

5 Budgeting & Projection Reports You Should Know



“With America’s economy in a state of flux over the last few years, preparing chamber budgets has felt like reading a crystal ball. Member turnover created dues constraints, while the need for programs to encourage the business community created greater demand for programs and events. Opportunities in a downturn confirm the critical importance for a clear budget that chamber management can utilize for strategic decision making”

Philip J. Clements

[Anticipating the Year](#)

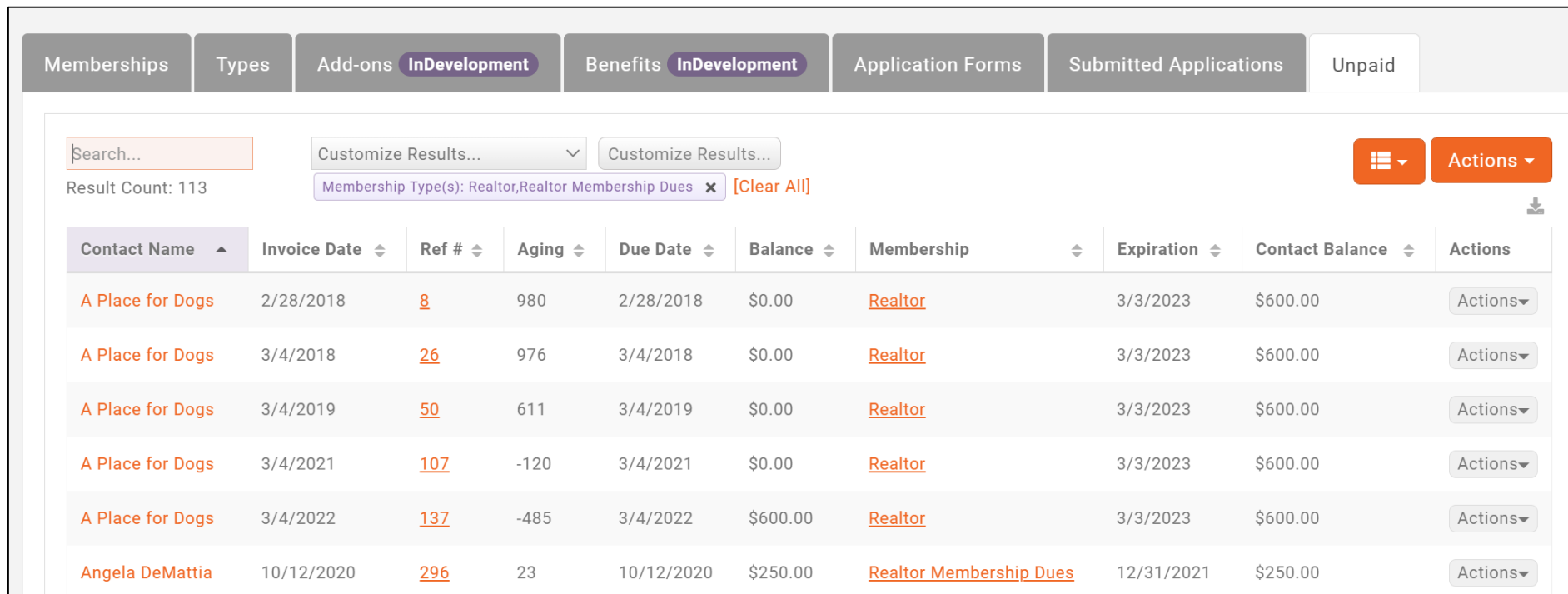
5 Budgeting & Projection Reports You Should Know

1. Unpaid Memberships
2. Recurring Billing Report
3. Sales by Contact Report
4. Membership Join/Drop Reports
5. Total Spending by Contact

1...Unpaid Memberships

The Unpaid Membership tab – while not a report – provides you with an understanding of any members who are currently delinquent in paying their dues. Unfortunately, this may indicate members who are “at risk” or ultimately need to be dropped

WIKI: [Manage Unpaid Dues](#)



