

National Resume Writers Association
2016 BUDGET
January through December 2016

INCOME / EXPENSES	ACTUAL 2014	ACTUAL 2015	BUDGET 2016	COMMENTS
CERTIFICATION INCOME				
Certification Testing NCRW				
Testing NCRW - \$250	530.00	3,750.00	3,000.00	Does not include Norine's class.
Testing NCRW-Retake Part 1 \$50	630.00	250.00	250.00	
Testing NCRW-Retake Part 2 \$50	0.00	300.00	300.00	
Total Certification Testing NCRW	1,160.00	4,300.00	3,550.00	
Online Training Programs				
Online Training-Member \$15/\$99	13,501.90	12,321.00	5,940.00	\$15 x 9 modules or \$99
Online Training-Non-Mem \$30/\$198	830.00	660.00	396.00	\$30 x 9 modules or \$198
Total Online Training Programs	14,331.90	12,981.00	6,336.00	
11-Module Training Program	0.00	0.00	9,950.00	Norrine's program 10 x \$995 each, includes sample and testing \$325 = \$670 net
Sample Submissions				
Sample Submissions - \$75	1,150.00	2,525.00	2,525.00	Does not include Norine's class.
Sample Submissions - Promotion	250.00	0.00	0.00	
Total Sample Submissions	1,400.00	2,525.00	2,525.00	
Total CERTIFICATION INCOME	16,891.90	19,806.00	12,411.00	

CONFERENCE INCOME

2016 Registrations

CC Regis Half of Regular Registration \$285	746.00	259.50	570.00
Early Bird Previous Attendee \$449	2,598.00	5,237.00	5,837.00
Early Bird Registration \$499	6,258.00	8,157.00	11,477.00
Early Bird Registration NonMem \$674	0.00	1,872.00	2,022.00
Early Bird 3-Pay Registration \$504	2,199.86	1,963.00	2,515.00
Early Bird 6-Pay Registration \$510	1,874.76	1,748.00	2,024.00
Regular Registration \$569	4,473.00	8,823.00	9,392.00
Regular Registration 2-Pay \$572	498.00	261.00	572.00
Regular Registration NonMem \$744	2,696.00	2,776.00	2,976.00
Late Registration \$599	3,291.30	2,745.00	2,995.00
Late Registration NonMem \$774	0.00	0.00	0.00
Wednesday Only Reg \$200	0.00	0.00	0.00
Wednesday Only Reg NonMem \$250	0.00	0.00	0.00
Thursday Only Registration \$250	494.00	790.00	750.00
Thursday Only NonMem \$300	1,251.00	570.00	600.00
Friday Only Reg \$250	147.00	-395.00	0.00
Friday Only Reg NonMember \$300	0.00	0.00	0.00
Cancellation Fees \$75	0.00	149.50	150.00

Total 2016 Registrations

34,886.42 **40,401.00** **41,880.00**

2014 and 2015 totals include missing registration options not used in 2016.

Conference Sponsors

Presenting Sponsor \$1,750	1,750.00	2,823.00	1,750.00	1 sponsor
Platinum Sponsor \$1,550			1,550.00	1 sponsor
Gold Sponsor \$1,250	1,250.00	1,250.00	1,250.00	1 sponsor
Silver Sponsor \$750	0.00	500.00	1,500.00	2 sponsors
Supporting Sponsor \$650	500.00	500.00	650.00	1 sponsor
Speaker Table \$100	500.00	100.00	100.00	1 sponsor
Coupon Sponsor \$35	500.00	81.00	105.00	3 sponsors
Total Conference Sponsors	4,500.00	5,254.00	6,905.00	

Pre-Conference Workshops

2016 PDI #1 Member \$120	1,785.00	2,737.00	2,760.00	23 attendees
2016 PDI #1 NonMem \$270	0.00	273.00	270.00	1 attendee
Total Pre-Conference Workshops	1,785.00	3,010.00	3,030.00	

