Offset \$150	450.00	450.00
CC Free Telesemin \$19.99 Offset	79.96	79.96
CC 50% Off Conf Reg \$248.50 Offset	0.00	0.00
Certification Promotions Offset	25.00	25.00
Conference Promotions Offset	0.00	0.00
Conf Speaker 50% \$199.50 Offset	1,120.00	1,120.00
Board Free Cert Samp \$50 Offset	0.00	0.00
Board Free Cert Test \$140 Offset	0.00	0.00
Board Free Cert Train \$30 Offset	0.00	0.00
Board Free Conf \$399 Offset	0.00	0.00
Board Free Membersh \$150 Offset	1,350.00	1,350.00
Board Free Teles \$19.99 Offset	1,068.51	1,068.51
Board Free Webinar \$45 Offset	0.00	0.00
President Free Hotel Conference Offset	0.00	0.00



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Proofreaders Free Member Offset	0.00	0.00
Proofreaders 6 Free Tele Offset	59.97	59.97
Recruiting Incentive 10% Offset	0.00	800.00
Teleseminar Promotions Offset	0.00	0.00
Volunteer Membership \$75	450.00	450.00
<b>Total LOST INCOME OFFSET</b>	<u>4,603.44</u>	<u>5,403.44</u>
<b>Total Other Income</b>	4,603.44	5,403.44
<b>Other Expense</b>		
<b>LOST INCOME OPPORTUNITIES</b>		
CC Free Membership \$150	450.00	450.00
CC Free Telesemin \$19.99	79.96	79.96
CC 50% Off Conf Reg \$248.50		
Certification Promotions	25.00	25.00
Conference Promotions	0.00	0.00
Conf Speaker 50% \$199.50	1,120.00	1,120.00
Board Free Cert Samp \$50	0.00	0.00
Board Free Cert Test \$140	0.00	0.00
Board Free Cert Train \$30	0.00	0.00
Board Free Conf \$399	0.00	0.00
Board Free Membersh \$150	1,350.00	1,350.00
Board Free Teles \$19.99	1,068.51	1,068.51
Board Free Webinar \$45	0.00	0.00
President Free Hotel Conference	0.00	0.00
Proofreaders Free Member	0.00	0.00
Proofreaders 6 Free Tele	59.97	59.97
Recruiting Incentive 10%	0.00	800.00
Teleseminar Promotions	0.00	0.00
Volunteer Membership \$75	450.00	450.00
<b>Total LOST INCOME OPPORTUNITIES</b>	<u>4,603.44</u>	<u>5,403.44</u>
<b>Total OTHER EXPENSE</b>	<u>4,603.44</u>	<u>5,403.44</u>
<b>NET OTHER INCOME</b>	<u>0.00</u>	<u>0.00</u>
<b>NET INCOME</b>	<u><u>29,923.97</u></u>	<u><u>-3,372.00</u></u>