



**2017  
WORK PLAN  
AND  
BUDGET**



## 2017 WORK PLAN AND BUDGET CONTENTS

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**OUR MISSION:** *The American Association of Daily Money Managers to support daily money management services in an ethical manner, to provide information and education to members and the public, and to develop a network of dedicated professionals.*

## **GOAL STATEMENTS AND OBJECTIVES FOR THE 2017 PROGRAM YEAR**

### **#1 PUBLIC AWARENESS**

- 1.1 Continue to raise AADMM's visibility to the public and other external audiences.
- 1.2 Increase our members' ability to raise their own visibility in their markets.
- 1.3 Develop and update tools and materials to assist the membership.
- 1.4 Determine a process for members to become ambassadors for AADMM.
- 1.5 Complete redesign of the AADMM website.
- 1.6 Expand the social media presence of daily money managers.

### **#2 MEMBERSHIP**

- 2.1 Increase members' sense of value in being an AADMM member.
- 2.2 Maintain communication within the membership and about the membership.
- 2.3 Increase the sense of community among members.
- 2.4 Enhance the leadership activities to increase membership engagement.

### **#3 EDUCATION**

- 3.1 Increase attendance at the Annual Conference and provide opportunities for all levels of DMM professionals.
- 3.2 Continue to improve the competency/skills of those early in their careers through the Business Basics workshops and webinars.
- 3.3 Continually improve the competence/skills of seasoned professionals and those preparing for certification and recertification through professional development webinars.
- 3.4 Continue to improve the competency/skills of DMMs.

### **#4 CERTIFICATION**

- 4.1 Continue to offer tools to support those preparing for certification.
- 4.2 Increase the number of PDMMs by the end of 2017.
- 4.3 Develop a four-part webinar series designed for PDMM's to receive credit.

### **SUPPORTIVE SERVICES**

- SS-1 Increase membership by year-end with 80% retention of members over 2016 numbers and addition of 25% more new members.
- SS-2 Maintain the leadership and administrative structure, striving for containment of staff time investment to realistically affordable levels.

## AMERICAN ASSOCIATION OF DAILY MONEY MANAGERS

2017 PROGRAM AREAS AND OBJECTIVES	EXAMPLES OF ACTIVITIES	NOTES ON VOLUNTEER LEADERSHIP
<b><i>PROGRAM AREA #1 – PUBLIC AWARENESS</i></b>		
1.1 Continue to raise AADMM's visibility to the public and other external audiences.	<p>Exhibits at local events by regions and/or individual members.</p> <p>Staff will respond to media request.</p> <p>Work on interacting with professional organizations representing other trusted advisors and assist staff with proactive pitching.</p>	Staff function and Public Awareness Committee
1.2 Increase our members' ability to raise their own visibility in their markets.	<p>Continue to provide the marketing packets, business cards, and "Baby Boomers" guide.</p> <p>Offer two marketing webinars to stimulate marketing ideas and techniques.</p> <p>Continue to offer tools on the website.</p>	Public Awareness Committee
1.3 Develop and update tools and materials to assist the membership.	<p>Update collateral marketing materials as needed.</p> <p>Develop story ideas and assist the staff in creating new and timely content.</p>	Public Awareness Committee
1.4 Determine a process for members to become ambassadors for AADMM.	Develop power point presentations and identify six organizations for the three ambassadors to speak as well as create four webinars for training ambassadors.	Ambassador Sub-committee
1.5 Complete redesign of the AADMM website.	Finalize the website redesign by the end of the first quarter of 2017.	Website Task Force
1.6 Expand the social media presence of daily money managers.	Create a social media communication strategy that will allow AADMM to expand its social media presence.	Public Awareness Committee
<b><i>PROGRAM AREA #2 – MEMBERSHIP</i></b>		
2.1 Increase members' sense of value in being an AADMM member.	<p>Continue calls welcoming new members.</p> <p>Continue to offer "mentors" to those who ask for information and help; maintain website listing of mentors; recruit more mentors and</p>	Small group of volunteers

2017 PROGRAM AREAS AND OBJECTIVES	PROPOSED ACTIVITIES	NOTES ON VOLUNTEER LEADERSHIP
	<p>mentees; and promote this service more.</p> <p>Create a new member checklist. Create an orientation program and a "buddy system."</p>	<p>Membership Committee</p>
<p>2.2 Maintain communication within the membership about the association.</p>	<p>Publish four issues of the newsletter, offering advertising to related suppliers.</p> <p>Continue Listserv and Linked In communication.</p> <p>Continue email broadcasts using Mail Chimp as service provider.</p> <p>Continue the bi-monthly news bulletins.</p>	<p>Staff function</p>
<p>2.3 Increase the sense of community among members.</p>	<p>Continue quarterly conference calls of current regional groups. Continue the lead sharing among regions. Schedule a regional leader boot camp via webinar.</p> <p>Continue to support Greater New York Chapter and Atlanta Chapter.</p> <p>Continue to promote the Agency ListServ.</p>	<p>Regional Council</p> <p>Chapter leadership</p> <p>Staff function</p>
<p>2.4 Enhance the leadership activities to increase membership engagement.</p>	<p>Plan two meet and greet events with the membership.</p> <p>Provide a recommendation on the insurance program with Dominion Insurance.</p> <p>Research whether to make background checks voluntary or mandatory for the AADMM membership and provide a recommendation to the board.</p>	<p>President</p> <p>Insurance Task Force</p> <p>Membership Task Force</p>
<p><b>PROGRAM AREA #3 – EDUCATION</b></p>		
<p>3.1 Increase attendance at the Annual Conference and provide opportunities for all levels of DMM professionals.</p>	<p>Design the program for all levels of DMMs – beginner and early career, seasoned professionals. Target local members and social media (LinkedIn) with conference promotion.</p>	<p>Conference Committee</p>

2017 PROGRAM AREAS AND OBJECTIVES	PROPOSED ACTIVITIES	NOTES ON VOLUNTEER LEADERSHIP
<p>3.2 Continue to improve the competency/skills of those early in their careers through the Business Basics workshops and webinars.</p>	<p>Offer one stand-alone Business Basics workshop at the Conference.</p> <p>Continue to offer the Business Basics webinar series with two scheduled for 2017.</p> <p>Research the feasibility of creating a Business Basics Level two.</p>	<p>Business Basics sub-committee</p>
<p>3.3 Continually improve the competence/skills of seasoned professionals and those preparing for certification and recertification through professional development webinars.</p>	<p>Continue Professional Development Webinars – offer nine in 2017.</p>	<p>Professional Development Committee</p>
<p>3.4 Continue to improve the competency/skills of DMMs.</p>	<p>Maintain sales of publications.</p>	<p>Staff function</p>
<p><b>PROGRAM AREA #4 – CERTIFICATION</b>  <b><i>Activities to affirm the professional skills of Daily Money Managers and validate public trust in our profession</i></b></p>		
<p>4.1 Continue to offer tools to support those preparing for certification.</p>	<p>Offer one Review Course webinar series, plus in-person Review Course at the Annual Conference.</p> <p>Continue to sell the Certification Study Guide.</p>	<p>Staff function</p>
<p>4.2 Increase the number of PDMMs by the end of 2016.</p>	<p>Continue with individualized testing plus exam at Annual Conference.</p> <p>Continue to implement policies and procedures for the Certification Board as approved by the Board.</p>	<p>Staff function</p> <p>Certification Board</p>
<p>4.3 Develop a four-part webinar series designed for PDMM's to receive credit.</p>	<p>Schedule a webinar series that will be broken into four one-hour webinars with continuing education units be provided at a discounted rate for PDMM's.</p>	<p>Certification committee</p>
<p><b>SUPPORTIVE SERVICES (NOT RANKED AREA)</b></p>		
<p>SS-1 Increase membership with 80% retention of members over 2016 numbers, and 25% new members.</p>	<p>Send renewal notices; reminders; and update website as needed. Encourage recruitment by Board members and all members. New members receive a complimentary webinar.</p>	<p>Board and staff function.</p>