Tours, Activities, Food Only

2014 Activity Denver \$35	1,627.00	0.00	0.00	46 participants
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2015 Activity Charlotte \$25	0.00	540.00	0.00	22 participants
2016 Activity Annapolis \$25	0.00	0.00	550.00	22 participants
Food for Non-Attendee \$275	0.00	0.00	1,100.00	4 food-only participants
Wednesday Reception Guest \$25	40.00	125.00	125.00	5 guests
Total Tours, Activities, Food Only	1,667.00	665.00	1,775.00	
Items Sold at Conference	0.00	0.00	0.00	
Total CONFERENCE INCOME	42,838.42	49,330.00	53,590.00	
EDUCATION PROGRAMS INCOME				
Webinar/Teleseminar Registrations				
Webinar/Teleseminar-Member \$19.99	8,013.49	3,129.94	4,997.50	250 attendees
Webinar/Teleseminar-Non-member \$29.99	3,778.74	1,299.56	2,009.33	67 attendees
Sale of Recordings	0.00	0.00	0.00	
Total Webinar/Teleseminar Registrations	11,792.23	4,429.50	7,006.83	
Total EDUCATION PROGRAMS INCOME	11,792.23	4,429.50	7,006.83	
INTEREST INCOME				
Interest on CDs	0.00	0.00	0.00	
Checking/Savings Interest	53.42	73.15	75.00	
Total INTEREST INCOME	53.42	73.15	75.00	
MEMBERSHIP INCOME				
Affiliate				
Affiliate Member \$350	1,390.00	1,050.00	1,400.00	
Associate				
Associate Member-New \$95	1,140.00	1,900.00	2,375.00	
Associate Member-Renewal \$95	760.00	210.00	475.00	
Total Associate	1,900.00	2,110.00	2,850.00	
New Members-General				
New Member-3 Pay \$52.50x3	12,022.50	13,702.50	14,647.50	
New Member-Regular \$150	25,769.00	24,600.00	25,500.00	
New Members-General - Other	0.00	500.00	0.00	
Total New Members-General	37,791.50	38,802.50	40,147.50	
Renewals-General				
Regular Renewals \$150	34,584.00	36,000.00	37,500.00	
Renewals 3-Pay \$52.50 x 3	4,252.50	6,457.50	7,087.50	
Volunteer Renewal \$75	225.00	0.00		
Total Renewals-General	39,061.50	42,457.50	44,587.50	
Special Membership Promotions	0.00	0.00	0.00	
Total MEMBERSHIP INCOME	80,143.00	84,420.00	88,985.00	4.97% growth rate
REFERRAL INCOME				
Amazon Affiliate	38.47	174.09	175.00	
Total REFERRAL INCOME	38.47	174.09	175.00	
RESUME WRITING CONTEST				
ROAR Member Submission \$20	0.00	1,018.00	1,200.00	
ROAR Nonmember Submission \$30	0.00	120.00	120.00	
Total RESUME WRITING CONTEST INCOME	0.00	1,138.00	1,320.00	
Total UNCATEGORIZED INCOME	0.00	0.00	0.00	

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INCOME / EXPENSES	ACTUAL 2014	ACTUAL 2015	BUDGET 2016	COMMENTS
TOTAL INCOME	151,757.44	159,370.74	163,562.83	
BAD DEBT	0.00	79.98	0.00	
BANKING EXPENSES				
Authorize.net Gateway	377.40	377.10	377.10	
Bank Service Charges	143.00	141.00	141.00	
Interest Expense	0.00	0.00	0.00	
Merchant Account Fees	5,827.00	5,811.20	5,811.20	
Square Transaction Fees	0.00	0.00	0.00	
NSF Charges and Recoups	0.00	0.00	0.00	
PayPal Transaction Fees	0.00	0.00	0.00	
Total BANKING EXPENSES	6,347.40	6,329.30	6,329.30	
CERTIFICATION CHAIR EXPENSES				
Certification Coaching	0.00	0.00	0.00	
Conference Expenses	0.00	0.00	0.00	
Grader Fees	200.00	2,750.00	2,750.00	Does not include Norine's class.
Commission for 11-Module Training Program	0.00	0.00	5,857.00	Norine's commission for 10 participants
Other Expenses Associated with Norine's Program	0.00	0.00	200.00	150 flyers
Gregg Ref Manual for Graders	0.00	0.00	0.00	
Postage & Shipping	1.40	45.00	45.00	
Printing & Copying	0.00	0.00	0.00	
Promotion of NCRW	100.00	0.00	200.00	
Supplies	0.00	0.00	0.00	
Telephone	0.00	0.00	0.00	
Total CERTIFICATION CHAIR EXPENSES	301.40	2,795.00	9,052.00	
CONFERENCE CHAIR EXPENSES				
Pre-Con Workshop Expenses				
Audio-Visual for Workshops	244.89	57.75	57.75	
Food for Half-Day Workshops	0.00	0.00	0.00	
Food for Full-Day Workshops	0.00	693.39	693.39	
PreCon Workshop Presenters	0.00	700.00	700.00	
Supplies/Shipping/Printing	29.75	43.01	43.01	
Total Pre-Con Workshop Expenses	274.64	1,494.15	1,494.15	
Recurring Conference Expenses				
Advertising & PR	2,075.99	0.00	2,000.00	
Audio-Visual Equipment	3,336.85	15,864.95	6,467.78	Less \$1,500 prepaid in 2015 for lanyards and bags. \$303.97 for speaker gifts. \$114.50 Industry Hero Award. \$400.00 for Vivian Belen Award. \$69.72 certificates. \$100.26 conference co-chair recognition.
Giveaways/Awards	753.86	6,699.42	2,000.00	
Hotel/Meal Expenses	0.00	0.00	0.00	
Hotel Exhibit Space	0.00	0.00	0.00	
Hotel Meals for Paid Attendees	27,600.57	29,877.63	32,000.00	
Hotel Meeting Space	0.00	0.00	0.00	
Hotel Newcomers Lunch	1,481.24	0.00	0.00	
Total Hotel/Meal Expenses	29,081.81	29,877.63	32,000.00	
Insurance Liability/Cancellation	0.00	0.00	500.00	
Materials/Supplies/Printing	2,445.04	2,716.47	800.00	\$399.50 supplies. \$400 for thumb drives.
Opening Reception	4,834.18	7,396.81	5,000.00	
Postage & Shipping	387.50	35.24	500.00	