The screenshot shows the 'Unpaid' tab selected in the software interface. The top navigation bar includes tabs for Memberships, Types, Add-ons (InDevelopment), Benefits (InDevelopment), Application Forms, Submitted Applications, and Unpaid. Below the navigation bar, there is a search bar, a result count of 113, and a filter for 'Membership Type(s): Realtor, Realtor Membership Dues'. A table displays the following data:

Contact Name	Invoice Date	Ref #	Aging	Due Date	Balance	Membership	Expiration	Contact Balance	Actions
A Place for Dogs	2/28/2018	8	980	2/28/2018	\$0.00	Realtor	3/3/2023	\$600.00	Actions
A Place for Dogs	3/4/2018	26	976	3/4/2018	\$0.00	Realtor	3/3/2023	\$600.00	Actions
A Place for Dogs	3/4/2019	50	611	3/4/2019	\$0.00	Realtor	3/3/2023	\$600.00	Actions
A Place for Dogs	3/4/2021	107	-120	3/4/2021	\$0.00	Realtor	3/3/2023	\$600.00	Actions
A Place for Dogs	3/4/2022	137	-485	3/4/2022	\$600.00	Realtor	3/3/2023	\$600.00	Actions
Angela DeMattia	10/12/2020	296	23	10/12/2020	\$250.00	Realtor Membership Dues	12/31/2021	\$250.00	Actions

Why review the Recurring Billing Report:

Summarize this report by renewal month, and you will have the total expected revenue on a monthly basis for budgeting purposes!

- **To track growth** – shows a momentum whether your revenue is picking up or slowing down
- **To forecast** – Knowing your recurring billing helps to forecast future sales month by month
- **To plan a budget** – Like monthly recurring revenue, there are certain recurring expenses in every business, especially marketing and sales expenses. Knowing your MRR can help you create a solid budget for the upcoming months
- **To boost the sales team** – For any reason, if your MRR is showing a downward trend each month, you can incentivize your sales team to close more deals. It will not only boost their confidence but also increase MRR

2...Recurring Billing Report

WIKI: [Recurring Billing Report](#)

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Renewal Month	Contact Name	Bill Contact	Next Bill Date	Bill End Date	Good/Service	Frequency	Quantity	Price	Discount Amount	Total Amount
April										
	A Place for Dogs	Joan Anderson	9/9/2020		Membership	Quarterly	1.00	\$65.00	\$0.00	\$65.00
	Pinecones Landscaping and Environmental Consultants		4/16/2021		Membership	Annually	1.00	\$1,200.00	\$0.00	\$1,200.00
	David Leather Shop		4/9/2021		Membership	Annually	1.00	\$260.00	\$0.00	\$260.00
	Salty Joes		12/12/2020		Membership	Monthly	1.00	\$21.67	\$0.00	\$21.67
	Sushis		4/9/2021		Membership	Annually	1.00	\$260.00	\$0.00	\$260.00
	The Diner		4/9/2021		Membership	Annually	1.00	\$260.00	\$0.00	\$260.00
	Penny Gregorson	Penny Gregorson	5/1/2022		Platinum Membership Fee	Annually	1.00	\$60.00	\$0.00	\$60.00
	Randy Walters	Randy Walters	5/1/2022		Platinum Membership Fee	Annually	1.00	\$60.00	\$0.00	\$60.00
							8.00	\$2,186.67	\$0.00	\$2,186.67
April Count 8										

3...Sales by Account

- The Sales by Account report will allow you to review your actual sales from the year
- ✓ Use this information to compare against your projections from this year, but also use this information to project sales for next year
 - ✓ You can filter the report to provide you with great statistics of your sales for dues, and non-dues revenue generation
 - ✓ Compare this information Year over Year, to see where your sales increased, and where you may need to focus more effort
 - ✓ WIKI: [Sales by Account Report](#)

3...Sales by Account

WIKI: [Sales by Account](#)