**AMERICAN ASSOCIATION OF DAILY MONEY MANAGERS  
2017 Proposed Budget**

	TOTAL BUDGET	(Yellow)	(Blue)	(Green)	(Salmon)	Total	TOTAL	2016
Acct.	ACCOUNT	Marketing	Retain & Grow Memb.	Educ.	Standards	Supp. Svcs.	BUDGET	Financials as of 12-31-16
	<b>INCOME</b>					0		
4000	Advertising Income	250	100	0	0	0	350	200
4120	Exhibit Income	0	0	0	0	0	0	0
4250	Investment Income	0	0	0	0	100	100	125
4450	Membership Dues	0	0	0	0	149,975	149,975	128,018
4470	Miscellaneous Income	0	0	0	0	0	0	0
4610	Publication Sales	1,400	0	4,900	2,000	0	8,300	8,591
4750	Sponsorships	0	0	6,000	0	0	6,000	4,850
4910	Conference Income	0	0	49,375	0	0	49,375	48,797
4911	Webinar Income	1,300	0	18,625	5,600	0	25,525	18,485
4912	Business Basics Income	0	0	19,000	0	0	19,000	19,695
4913	Review Course Income	0	0	0	1,300	0	1,300	1,180
4950	Certification Fees	0	0	0	5,400	0	5,400	5,460
	<b>TOTAL INCOME</b>	<b>2,950</b>	<b>100</b>	<b>97,900</b>	<b>14,300</b>	<b>150,075</b>	<b>265,325</b>	<b>235,401</b>
	<b>EXPENSES</b>							
5200	Cost of Publications	1,000	0	1,600	400	0	3,000	1,672
7010	Artwork, Photos & Signs	900	0	100	0	0	1,000	45
7020	Award Expenses	0	0	0	0	250	250	152
7030	Bank Fees	0	0	0	0	350	350	357
7040	Board & Committee Exp.	3,920	3,300	1,000	1,250	25,625	35,095	31,923
7060	Conference Site Expenses	0	0	45,500	0	0	45,500	52,106
7061	Webinar Expenses	300	0	2,400	800	0	3,500	1,648
7070	Contracted Services	0	0	0	690	0	690	518
7080	Copying Costs	1,000	0	1,800	100	500	3,400	3,621
7090	Credit Card Fees	0	0	0	0	7,500	7,500	6,881
7200	Dues & Contributions	0	0	0	0	0	0	0
7240	Insurance	0	0	0	0	3,800	3,800	3,546
7290	Management Fees	16,632	0	0	0	96,348	112,980	96,348
7305	Miscellaneous Expenses	0	0	0	0	0	0	301
7350	Office Expense	0	0	0	0	400	400	462
7370	Postage, Shipping & Mailing	3,410	0	1,900	600	175	6,085	3,921
7400	Printing	400	0	0	0	300	700	508
7420	Professional Fees	2,000	0	0	0	7,800	9,800	17,285
7430	Promotion & Advertising	0	0	0	0	0	0	6,437
7435	Registration Expenses	0	0	275	0	0	275	224
7440	Speaker Costs	1,000	0	15,500	2,000	0	18,500	12,327
7480	Telephone & Fax	0	0	0	0	2,900	2,900	1,956
7500	Staff Travel & Costs	0	0	3,300	0	4,000	7,300	3,557
7600	Website & Internet Exp.	0	0	0	0	9,000	9,000	9,308
	<b>TOTAL DIRECT EXPENSES</b>	<b>30,562</b>	<b>3,300</b>	<b>73,375</b>	<b>5,840</b>	<b>158,948</b>	<b>272,025</b>	<b>255,101</b>
	TOTAL INCOME	2,950	100	97,900	14,300	150,075	265,325	235,401
	TOTAL DIRECT EXPENSE	30,562	3,300	73,375	5,840	158,948	272,025	255,101
	<b>GROSS INCOME</b>	<b>(27,612)</b>	<b>(3,200)</b>	<b>24,525</b>	<b>8,460</b>	<b>(8,873)</b>	<b>(6,700)</b>	<b>(19,700)</b>



# AMERICAN ASSOCIATION OF DAILY MONEY MANAGERS

## 2017 WORK PLAN ACTIVITY

**Program Area:** #1 – Public Awareness  
**Activity:** 1.1 Public Relations  
**Objective:** Continue to raise AADMM's visibility to the public and other external audiences.  
**Volunteer Leadership:** Business Office function & Public Awareness committee

### **Descriptive Information:**

Regions will continue to promote AADMM through exhibits at local events in 2017.

Staff will continue to invite local media to the conference and respond to media request for information and interviews, utilizing volunteer leadership.

The Public Awareness committee will work on interacting with professional organizations representing other trusted advisors and assist staff with proactive pitching.

### **Budget Information: (Class 201)**

<b>Acct.#</b>	<b>Account</b>	<b>Item</b>	<b>Amount</b>	<b>Last Year</b>
		<b>INCOME</b>		
		none expected		
		<b>Total Income</b>	<b>0</b>	<b>0</b>
		<b>EXPENSES</b>		
7010	Artwork, Photos & Awards	Exhibit banners and tablecloth	750	676
7040	Board & Ctte exp.	Conference calls	150	204
7040	Board & Ctte exp.	Possible travel expenses for volunteers at national conferences	750	254
7080	Copying cost	Copying for exhibit materials	1,000	358
7430	Promotion & Adv.	Exhibit fees at National conferences	0	4,559
7370	Postage, shipping & mailing	Shipping exhibit and materials to regional events	2,500	1,327
		<b>Total Expenses</b>	<b>5,150</b>	<b>7,378</b>
		<b>GROSS PROJECTED INCOME</b>	<b>(\$5,150)</b>	<b>(7,378)</b>

# **AMERICAN ASSOCIATION OF DAILY MONEY MANAGERS**

## **2017 WORK PLAN ACTIVITY**

**Program Area:** #1 – Public Awareness  
**Activity:** 1.2 Member Marketing Tools  
**Objective:** Increase our members' ability to raise their own visibility in their markets.  
**Volunteer Leadership:** Public Awareness Committee

### **Descriptive Information:**

Staff will continue to process orders for the marketing packets, the AADMM brochure, the AADMM business cards (no charge) as marketing tools for members, as well as maintaining the website "pop-up" window service for those members paying the annual fee. (50 Marketing Packets; 650 brochures and 270 business cards were sold as of December 31, 2016)

Staff will continue to promote to members the various marketing tools available to them and how best to use them – the PowerPoint, the feature articles, the marketing packets, the fact sheet and key messages, etc.