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INCOME / EXPENSES	ACTUAL 2014	ACTUAL 2015	BUDGET 2016	COMMENTS
Site Visit	0.00	0.00	0.00	
Speaker Fees	500.00	500.00	3,000.00	
Telephone Expenses	0.00	0.00	0.00	
Tours, Activities, Events	2,414.00	500.00	1,000.00	
Travel (Hotel/Air/Ground/Tips)	684.24	1,012.54	2,500.00	\$1,500 for speakers
Total Recurring Conference Expenses	46,513.47	64,603.06	55,767.78	
Total CONFERENCE EXPENSES	46,788.11	66,097.21	57,261.93	
Total DEPRECIATION EXPENSE	0.00	0.00	0.00	
EDUCATION CHAIR EXPENSES				
Join.me Webinar Platform	0.00	0.00	250.00	\$286 in 2017
Webinar Commissions	3,759.91	1,474.49	2,500.00	
Webinar Expenses	99.00	0.00	1,000.00	Recruiting high-send speakers
Total EDUCATION CHAIR EXPENSES	3,858.91	1,474.49	3,750.00	
GENERAL ORGANIZATIONAL EXPENSES				
Administrative Manager				
Impact Virtual Services				
Banking	105.96	347.60	350.00	
Impact Certification	131.27	305.07	350.00	
CEU Administration	494.68	1,946.12	2,500.00	
NCRW Testing	687.72	1,941.13	2,500.00	
Online Training Program	1,276.57	3,034.68	1,500.00	
Sample Submission	934.72	1,237.87	1,500.00	
Study Guide	725.02	121.00	150.00	
Total Impact Certification	4,249.98	8,585.87	8,500.00	
Impact Conference	6,467.35	5,502.50	6,500.00	
Impact E-list	209.00	949.68	1,000.00	
Impact Emails	6,054.22	9,334.60	10,000.00	
Impact Ethics	1,387.79	152.54	500.00	
Impact General Admin	7,752.68	11,585.61	15,500.00	
Impact Industry Reps	2,460.61	1,405.66	1,500.00	
Impact Membership	6,376.56	5,194.44	5,500.00	
Impact Merchant Account	440.93	2,303.26	2,500.00	
Impact Newsletter	2,096.27	63.80	750.00	Support for Cassie when needed
Impact ROAR Competition	0.00	719.25	800.00	
Impact Social Media	33.73	208.26	200.00	Support for Mill when needed
Impact Teleseminars/Webinars	3,697.97	2,046.46	3,000.00	
Impact Website	162.19	164.26	200.00	
Certification	75.42	131.27	200.00	
Conference	157.02	448.94	700.00	
Membership	531.40	329.27	500.00	
Newsletter	0.00	57.20	100.00	
Teleseminars/Webinars	637.92	974.20	1,000.00	
Wild Apricot	629.80	827.93	1,000.00	
Total Impact Website	2,193.75	2,933.07	3,700.00	
Total Impact Virtual Services	43,526.80	51,332.60	60,300.00	
D&O Insurance	981.00	981.00	981.00	
Dropbox	99.00	99.00	400.00	Includes 3 board Dropbox accounts.
Fax Line	72.28	71.88	71.88	
Mail Box Rental	21.02	0.00	216.00	
Office Equipment/Software	198.00	153.00	153.00	
Postage & Shipping	318.20	603.95	500.00	