Results: 13

Membership Type	Account Name ↕	Txn Type ↕	Organization / Contact ↕	Description ↕	Txn Date ↕	Recognition Date ↕	Ref # ↕	Amount ↕	Quantity ↕	Total ↕	Default Email ↕	Default Phone ↕
MTA Example												
	Membership Revenue Account	Invoice	Gloria Wick	New Member Discount - Platinum Membership Fee	9/28/2020	9/28/2020	576	\$60.00	1.00	\$60.00	glorat@mailinator.com	
	Membership Revenue Account	Invoice	Penny Gregorson	Platinum Membership Fee	9/28/2020	9/28/2020	577	\$60.00	1.00	\$60.00	pennyg@mailinator.com	
	Membership Revenue Account	Invoice	Joy Larson	New Member Discount - Platinum Membership Fee	9/28/2020	9/28/2020	578	\$60.00	1.00	\$60.00	largson@mailinator.com	
	Membership Revenue Account	Invoice	Randy Walters	Platinum Membership Fee	9/28/2020	9/28/2020	579	\$60.00	1.00	\$60.00	walters@mailinator.com	
								\$240.00	4.00	\$240.00		
MTA Example Count 4												
Platinum Membership												
	Membership Revenue Account	Invoice	Dana's Clubhouse	Platinum Membership Fee	7/1/2020	7/1/2020	489	\$600.00	1.00	\$600.00		
	Membership Revenue Account	Invoice	The Kitchen	Platinum Membership Fee	7/1/2020	7/1/2020	337	\$600.00	1.00	\$600.00		2187896543
	Membership Revenue Account	Invoice	Furry Friends	Platinum Membership Fee	7/1/2020	7/1/2020	336	\$600.00	1.00	\$600.00	furry@mailinator.com	
	Membership Revenue Account	Invoice	Rhett's Shoes	Platinum Membership Fee	7/1/2020	7/1/2020	338	\$600.00	1.00	\$600.00		
	Membership Revenue Account	Invoice	Jone's Pet Shop	Platinum Membership Fee	7/1/2020	7/1/2020	344	\$600.00	1.00	\$600.00		2178887766
	Membership Revenue Account	Invoice	Rickie's Floral Design	Platinum Membership Fee	9/3/2020	9/3/2020	553	\$650.00	1.00	\$650.00	rickis@mailinator.com	217-99-8765
								\$3,650.00	6.00	\$3,650.00		

4...Membership Join/Drop Reports

- From a planning perspective, understanding why members have dropped from your organization can help you in planning how to retain your existing members
- Membership metrics must be aligned to strategic or departmental goals. The data must tell you if you are making progress toward those goals. For example, if one of your association's goals is to increase your reach into the millennial market, then you'll want to segment your membership data and metrics by age or career stage so you can see how you're increasing that market share and retaining those members.
- Have you met your goals for new members? Have you met your goals for retention? What is the revenue impact of new members and dropped members?

4...Membership Join/Drop Reports

New Membership Report 😊 ...

Tip!

- Include Join Reason in your report to understand why members are joining
- Include Previous Fee & to understand the revenue you gained from the new member

Corporate Membership						
The Shoe Shop	Corporate Membership - Corporate Membership Level 2 16 - 30 Employees	6/14/2019	\$1,250.00	Active	June	
Daniel's	Corporate Membership - Corporate Membership Level 1 1 - 15 employees	9/5/2019	\$625.00	Active	September	
The Knit Shop	Corporate Membership - Corporate Membership Level 1 1 - 15 employees	6/20/2019	\$1,225.00	Active	July	
Green Valley Fire Department	Corporate Membership - Corporate Membership Level 1 1 - 15 employees	9/20/2019	\$5,000.00	Active	September	
The Boutique	Corporate Membership - Corporate Membership Level 2 16 - 30 Employees	5/14/2019	\$600.00	Active	May	
Chewy Chewy	Corporate Membership - Corporate Membership Level 2 16 - 30 Employees	10/31/2019	\$1,250.00	Active	June	