Staff will continue to promote and sell the "Baby Boomers guide." In 2016, 6 were sold.

Two webinars will be offered in 2017 focused on how members can market themselves – non-credit educational opportunities using the experience of other members and outside resources as needed - \$50 for PDMMs, \$65 for members and \$85 for non-member. Two marketing webinars were offered in 2016 with 23 participants.

### **Budget Information: (Class 201)**

**(see next page)**

Acct.#	Account	Item	Amount	Last Year
		<b>INCOME</b>		
4000	Advertising Income	Annual fees for pop-up windows on website - \$25 annual fee for 4 repeat users and \$50 for first-time setups	250	200
4610	Publication Sales	20 packets @ \$15; 40 sets of brochures @ \$20; Baby Boomers 15 sets @ \$20	1,400	910
4911	Webinar Income	2 webinar @ \$65 for 10 members each	1,300	1,000
		<b>Total Income</b>	<b>2,950</b>	<b>2,110</b>
		<b>EXPENSES</b>		
5200	Cost of Publications	Costs to copy marketing packet materials	1,000	0
7061	Webinar Expenses	Cost of webinar technology @ \$100 avg.	200	101
7370	Postage & Shipping	Costs to mail marketing materials (flat charges added to orders)	100	239
7400	Printing	Printing business cards	400	286
7440	Speaker Expense	Webinar Speaker Honorariums	1,000	500
		<b>Total Expenses</b>	<b>2,700</b>	<b>1,126</b>
		<b>GROSS PROJECTED INCOME</b>	<b>\$250</b>	<b>984</b>

# AMERICAN ASSOCIATION OF DAILY MONEY MANAGERS

## 2017 WORK PLAN ACTIVITY

**Program Area:** #1 – Public Awareness  
**Activity:** 1.3 Dynamic Content Development  
**Objective:** Develop and update tools and materials to assist the membership.  
**Volunteer Leadership:** Staff with Board Liaison & Public Relations Committee

### Descriptive Information:

The staff with a board liaison for public awareness will update collateral marketing materials. The Public Relations committee will also develop story ideas and assist the staff in creating new and timely content.

### Budget Information: (Class 201)

Acct.#	Account	Item	Amount	Last Year
		<b>INCOME</b>		
		none expected		
		<b>Total Income</b>	<b>0</b>	<b>0</b>
		<b>EXPENSES</b>		
7040	Board & Ctte. Expense	Conference calls	100	40
		<b>Total Expenses</b>	<b>100</b>	<b>40</b>
		<b>GROSS PROJECTED INCOME</b>	<b>(\$100)</b>	<b>(40)</b>

# AMERICAN ASSOCIATION OF DAILY MONEY MANAGERS

## 2017 WORK PLAN ACTIVITY

**Program Area:** #1 – Public Awareness  
**Activity:** 1.4 Member Ambassadors  
**Objective:** Determine a process for members to become ambassadors for AADMM.  
**Volunteer Leadership:** Ambassador Sub-Committee

### Descriptive Information:

The ambassador sub-committee will develop power point presentations and identify six organizations for the three ambassadors to speak at during the 2017 pilot program. During the pilot program, four webinars will be determined for ambassador training.

Additional expenses for a new exhibit and printing costs are associated with the marketing budget.

### Budget Information: (Class 400)

Acct.#	Account	Item	Amount	Last Year
		<b>INCOME</b>		
		none expected		
		<b>Total Income</b>	<b>0</b>	<b>0</b>
		<b>EXPENSES</b>		
7010	Artwork, Photos & Awards	Cleaning of Exhibit tablecloth	150	0
7040	Board & Ctte exp.	Monthly Conference calls	320	101
7040	Board & Ctte exp.	Travel expenses for ambassador volunteers to conferences/events	2,000	0
7040	Board & Ctte exp.	CEU fees for application costs for one organization.	500	0
7061	Webinar Expenses	Cost of webinar Technology	100	0
7290	Management Fees	Atlas Management contract	16,632	0
7430	Promotion & Adv.	Exhibit fees at National conferences	0	0
7370	Postage, shipping & mailing	Shipping exhibit and materials to six events	810	0
		<b>Total Expenses</b>	<b>20,512</b>	<b>101</b>
		<b>GROSS PROJECTED INCOME</b>	<b>(\$20,512)</b>	<b>(101)</b>

# AMERICAN ASSOCIATION OF DAILY MONEY MANAGERS

## 2017 WORK PLAN ACTIVITY

**Program Area:** #1 – Public Awareness  
**Activity:** 1.5 Website  
**Objective:** Complete redesign of the AADMM website.  
**Volunteer Leadership:** Website Task Force

**Descriptive Information:**

The Website Task Force will finalize the website redesign by the end of the first quarter of 2017.

**Budget Information: (Class 201)**

Acct.#	Account	Item	Amount	Last Year
		<b>INCOME</b>		
		none expected		
		<b>Total Income</b>	<b>0</b>	<b>0</b>
		<b>EXPENSES</b>		
7040	Board & Ctte. Expense	Conference calls	0	0
7420	Professional Fees	Website content writer	0	2,250
7420	Professional Fees	Website Redesign	2,000	10,000
		<b>Total Expenses</b>	<b>2,000</b>	<b>12,250</b>
		<b>GROSS PROJECTED INCOME</b>	<b>(\$2,000)</b>	<b>(12,250)</b>

# AMERICAN ASSOCIATION OF DAILY MONEY MANAGERS

## 2017 WORK PLAN ACTIVITY

**Program Area:** #1 – Public Awareness  
**Activity:** 1.6 Social Media  
**Objective:** Expand the social media presence of daily money managers.  
**Volunteer Leadership:** Volunteers

**Descriptive Information:**

A sub-committee of the Public Awareness committee will start the process of creating a social media plan for AADMM.

**Budget Information: (Class 201)**

Acct.#	Account	Item	Amount	Last Year
		<b>INCOME</b>		
		none expected		
		<b>Total Income</b>	<b>0</b>	<b>0</b>
		<b>EXPENSES</b>		
7040	Board & Ctte. Expense	Conference calls	100	0
		<b>Total Expenses</b>	<b>100</b>	<b>0</b>
		<b>GROSS PROJECTED INCOME</b>	<b>(\$100)</b>	<b>0</b>