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INCOME / EXPENSES	ACTUAL 2014	ACTUAL 2015	BUDGET 2016	COMMENTS
Professional Fees	0.00	0.00	0.00	
Jerry Laird & Asso. Accountant	700.00	700.00	700.00	
Legal Fees	0.00	0.00	0.00	
Bookkeeping Services	3,300.00	3,300.00	4,000.00	
Total Professional Fees	4,000.00	4,000.00	4,700.00	
Special Projects	0.00	0.00	0.00	
Supplies	0.00	3.52	3.52	
Telephone (Cell)	60.00	270.00	270.00	
Telephone 800#	178.25	139.06	139.06	
Total GENERAL ORGANIZATIONAL EXPENSES	49,454.55	57,654.01	67,734.46	
MARKETING CHAIR EXPENSES				
Advertising	2,500.00	2,549.00	50.00	Image site subscription
Constant Contact & MailChimp	540.00	360.00	540.00	
Logo Development	0.00	0.00	0.00	
Marketing	0.00	0.00	0.00	
Public Relations / PR Web	0.00	0.00	0.00	
Send Out Cards	0.00	0.00	0.00	
Social Media	49.97	160.00	240.00	Buffer
Survey Monkey x \$20	250.00	250.00	250.00	
Trade Show Marketing	3,709.30	0.00	0.00	
Total MARKETING CHAIR EXPENSES	7,049.27	3,319.00	1,080.00	
MEMBERSHIP CHAIR EXPENSES				
Affiliate/Sponsor Recruitment	0.00	0.00	0.00	
Conference Reception Décor	485.67	0.00	500.00	Membership building games
Industry Reps	0.00	0.00	525.00	
Member Recognition	0.00	0.00	0.00	
Membership Marketing	0.00	0.00	500.00	Prizes for membership drive contest
Newsletter	0.00	0.00	0.00	
Postage & Shipping	443.23	0.00	0.00	
Supplies / Equipment	322.45	0.00	0.00	
Telephone	0.00	0.00	0.00	
Total MEMBERSHIP CHAIR EXPENSES	1,251.35	0.00	1,525.00	
PRESIDENT/BOARD EXPENSES				
Board Retreat	4,054.80	3,099.51	4,200.00	2/3rd hotel costs, rest food and printing
Gifts/Giveaways	0.00	0.00	250.00	Board illness, deaths, celebrations
Special Projects	0.00	0.00	0.00	
Postage & Shipping	0.00	0.00	0.00	
Supplies	0.00	0.00	0.00	
Telephone	0.00	0.00	0.00	
Total PRESIDENT EXPENSES	4,054.80	3,099.51	4,450.00	
PAST-PRESIDENT EXPENSES				
Postage & Shipping	73.64	0.00	0.00	
Resume Writing Contest	0.00	125.00	125.00	Certificates, supplies, etc.
Supplies	0.00	0.00	0.00	
Telephone	0.00	0.00	0.00	
Total PAST PRESIDENT EXPENSES	73.64	125.00	125.00	
PRESIDENT-ELECT EXPENSES				
Ethics Chair Expenses	0.00	0.00	0.00	

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Voting Software	320.00	320.00	320.00	
Postage & Shipping	73.64	0.00	75.00	
Supplies	0.00	0.00	0.00	
Telephone	0.00	0.00	0.00	
Total PRESIDENT ELECT EXPENSES	393.64	320.00	395.00	
SECRETARY EXPENSES				
Postage & Shipping	0.00	0.00	0.00	
Supplies	0.00	0.00	0.00	
Telephone	0.00	0.00	0.00	
Total SECRETARY EXPENSES	0.00	0.00	0.00	
TREASURER EXPENSES				
Postage & Shipping	0.00	0.00	0.00	
Supplies	0.00	0.00	90.00	Checks and deposit slips
Telephone	0.00	0.00	0.00	
Trademarks	0.00	0.00	400.00	Time to renew the NCRW trademark
Xero Bookkeeping Subscription	0.00	0.00	360.00	\$30 a month 2017, half price 6 months in 2016
Total TREASURER EXPENSES	0.00	0.00	490.00	
WEBSITE EXPENSES				
Domain Name Registration	55.31	132.81	135.00	
Website Development/Maintenance	0.00	6,562.20	1,000.00	
Website Conference	0.00	0.00	0.00	
Website Hosting	120.00	123.00	120.00	
Website Membership	0.00	0.00	0.00	
Website Newsletter	0.00	0.00	0.00	
Website SSL Certificate	0.00	0.00	0.00	
Website Teleseminars/Webinars	0.00	0.00	0.00	
Wild Apricot Software	2,810.00	2,160.00	2,592.00	
Total WEBSITE EXPENSES	2,985.31	8,978.01	3,847.00	
Total UNCATEGORIZED EXPENSES	0.00	0.00	0.00	
TOTAL EXPENSES	122,558.38	150,271.51	156,039.69	
NET ORDINARY INCOME	29,199.06	9,099.23	7,523.14	