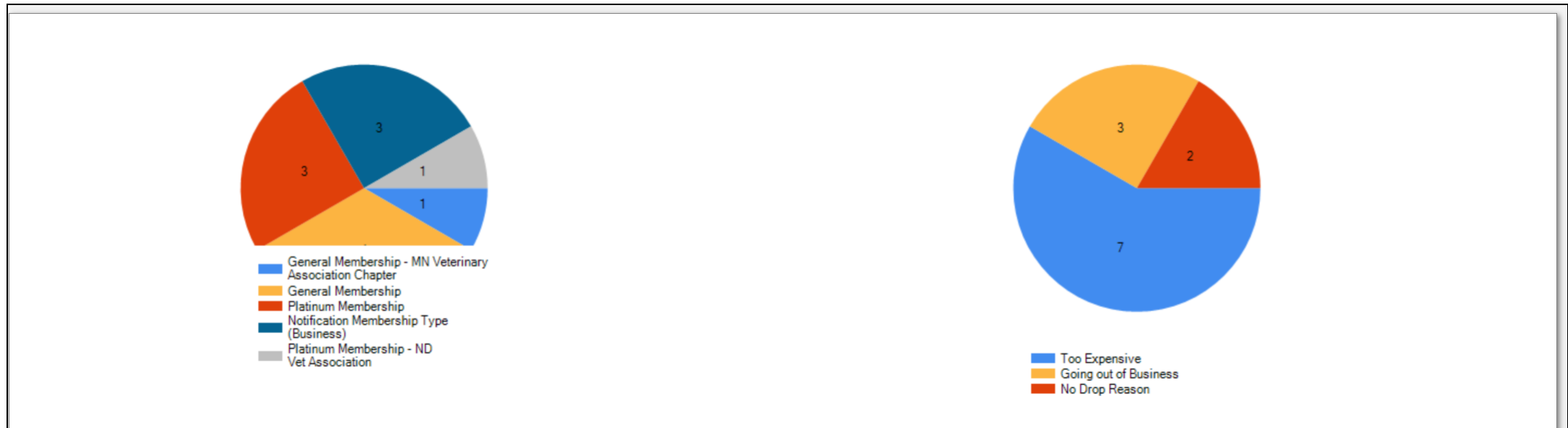
WIKI: [New Membership Report](#)

4...Membership Join/Drop Reports

Dropped Membership Report ☹️ ...

Tip!

- Include Drop Reason in your report to understand why members are dropping
- Include Recurring Fees to understand the revenue lost by a member dropping
- WIKI: [Dropped Membership Report](#)



5...Total Spending by Contact Report

Using the **Total Spending by Contact Report** you can evaluate spending by members over a specific time frame to anticipate future spending

Additionally, this report can be used to evaluate Lifetime Spending Value (LTV).

Membership experts have always advised associations/chambers to use the LTV metric to understand how much revenue an average member brings to their association. With this dollar amount in mind, you can make better decisions about your budget for recruiting, onboarding and engaging new members.

WIKI: [Total Spending by Contact Report](#)

5...Total Spending by Contact Report

Tip!

Generate the report for both members and non-members; as well as membership revenue and vs. other revenue to have a good understanding of where revenue is coming from

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Contact Name	Invoice Date	Saleable Item	Total	Balance	Good/Service type	Product Category
A Place for Dogs						
	3/4/2018	Membership Dues	\$1,200.00	\$0.00	Membership Dues	General
	3/4/2019	Membership Dues	\$1,200.00	\$0.00	Membership Dues	General
	2/28/2018	Membership Setup	\$50.00	\$0.00	Membership Dues	General
	6/13/2018	Apparel	\$50.00	\$0.00	Physical Product	General
	3/4/2022	Membership Dues	\$1,200.00	\$0.00	Membership Dues	General
	2/28/2018	Membership Dues	\$1,200.00	\$0.00	Membership Dues	General
	2/28/2018	Membership Dues	\$1,200.00	\$0.00	Membership Dues	General
	3/4/2021	Membership Dues	\$1,200.00	\$0.00	Membership Dues	General
	6/13/2018	Miscellaneous Item	\$25.00	\$0.00	Physical Product	General
			\$7,325.00	\$0.00		
A Place for Dogs Count 9						
Abby Krieg						
	7/16/2018	Membership Dues	\$200.00	\$0.00	Membership Dues	General
	10/20/2020	LockBox Lease	\$400.00	\$400.00	Miscellaneous	General
	7/16/2019	Membership Dues	\$200.00	\$0.00	Membership Dues	General
	11/3/2020	Maps	\$50.00	\$0.00	Digital Product	General
			\$850.00	\$400.00		
Abby Krieg Count 4						

Questions?