**AMERICAN ASSOCIATION OF DAILY MONEY MANAGERS**  
**Public Awareness Budget**

	<b>PUBLIC AWARENESS (yellow)</b>	<b>1.1 (201)</b>	<b>1.2 (201)</b>	<b>1.3 (201)</b>	<b>1.4 (400)</b>	<b>1.5 (201)</b>	<b>1.6 (201)</b>	<b>Total</b>
<b>Acct.</b>	<b>ACCOUNT</b>	<b>Public Relations</b>	<b>Member Mktg.</b>	<b>Dynamic Content Dev.</b>	<b>Memb. Ambass.</b>	<b>Website</b>	<b>Social Media</b>	<b>Marketing</b>
	<b>INCOME</b>							
4000	Advertising Income		250					250
4120	Exhibit Income							0
4250	Investment Income							0
4450	Membership Dues							0
4470	Miscellaneous Income							0
4610	Publication Sales		1,400					1,400
4750	Sponsorships							0
4910	Conference Income							0
4911	Webinar Income		1,300					1,300
4912	Business Basics Income							0
4913	Review Course Income							0
4950	Certification Fees							0
	<b>TOTAL INCOME</b>	<b>0</b>	<b>2,950</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>2,950</b>
	<b>EXPENSES</b>							
5200	Cost of Publications		1,000					1,000
7010	Artwork, Photos & Signs	750			150			900
7020	Award Expenses							0
7030	Bank Fees							0
7040	Board & Committee Expense	900		100	2,820		100	3,920
7060	Conference Site Expenses							0
7061	Webinar Expenses		200		100			300
7070	Contracted Services							0
7080	Copying Costs	1,000						1,000
7090	Credit Card Fees							0
7200	Dues & Contributions							0
7240	Insurance							0
7290	Management Fees				16,632			16,632
7305	Miscellaneous Expenses							0
7350	Office Expense							0
7370	Postage, Shipping & Mailing	2,500	100		810			3,410
7400	Printing		400					400
7420	Professional Fees					2,000		2,000
7430	Promotion & Advertising							0
7435	Registration Expenses							0
7440	Speaker Costs		1,000					1,000
7480	Telephone & Fax							0
7500	Staff Travel & Costs							0
7600	Website & Internet Expenses							0
	<b>TOTAL DIRECT EXPENSES</b>	<b>5,150</b>	<b>2,700</b>	<b>100</b>	<b>20,512</b>	<b>2,000</b>	<b>100</b>	<b>30,562</b>
	TOTAL INCOME	0	2,950	0	0	0	0	2,950
	TOTAL DIRECT EXPENSE	5,150	2,700	100	20,512	2,000	100	30,562
	<b>GROSS INCOME</b>	<b>(5,150)</b>	<b>250</b>	<b>(100)</b>	<b>(20,512)</b>	<b>(2,000)</b>	<b>(100)</b>	<b>(27,612)</b>



# AMERICAN ASSOCIATION OF DAILY MONEY MANAGERS

## 2017 WORK PLAN ACTIVITY

**Program Area:** #2 – Membership  
**Activity:** 2.1 Member Contact and Mentoring  
**Objective:** Increase members' sense of value in being an AADMM member.  
**Volunteer Leadership:** Membership Committee and Volunteers

### Descriptive Information:

AADMM will continue provide "mentors" for those new to the field, through email contact, phone contact, website, etc. Currently there are ten individuals who have agreed to act as mentors. As requests for this kind of assistance are received in the office, they are referred to these members.

Outreach to new members began in 2009 and continue with volunteer leaders making calls to these individuals to welcome them to AADMM.

The Membership Committee will create a new member checklist and an orientation program as well as a "buddy system".

### Budget Information: (Class 203 - Networking)

Acct.#	Account	Item	Amount	Last Year
		<b>INCOME</b>		
		none expected		
		<b>Total Income</b>	<b>0</b>	<b>0</b>
		<b>EXPENSES</b>		
7040	Board & Ctte. Expense	Conference calls for Membership Committee	100	49
		<b>Total Expenses</b>	<b>100</b>	<b>49</b>
		<b>GROSS PROJECTED INCOME</b>	<b>(\$100)</b>	<b>(49)</b>

# AMERICAN ASSOCIATION OF DAILY MONEY MANAGERS

## 2017 WORK PLAN ACTIVITY

**Program Area:** #2 – Membership  
**Activity:** 2.2 Communications  
**Objective:** Maintain communication within the membership about the association.  
**Volunteer Leadership:** Business Office function

### Descriptive Information:

Four issues of the newsletter will be prepared and distributed in electronic format in 2017 with advertising offered. The LinkedIn site will continue which had 956 participants at the end of 2016. ListServ messages and email broadcasts will continue using Mail Chimp. As of December 31, email broadcasts were sent 132 times. "News You Can Use" will also continue on a bimonthly basis.

### Budget Information: (Class 202)

Acct.#	Account	Item	Amount	Last Year
		<b>INCOME</b>		
4000	Advertising Income	Possible newsletter ads	100	0
		<b>Total Income</b>	<b>100</b>	<b>0</b>
		<b>EXPENSES</b>		
7040	Bd. & Ctte. Exp.	Mail Chimp email service \$50 per month	600	595
7420	Professional Fees	Costs for layout services for the newsletter (layout will be handled in house)	0	0
		<b>Total Expenses</b>	<b>600</b>	<b>0</b>
		<b>GROSS PROJECTED INCOME</b>	<b>(\$500)</b>	<b>0</b>

# AMERICAN ASSOCIATION OF DAILY MONEY MANAGERS

## 2017 WORK PLAN ACTIVITY

**Program Area:** #2 – Membership  
**Activity:** 2.3 Regional Groups and Chapters  
**Objective:** Increase the sense of community among members.  
**Volunteer Leadership:** Regional Council, New York Chapter Leaders and Atlanta Chapter Leaders

### Descriptive Information:

AADMM will continue to encourage and support the Greater New York Chapter and Atlanta Chapter according to the chapter agreement. AADMM's liability coverage does extend to the chapters.

The regional groups will continue to have quarterly conference calls as a means to share experiences and support each other. AADMM supports the cost of conference calls among the regional members as needed.

In 2012, an agency listserv was created to offer the opportunity for agency members to communicate on a more regular basis and will continue in 2017 with 64 members as of December 31.

### Budget Information: (Class 203)

Acct.#	Account	Item	Amount	Last Year
		<b>INCOME</b>		
		no income expected		
		<b>Total Income</b>	<b>0</b>	<b>0</b>
		<b>EXPENSES</b>		
7040	Board & Ctte. Expense	Conference calls for Regional Groups	2,500	2,025
		<b>Total Expenses</b>	<b>2,500</b>	<b>2,025</b>
		<b>GROSS PROJECTED INCOME</b>	<b>(\$2,500)</b>	<b>(2,025)</b>

# AMERICAN ASSOCIATION OF DAILY MONEY MANAGERS

## 2017 WORK PLAN ACTIVITY

**Program Area:** #2 – Membership  
**Activity:** 2.4 Leadership Activities  
**Objective:** Enhance the leadership activities to increase membership engagement.  
**Volunteer Leadership:** Insurance Task Force, Membership Task Force and President of the Board

### **Descriptive Information:**

The Board President will plan two meet and greet events with the membership (President's travel is reflected in supportive services budget).

The staff will continue to post the Board minutes and leadership calendar to the website.

The insurance program with Dominion Insurance Services will continue to be offered until the insurance task force finishes its review of the program.

The membership task force will research options on whether to make background checks voluntary or mandatory for the AADMM membership. The task force will provide a recommendation to the board.