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OTHER INCOME/EXPENSE				
LOST INCOME OFFSET				
CC Free Membership \$150 Offset	-450.00	0.00	-600.00	5 members but 1 is a board member
CC Free Telesemin \$19.99 Offset	-79.96	0.00	0.00	calculate at year-end
CC 50% Off Conf Reg \$285 Offset	0.00	0.00	0.00	calculate at year-end
Conference Speaker Free Regis \$459 Offset	-1,120.00	-5,643.00	-11,475.00	25 speakers, reduce by board speakers later
Board Free Membership \$150 Offset	-1,350.00	-2,550.00	-2,550.00	12 board members
Board Free Conference Registration \$449 Offset	0.00	-4,788.00	-4,788.00	12 board members
Board Free Certification Sample \$50 Offset	0.00	0.00	0.00	calculate at year-end
Board Free Certification Testing \$140 Offset	0.00	0.00	0.00	calculate at year-end
Board Free Certification Training \$30 Offset	0.00	0.00	0.00	calculate at year-end
Board Free Webinars \$19.99 Offset	0.00	0.00	0.00	calculate at year-end
President Free Conf Hotel Room Offset	0.00	0.00	0.00	add in October
Proofreaders Free Membership \$150 Offset	0.00	0.00	-150.00	2 proofreaders, but one is a board member
Proofreaders 6 Free Webinars \$19.99 Offset	-59.97	0.00	-119.94	calculate at year-end
Recruiting Incentive 10% \$15 Offset	0.00	0.00	0.00	
Volunteer 50% Off Membership \$75	-450.00	-75.00	-525.00	Membership for volunteers
Certification Promotions Offset	-25.00	0.00	0.00	
Conference Promotions Offset	0.00	0.00	0.00	
Webinar Promotions \$19.99 Offset	0.00	0.00	0.00	
Offset ROAR Contest Free Membership \$150	-150.00	-450.00	-600.00	\$150 each in year next membership is due
Total LOST INCOME OFFSET	-3,684.93	-13,056.00	-20,807.94	
LOST INCOME OPPORTUNITIES				
CC Free Membership \$150	450.00	0.00	600.00	5 members but 1 is a board member
CC Free Telesemin \$19.99	79.96	0.00	0.00	calculate at year-end
CC 50% Off Conf Reg \$285	0.00	0.00	0.00	calculate at year-end
Conference Speaker Free Regis \$459	1,120.00	5,643.00	11,475.00	25 speakers, reduce by board speakers later
Board Free Membership \$150	1,350.00	2,550.00	2,550.00	12 board members
Board Free Conference Registration \$449	0.00	4,788.00	4,788.00	12 board members
Board Free Certification Sample \$50	0.00	0.00	0.00	calculate at year-end
Board Free Certification Testing \$140	0.00	0.00	0.00	calculate at year-end
Board Free Certification Training \$30	0.00	0.00	0.00	calculate at year-end
Board Free Webinars \$19.99	0.00	0.00	0.00	calculate at year-end
President Free Conf Hotel Room	0.00	0.00	0.00	add in October
Proofreaders Free Membership \$150	0.00	0.00	150.00	2 proofreaders, but one is a board member
Proofreaders 6 Free Webinars \$19.99	59.97	0.00	119.94	calculate at year-end
Recruiting Incentive 10% \$15	0.00	0.00	0.00	
Volunteer 50% Off Membership	450.00	75.00	525.00	Membership for volunteers
Certification Promotions	25.00	0.00	0.00	
Conference Promotions	0.00	0.00	0.00	
Webinar Promotions \$19.99	0.00	0.00	0.00	
ROAR Contest Free Membership \$150	150.00	450.00	600.00	\$150 each in year next membership is due
Total LOST INCOME OPPORTUNITIES	3,684.93	13,506.00	20,807.94	