

Budgeting 101 & 201

WHY ARE WE DISCUSSING BUDGETS?

DO YOU HAVE ONE?

HOW DO YOU USE IT?

Budgeting 201 - Facts

- ▶ Average Assets / LMSC 2015: **\$39K/LMSC**
\$33K/LMSC (less Pacific)
 - ▶ 2015 Membership = 63,648 Members
 - ▶ Translation: We have Assets = **\$32.56/member**
 - ▶ Translation: We have Revenues = **\$14.00/member**
 - ▶ Translation: We have Expenditures = **\$12.04/member**
- We have over 2 years of revenue in assets per LMSC**
- We are accumulating revenues 16% faster than we are spending**

Budgeting – Why talk LMSC Budgets?

Examples of Non-Budget Thinking:

- 1) Being a Golfer without a scorecard – What is Par?
- 2) Being a High School Swim Coach and not having a plan?
- 3) Being a newly wed without a spending plan?

**How are you going to know how you are doing
without a plan for victory or excellence?**

Budgeting – Our Purpose today

- ▶ Walk away today with an understanding how to use a budget for planning purposes.
- ▶ Help you think about ways to effectively support your membership and spend your funds wisely?
- ▶ Expand the possibilities for supporting the USMS Strategic Plan in your LMSC.

Budgeting – Why talk LMSC Budgets?

- ▶ USMS is a Non-Profit Organization

We are not acquiring wealth for our retirement!

In 2017, each LMSC should have a budget.

Budgets are Great Planning Tools!

- ▶ Big Questions:

Are we building **Membership Value** into our yearly plan?

Are we supporting **Internal and External Partnerships**?

Are we **marketing our USMS brand** in our LMSCs?

Budgeting – Brain Focusing

- ▶ Think back to yesterday – when Dawson was speaking...
 - ▶ **How might we add to Membership Value?**
 - ▶ For the Competitive Swimmer –
 - ▶ Grow current events or add new ones where demand warrants
 - ▶ Social events tied to a BIG Meet
 - ▶ For our Non-Competitive Swimmers –
 - ▶ Social events tied to a meet where they are invited
 - ▶ Stand alone events like annual meetings, speakers, clinics
 - ▶ Award/Recognition socials/banquets

Budgeting – Brain Focusing

- ▶ Think back to yesterday – when Dawson was speaking...
 - ▶ **How might we add to our Internal/External Partnerships?**
 - ▶ **Coaches** – support with Clinics, Certifications, Continuing Education
 - ▶ **Programs** – start clubs in facilities with water, but no Masters Program
 - ▶ **Clinics** – National Office is a great resource or local coaches
 - ▶ **How might we add to our Brand Marketing?**
 - ▶ **Swag** – Caps, t-shirts, umbrellas, glasses, free banners, stickers & info

Budgeting – Sharing

- ▶ We are going to Network and share Ideas.
 - ▶ It is a great opportunity to borrow from others.
 - ▶ Then take them home and tailor them to your LMSCs needs.
- ▶ Stealing or Sharing?**

Budgeting – What is next?

- ▶ Break into groups
 - ▶ First time developers of Budgets in 2016
 - ▶ First time developers of Budgets in 2017
 - ▶ Veteran Budgeteers with Large Buckets of Assets
 - ▶ Veteran Budgeteers with Average Buckets of Assets
 - ▶ Veteran Budgeteers with Small Buckets of Assets
 - ▶ Leaders without Borders!

Budgeting – What is next?

- ▶ Break into groups
- ▶ Then talk about your experiences in developing your budget
- ▶ Also talk about how you have used your budget
- ▶ **Finally, come up with three ideas to share with the group**
 - ▶ 1) How to increase Membership Value as an LMSC
 - ▶ 2) How to expand our Partnerships (internal/external)
 - ▶ 3) How to support USMS Brand Marketing
 - ▶ **YOU Have 20 minutes to do this!**

Budgeting –

Get Moving, please!

Pick a Leader, too!

Budgeting – What did we learn?

- ▶ Ideas for the Group

- ▶ 1) How to increase Membership Value as an LMSC
- ▶ 2) How to expand our Partnerships (internal/external)
- ▶ 3) How to support USMS Brand Marketing

Budgeting – The Bottom line

Your budget is like your LMSC's Scorecard.

Do not put it in your pocket! Use it!

Assign your volunteers tasks, and have them report progress and their plans as needed.

Budgeting – Summary

- ▶ Budgeting is a tool
 - ▶ Adds focus
 - ▶ Reminders for supporting USMS Activities & Plans
 - ▶ Drives Committee activities
- ▶ There is no right or wrong format, **except for not doing one!**
- ▶ Thanks for your time, leadership and patience.

Break Time