### **Budget Information: (Class 203 - Networking)**

<b>Acct.#</b>	<b>Account</b>	<b>Item</b>	<b>Amount</b>	<b>Last Year</b>
		<b>INCOME</b>		
		none expected		
		<b>Total Income</b>	<b>0</b>	<b>0</b>
		<b>EXPENSES</b>		
7040	Board & Ctte. Expense	Conference calls	100	0
		<b>Total Expenses</b>	<b>100</b>	<b>0</b>
		<b>GROSS PROJECTED INCOME</b>	<b>(\$100)</b>	<b>0</b>

**AMERICAN ASSOCIATION OF DAILY MONEY MANAGERS  
Membership Budget**

	<b>MEMBERSHIP (blue)</b>	<b>2.1 (203)</b>	<b>2.2 (202)</b>	<b>2.3 (203)</b>	<b>2.4 (203)</b>	<b>Total</b>
<b>Acct.</b>	<b>ACCOUNT</b>	<b>Memb. &amp; Mentoring</b>	<b>Comm.</b>	<b>Chapters/ Reg. Groups</b>	<b>Lead. Act.</b>	<b>Memb. Svcs.</b>
	<b>INCOME</b>					
4000	Advertising Income		100			100
4120	Exhibit Income					0
4250	Investment Income					0
4450	Membership Dues					0
4470	Miscellaneous Income					0
4610	Publication Sales					0
4750	Sponsorships					0
4910	Conference Income					0
4911	Webinar Income					0
4912	Business Basics Income					0
4913	Review Course Income					0
4950	Certification Fees					0
	<b>TOTAL INCOME</b>	<b>0</b>	<b>100</b>	<b>0</b>	<b>0</b>	<b>100</b>
	<b>EXPENSES</b>					
5200	Cost of Publications					0
7010	Artwork, Photos & Signs					0
7020	Award Expenses					0
7030	Bank Fees					0
7040	Board & Committee Expense	100	600	2,500	100	3,300
7060	Conference Site Expenses					0
7061	Webinar Expenses					0
7070	Contracted Services					0
7080	Copying Costs					0
7090	Credit Card Fees					0
7200	Dues & Contributions					0
7240	Insurance					0
7290	Management Fees					0
7305	Miscellaneous Expenses					0
7350	Office Expense					0
7370	Postage, Shipping & Mailing					0
7400	Printing					0
7420	Professional Fees					0
7430	Promotion & Advertising					0
7435	Registration Expenses					0
7440	Speaker Costs					0
7480	Telephone & Fax					0
7500	Staff Travel & Costs					0
7600	Website & Internet Expenses					0
	<b>TOTAL DIRECT EXPENSES</b>	<b>100</b>	<b>600</b>	<b>2,500</b>	<b>100</b>	<b>3,300</b>
	TOTAL INCOME	0	100	0	0	100
	TOTAL DIRECT EXPENSE	100	600	2,500	100	3,300
	<b>GROSS INCOME</b>	<b>(100)</b>	<b>(500)</b>	<b>(2,500)</b>	<b>(100)</b>	<b>(3,200)</b>

# AMERICAN ASSOCIATION OF DAILY MONEY MANAGERS

## 2017 WORK PLAN ACTIVITY

**Program Area:** #3 - Education  
**Activity:** 3.1 Annual Conference  
**Objective:** Increase attendance at the Annual Conference and provide opportunities for all levels of DMM professionals.  
**Volunteer Leadership:** Annual Conference Committee

### Descriptive Information:

AADMM will sponsor the 2017 Annual Conference November 10-12, 2017 in San Diego, California. The format will include an onsite Certification Review Course, a Certification Exam and also a Business Basics workshop. The sessions will extend into Sunday afternoon for maximum credit accessibility. There were 118 paid attendees in 2016; with 131 attendees total.

In 2017, the registration rates will increase by \$50 this includes early-bird, regular, member and non-member.

The committee will target local members and social media (LinkedIn) with conference promotion.

### Budget Information: (Class 101)

Acct.#	Account	Item	Amount	Last Year
		<b>INCOME</b>		
4750	Sponsorships	Eight possible sponsorships	6,000	4,750
4910	Registration Income	125 paid attendees @ \$395 avg.	49,375	48,797
		<b>Total Income</b>	<b>55,375</b>	<b>53,547</b>
		<b>EXPENSES</b>		
7010	Artwork, signs	Signage onsite	100	25
7040	Board & Ctte. Exp.	Conference calls for planning	700	539
7060	Conf. Site Exp.	Food & Beverage costs	35,000	37,684
7060	Conf. Site Exp.	Meeting Space, AV, Gratuities, Onsite staffing, conference app	9,500	9,725
7080	Copying	Speaker handouts and attendee materials	1,000	876
7370	Postage & Shipping	Mailing Registration Brochure	0	0
7370	Postage & Shipping	Shipping Materials to conference location	600	596
7400	Printing	Email Registration Brochure	0	0
7435	Registration Exp.	Badges, ribbons	275	224
7440	Speaker Exp.	Honoraria and expenses	10,000	9,077
7500	Staff Exp.	Travel and expenses for 3 staff	3,300	3,029
		<b>Total Expenses</b>	<b>60,475</b>	<b>61,775</b>
		<b>GROSS PROJECTED INCOME</b>	<b>(\$5,100)</b>	<b>(8,228)</b>

# AMERICAN ASSOCIATION OF DAILY MONEY MANAGERS

## 2017 WORK PLAN ACTIVITY

**Program Area:** #3 – Education  
**Activity:** 3.2 AADMM Business Basics Training  
**Objective:** Continue to improve the competency/skills of those early in their careers through the Business Basics workshops and webinars.  
**Volunteer Leadership:** Business Basics sub-committee

### Descriptive Information:

AADMM will sponsor one Business Basics Workshops in 2017 in conjunction with the annual conference. In addition, there will be two series of Business Basics webinars. In 2016, there were 20 paid workshop attendees and 53 paid webinar participants for the two webinars.

AADMM board will update the recorded “teaser” webinar on the website to aspiring professionals.

The Business Basics committee will create the Business Basics Level two.

### Budget Information: (Class 102)

Acct.#	Account	Item	Amount	Last Year
		<b>INCOME</b>		
	Business Basics			
4912	Income	18 average for one workshop @ \$250	4,000	3,640
	Business Basics			
4912	Income	30 average for two webinar series @ \$250	15,000	15,955
		<b>Total Income</b>	<b>19,000</b>	<b>19,595</b>
		<b>EXPENSES</b>		
5200	Cost of Publications	Booklets for workshops	400	300
7040	Bd & Ctte.	Conference calls	100	25
		Costs associated with workshops - meeting space, food & beverages, gratuities, etc.		
7060	Conf. Expenses		1,000	769
7061	Webinar Expenses	Webinar service fee and phone line	800	734
7080	Copying	Materials for workshop attendees	800	820
		Shipping materials for workshops		
7370	Postage & Shipping		350	329
7440	Speaker Expense	Workshop leaders' travel costs	1,000	750
		<b>Total Expenses</b>	<b>4,450</b>	<b>3,727</b>
		<b>GROSS PROJECTED INCOME</b>	<b>\$14,550</b>	<b>15,868</b>

# AMERICAN ASSOCIATION OF DAILY MONEY MANAGERS

## 2017 WORK PLAN ACTIVITY

**Program Area:** #3 – Education  
**Activity:** 3.3 Professional Development Webinars  
**Objective:** Continually improve the competence/skills of seasoned professionals and those preparing for certification and recertification through professional development webinars.  
**Volunteer Leadership:** Webinar Committee

### Descriptive Information:

Professional development webinars will be scheduled nine times in 2017, with most appropriate for continuing education credits for recertification. In 2016, there were 190 paid webinar participants for six webinars. We will continue to offer recorded webinars. In 2016, there were 60 paid recorded webinars accessed. Fees for 2017 will be \$50 for PDMMs, \$65 for members and \$85 for non-members.

### Budget Information: (Class 102.2)

Acct.#	Account	Item	Amount	Last Year
		<b>INCOME</b>		
4911	Webinar Income	25 avg. participants per webinar = 225 paid attendees	14,625	11,540
4911	Webinar Income	45 Pre-recorded webinars	4,000	4,080
		<b>Total Income</b>	<b>18,625</b>	<b>15,620</b>
		<b>EXPENSES</b>		
7040	Board & Ctte. Exp.	Conference calls	200	76
7061	Webinar Expenses	Prof. Dev. Webinar technology costs	1,600	1,033
7440	Speaker Expense	Honoraria for speakers of Prof. Dev. Webinars	4,500	1,750
		<b>Total Expenses</b>	<b>6,300</b>	<b>2,859</b>
		<b>GROSS PROJECTED INCOME</b>	<b>\$12,325</b>	<b>12,761</b>



# AMERICAN ASSOCIATION OF DAILY MONEY MANAGERS

## 2017 WORK PLAN ACTIVITY

**Program Area:** #3 – Education  
**Activity:** 3.4 AADMM Publications  
**Objective:** Continue to improve the competency/skills of DMMs.  
**Volunteer Leadership:** Business Office

### Descriptive Information:

The Business Basics manual will continue to be available for sale. There were 47 sold in 2016.

Sales of reference books will continue -- sales in 2016 were as follows:

Don't Buy Green Bananas – 7  
Keeping the Books –12  
Best Little Money Book – 13  
Budget Kit – 15  
Facing the Finish - 9

### Budget Information: (Class 103)

Acct.#	Account	Item	Amount	Last Year
		<b>INCOME</b>		
4610	Publication Sales	50 Business Basics Training Manual sold at \$75 to members and \$125 to non-members	3,900	3,925
4610	Publication Sales	Sales of reference books	1,000	999
		<b>Total Income</b>	<b>4,900</b>	<b>4,924</b>
		<b>EXPENSES</b>		
5200	Cost of Publications	Business Basics Manual sales	300	257
5200	Cost of Publications	Production of BB manuals	500	176
5200	Cost of Publications	Purchase of reference books	750	698
7370	Postage & Shipping	Postage for shipping reference publications (added to orders)	500	478
7370	Postage & Shipping	Postage for shipping BB manuals (added to orders)	500	426
		<b>Total Expenses</b>	<b>2,550</b>	<b>2,035</b>
		<b>GROSS PROJECTED INCOME</b>	<b>\$2,350</b>	<b>2,889</b>

**AMERICAN ASSOCIATION OF DAILY MONEY MANAGERS**  
**Education Budget**

	<b>EDUCATION (green)</b>	<b>2.1 (101)</b>	<b>2.2 (102)</b>	<b>2.3 (102.2)</b>	<b>2.4 (103)</b>	<b>TOTAL</b>
<b>Acct.</b>	<b>ACCOUNT</b>	<b>Ann. Conf.</b>	<b>AADMM Bus. Basic</b>	<b>Prof. Dev. Webinars</b>	<b>AADMM Pub.</b>	<b>EDUCATION</b>
	<b>INCOME</b>					
4000	Advertising Income					0
4120	Exhibit Income					0
4250	Investment Income					0
4450	Membership Dues					0
4470	Miscellaneous Income					0
4610	Publication Sales				4,900	4,900
4750	Sponsorships	6,000				6,000
4910	Conference Income	49,375				49,375
4911	Webinar Income			18,625		18,625
4912	Business Basics Income		19,000			19,000
4913	Review Course Income					0
4950	Certification Fees					0
	<b>TOTAL INCOME</b>	<b>55,375</b>	<b>19,000</b>	<b>18,625</b>	<b>4,900</b>	<b>97,900</b>
	<b>EXPENSES</b>					
5200	Cost of Publications		400		1,200	1,600
7010	Artwork, Photos & Signs	100				100
7020	Award Expenses					0
7030	Bank Fees					0
7040	Board & Committee Expense	700	100	200		1,000
7060	Conference Expenses	44,500	1,000			45,500
7061	Webinar Expenses		800	1,600		2,400
7070	Contracted Services					0
7080	Copying Costs	1,000	800			1,800
7090	Credit Card Fees					0
7200	Dues & Contributions					0
7240	Insurance					0
7290	Management Fees					0
7305	Miscellaneous Expenses					0
7350	Office Expense					0
7370	Postage, Shipping & Mailing	600	350		950	1,900
7400	Printing					0
7420	Professional Fees					0
7430	Promotion & Advertising					0
7435	Registration Expenses	275				275
7440	Speaker Costs	10,000	1,000	4,500		15,500
7480	Telephone & Fax					0
7500	Staff Travel & Costs	3,300				3,300
7600	Website & Internet Expenses					0
	<b>TOTAL DIRECT EXPENSES</b>	<b>60,475</b>	<b>4,450</b>	<b>6,300</b>	<b>2,150</b>	<b>73,375</b>
	TOTAL INCOME	55,375	19,000	18,625	4,900	97,900
	TOTAL DIRECT EXPENSE	60,475	4,450	6,300	2,150	73,375
	<b>GROSS INCOME</b>	<b>(5,100)</b>	<b>14,550</b>	<b>12,325</b>	<b>2,750</b>	<b>24,525</b>

# AMERICAN ASSOCIATION OF DAILY MONEY MANAGERS

## 2017 WORK PLAN ACTIVITY

**Program Area:** #4 - Certification  
**Activity:** 4.1 – Certification Review  
**Objective:** Continue to offer tools to support those preparing for certification.  
**Volunteer Leadership:** Staff Function

### Descriptive Information:

The Certification Review Course webinar series will be offered once in 2017. The Review Course will also be offered at the Annual Conference; in 2016 there were 24 participants. The Certification Study Guide will continue to be available for sale – 38 copies were sold in 2016.

### Budget Information: (Class 204)

Acct.#	Account	Item	Amount	Last Year
		<b>INCOME</b>		
4610	Publication Sales	40 copies of the Study Guide @ \$50/members and \$60/non-members	2,000	1,660
4913	Review Course Income	10 individuals for onsite Review Course @ \$50/\$60	500	300
4913	Review Course Income	16 individuals each for one webinar series @ \$50/\$60	800	880
		<b>Total Income</b>	<b>3,300</b>	<b>2,840</b>
		<b>EXPENSES</b>		
5200	Cost of Publications	Production of Study Guide	400	202
7060	Conf. Exp.	AV expenses for Review Course at conf.	300	0
7060	Conf. Exp.	Speaker Expenses	500	958
7061	Webinar Expenses	Webinar technology costs	300	256
7370	Postage & Shipping	Postage to ship Study Guides (charged in orders)	300	174
		<b>Total Expenses</b>	<b>1,800</b>	<b>1,590</b>
		<b>GROSS PROJECTED INCOME</b>	<b>\$1,500</b>	<b>1,250</b>

# AMERICAN ASSOCIATION OF DAILY MONEY MANAGERS

## 2017 WORK PLAN ACTIVITY

**Program Area:** #4 - Certification  
**Activity:** 4.2 Certification Program  
**Objective:** Increase the number of PDMMs by the end of 2017.  
**Volunteer Leadership:** Certification Board

### Descriptive Information:

In 2007, AADMM developed a certification program and launched the first exam on November 9, 2008 with 23 individuals registered to take the exam. In 2008, seven more were added; in 2009 another 10 were added. In 2010, with Study Guides available and an onsite Review Course offered at the Annual Conference, there were 15 who took the exam; in 2011 another 8 tested; in 2012 another 12 tested; in 2013 23 more tested; five tested in 2014; nine tested in 2015; four tested in 2016 ending the year with 81 certified.

For 2017, AADMM will again offer the onsite proctored exams during the year, and will offer the exam onsite at the Annual Conference.

The Certification Board will continue to implement the policies and procedures that were created in 2012.

Application fees will remain at \$300 for AADMM members and \$450 for non-members.

### Budget Information: (Class 204)

Acct.#	Account	Item	Amount	Last Year
<b>INCOME</b>				
4950	Certification Fees	10 applicants @ \$300	3,300	3,350
4950	Certification Fees	14 Recertification applicants @ \$150	2,100	1,900
		<b>Total Income</b>	<b>5,400</b>	<b>5,250</b>
<b>EXPENSES</b>				
7040	Board & Ctte. Exp.	Conference calls	250	241
7070	Contracted Svcs.	10 Background checks @ \$19	190	208
7070	Contracted Svcs.	Proctoring fees	500	210
7080	Copying	Copying exams and answer keys	100	24
7370	Postage & shipping	Mailing exams to proctored sites, certificates being sent to PDMMs, etc.	300	137
		<b>Total Expenses</b>	<b>1,340</b>	<b>820</b>
		<b>GROSS PROJECTED INCOME</b>	<b>\$4,060</b>	<b>4,430</b>

# AMERICAN ASSOCIATION OF DAILY MONEY MANAGERS

## 2017 WORK PLAN ACTIVITY

**Program Area:** #4 - Certification  
**Activity:** 4.3 PDMM Webinar Conference  
**Objective:** Develop a four-part webinar series designed for PDMM's to receive credit.  
**Volunteer Leadership:** Certification Committee

### Descriptive Information:

The Certification Committee will schedule a webinar series that will be broken into four one-hour webinars with continuing education units be provided at a discounted rate for PDMM's.

### Budget Information: (Class 102.2)

Acct.#	Account	Item	Amount	Last Year
		<b>INCOME</b>		
4911	Webinar Income	40 participants at @ \$120 for the series or \$30 per webinar	5,000	0
4911	Webinar Income	5 Pre-recorded webinars @ \$120	600	0
		<b>Total Income</b>	<b>5,600</b>	<b>0</b>
		<b>EXPENSES</b>		
7040	Board & Ctte. Exp.	Conference calls	200	0
7061	Webinar Expenses	Prof. Dev. Webinar technology costs	500	0
7440	Speaker Expense	Honoraria for speakers of Prof. Dev. Webinars	2,000	0
		<b>Total Expenses</b>	<b>2,700</b>	<b>0</b>
		<b>GROSS PROJECTED INCOME</b>	<b>\$2,900</b>	<b>0</b>

**AMERICAN ASSOCIATION OF DAILY MONEY MANAGERS  
Certification Budget**

	<b>CERTIFICATION (Salmon)</b>	<b>4.1 (204)</b>	<b>4.2 (204)</b>	<b>4.3 (204)</b>	<b>Total</b>
<b>Acct.</b>	<b>ACCOUNT</b>	<b>Certification Review</b>	<b>Certification Program</b>	<b>PDMM Webinar Conference</b>	<b>Standards</b>
	<b>INCOME</b>				
4000	Advertising Income				<b>0</b>
4120	Exhibit Income				<b>0</b>
4250	Investment Income				<b>0</b>
4450	Membership Dues				<b>0</b>
4470	Miscellaneous Income				<b>0</b>
4610	Publication Sales	2,000			<b>2,000</b>
4750	Sponsorships				<b>0</b>
4910	Conference Income				<b>0</b>
4911	Webinar Income			5,600	<b>5,600</b>
4912	Business Basics Income				<b>0</b>
4913	Review Course Income	1,300			<b>1,300</b>
4950	Certification Fees		5,400		<b>5,400</b>
	<b>TOTAL INCOME</b>	<b>3,300</b>	<b>5,400</b>	<b>5,600</b>	<b>14,300</b>
	<b>EXPENSES</b>				
5200	Cost of Publications	400			<b>400</b>
7010	Artwork, Photos & Signs				<b>0</b>
7020	Award Expenses				<b>0</b>
7030	Bank Fees				<b>0</b>
7040	Board & Committee Expense	800	250	200	<b>1,250</b>
7060	Conference Site Expenses				<b>0</b>
7061	Webinar Expenses	300		500	<b>800</b>
7070	Contracted Services		690		<b>690</b>
7080	Copying Costs		100		<b>100</b>
7090	Credit Card Fees				<b>0</b>
7200	Dues & Contributions				<b>0</b>
7240	Insurance				<b>0</b>
7290	Management Fees				<b>0</b>
7305	Miscellaneous Expenses				<b>0</b>
7350	Office Expense				<b>0</b>
7370	Postage, Shipping & Mailing	300	300		<b>600</b>
7400	Printing				<b>0</b>
7420	Professional Fees				<b>0</b>
7430	Promotion & Advertising				<b>0</b>
7435	Registration Expenses				<b>0</b>
7440	Speaker Costs			2,000	<b>2,000</b>
7480	Telephone & Fax				<b>0</b>
7500	Staff Travel & Costs				<b>0</b>
7600	Website & Internet Expenses				<b>0</b>
	<b>TOTAL DIRECT EXPENSES</b>	<b>1,800</b>	<b>1,340</b>	<b>2,700</b>	<b>5,840</b>
	TOTAL INCOME	3,300	5,400	5,600	<b>14,300</b>
	TOTAL DIRECT EXPENSE	1,800	1,340	2,700	<b>5,840</b>
	<b>GROSS INCOME</b>	<b>1,500</b>	<b>4,060</b>	<b>2,900</b>	<b>8,460</b>

# AMERICAN ASSOCIATION OF DAILY MONEY MANAGERS

## 2017 WORK PLAN ACTIVITY

**Program Area:** SS – Supportive Services  
**Activity:** SS-1 Membership Growth and Retention  
**Objective:** Increase membership with 80% retention of members over 2016 numbers, and 25% new members.  
**Volunteer Leadership:** Board of Directors

### Descriptive Information:

In 2016, AADMM ended the year with 831 members a little less than anticipated, 857. Retention was at 78% and ended with 192 new members -- 23% of the previous year's ending figure.

New members will receive as part of the incentive program for 2017, a complimentary recorded webinar of their choosing.

The membership goals for 2017 are to end the year with 871 members, as follows:

- Retain 80% of Active members = 510 of 638 individuals renewing
- Retain 80% of Agency members = 67 of 84 companies with 147 of 186 people renewing
- Retain 80% of Affiliate members = 7 of 9 individuals renewing
- Recruit 25% more new members = 207 individuals/agencies joining

### Budget Information: (Class 301)

Acct.#	Account	Item	Amount	Last Year
		<b>INCOME</b>		
4450	Membership Dues	510 Active renew @ \$225	114,750	
		67 Agencies renew @ \$375	25,125	
		7 Affiliates renew @ \$275	1,925	
		Less rollovers from previous year	(8,500)	
		198 new Active @ \$75	14,850	
		7 new Agencies @ \$225	1,575	
		2 new Affiliate @ \$125	250	
		<b>Total Income</b>	<b>149,975</b>	<b>128,018</b>
		<b>EXPENSES</b>		
7080	Copying	Dues Renewal Invoices are sent by email	0	0
7080	Copying	New member packet materials by email	0	0
7370	Postage	Mailing membership packets	0	0
		<b>Total Expenses</b>	<b>0</b>	<b>0</b>
		<b>GROSS PROJECTED INCOME</b>	<b>\$149,975</b>	<b>\$128,018</b>

# **AMERICAN ASSOCIATION OF DAILY MONEY MANAGERS**

## **2017 WORK PLAN ACTIVITY**

**Program Area:** SS – Supportive Services  
**Activity:** SS-2 Leadership and Administration  
**Objective:** Maintain the leadership and administrative structure, striving for containment of staff time investment to realistically affordable levels.  
**Volunteer Leadership:** Board of Directors, Nominating Committee, Business Office

### **Descriptive Information:**

AADMM will continue to provide staffing support and office operations to implement the Work Plan for 2017, with contracted management from Atlas Management Resources, Inc.

The Nominating Committee will develop an election slate for the 2018 Board of Directors and officers, and the elections will be conducted during the year. Orientation for newly elected Board members will be handled by conference calls prior to the conference. The committee will review and update the Nominating Committee policies and procedures.

The Board of Directors will continue to meet via three telephone conference calls, and will meet in person in two times in 2017; Washington D.C. and San Diego.

The website will continue to be updated and maintained with current information.

The Business Office will continue to add information to the web-based database for CPE credit information for all members to assist the membership in tracking their credits.

The staff will continue to coordinate with members to monitor legislative action that occurs in their states or in Congress that will impact how daily money managers operate on a monthly basis. A Legislative Tip Sheet was developed a few years ago and posted on the website and members will be encouraged to revisit that sheet and to monitor in their own states. Further development of any actual proactive activity will depend on the interest, response, and involvement of members.

### **Budget Information: (Class 301)**

**(see next page)**



Acct. #	Account	Item	Amount	Last Year
		INCOME		
4250	Investment Income	Interest on bank accounts	100	125
		<b>Total Income</b>	<b>100</b>	<b>125</b>
		<b>EXPENSES</b>		
7020	Awards	Recognition items for retiring Board members	250	152
7030	Bank Fees	Service charges, DepositLink fee	350	357
7040	Board & Ctte. Exp.	Board & Executive Committee conference calls	500	424
7040	Board & Ctte. Exp.	Board meeting costs (room, f&b) - two meetings	4,000	4,415
7040	Board & Ctte. Exp.	Board member travel and lodging reimbursements	19,000	18,544
7040	Board & Ctte. Exp.	Nominating Ctte. Conference calls	60	56
7040	Board & Ctte. Exp.	Other administrative conf. Calls	65	33
7040	Board & Ctte. Exp.	President's fund for member meetings	2,000	234
7080	Copying	General copying for Board meetings, office needs, etc.,	500	445
7090	Credit Card Fees	For processing dues payments, registrations, book sales, etc.	7,500	6,851
7240	Insurance	General and Prof. Liability coverage	3,800	3,546
7290	Management Fee	Atlas Management Resources contract	96,348	96,348
7350	Office Expense	General office supplies, storage fees	400	462
7370	Post. & Shipping	General office mailing costs	175	100
7400	Printing	Envelopes, labels, etc.	300	0
7420	Professional fees	Accountant fees for tax return, financial review	2,800	2,750
7420	Professional fees	ADA compliance expenses	5,000	0
7420	Professional fees	Professional Firm to review policies and procedures	0	2,000
7480	Telephone	Phone, faxes, long distance charges	2,900	1,956
7500	Staff travel	Three staff at August meeting; two staff at Nov. meeting	4,000	3,438
7600	Website Expense	Updating website, server costs, internet connections	9,000	9,308
		<b>Total Expenses</b>	<b>158,948</b>	<b>151,419</b>
		<b>GROSS PROJECTED INCOME</b>	<b>(\$158,848)</b>	<b>(\$151,294)</b>

**AMERICAN ASSOCIATION OF DAILY MONEY MANAGERS**  
**Supportive Services Budget**

<b>SUPPORTIVE SERVICES (gold)</b>		<b>SS-1 (301)</b>	<b>SS-2 (301)</b>	<b>Total</b>
<b>Acct.</b>	<b>ACCOUNT</b>	<b>Membership</b>	<b>Leadership &amp; Admin.</b>	<b>Supp. Svcs.</b>
	<b>INCOME</b>			
4000	Advertising Income			<b>0</b>
4120	Exhibit Income			<b>0</b>
4250	Investment Income		100	<b>100</b>
4450	Membership Dues	149,975		<b>149,975</b>
4470	Miscellaneous Income			<b>0</b>
4610	Publication Sales			<b>0</b>
4750	Sponsorships			<b>0</b>
4910	Conference Income			<b>0</b>
4911	Webinar Income			<b>0</b>
4912	Business Basics Income			<b>0</b>
4913	Review Course Income			<b>0</b>
4950	Certification Fees			<b>0</b>
	<b>TOTAL INCOME</b>	<b>149,975</b>	<b>100</b>	<b>150,075</b>
	<b>EXPENSES</b>			
5200	Cost of Publications			<b>0</b>
7010	Artwork, Photos & Signs			<b>0</b>
7020	Award Expenses		250	<b>250</b>
7030	Bank Fees		350	<b>350</b>
7040	Board & Committee Expense		25,625	<b>25,625</b>
7060	Conference Site Expenses			<b>0</b>
7061	Webinar Expenses			<b>0</b>
7070	Contracted Services			<b>0</b>
7080	Copying Costs		500	<b>500</b>
7090	Credit Card Fees		7,500	<b>7,500</b>
7200	Dues & Contributions			<b>0</b>
7240	Insurance		3,800	<b>3,800</b>
7290	Management Fees		96,348	<b>96,348</b>
7305	Miscellaneous Expenses			<b>0</b>
7350	Office Expense		400	<b>400</b>
7370	Postage, Shipping & Mailing		175	<b>175</b>
7400	Printing		300	<b>300</b>
7420	Professional Fees		7,800	<b>7,800</b>
7430	Promotion & Advertising			<b>0</b>
7435	Registration Expenses			<b>0</b>
7440	Speaker Costs			<b>0</b>
7480	Telephone & Fax		2,900	<b>2,900</b>
7500	Staff Travel & Costs		4,000	<b>4,000</b>
7600	Website & Internet Expenses		9,000	<b>9,000</b>
	<b>TOTAL DIRECT EXPENSES</b>	<b>0</b>	<b>158,948</b>	<b>158,948</b>
	TOTAL INCOME	149,975	100	<b>150,075</b>
	TOTAL DIRECT EXPENSE	0	158,948	<b>158,948</b>
	<b>GROSS INCOME</b>	<b>149,975</b>	<b>(158,848)</b>	<b>(8,873)</b>