

FINANCIAL RESERVE GUIDELINES AND RECOMMENDED USES OF EXCESS FUNDS FOR LOCAL CHAPTERS

Reserve funds are a great safeguard for local chapters against economic downturns, sudden market shifts, catastrophes and other unforeseen events. The Governing Council recommends that each local chapter develop a financial reserve policy that details approved uses of their excess funds. Issues that should be considered include liquidity needs; how surplus funds should be invested; and ways of using the excess funds to reinvest in the chapter, members and the national organization. The following guidelines were developed by the Membership and Chapter Development Committee to help all chapters stay economically viable.

Suggested Reserve Policy

Chapters should strive to maintain 50-100% of annual gross revenues, taking into consideration the ability to rebuild reserve funds if reduced or depleted. Once the reserve plateau has been reached (approximately 75% of the established target amount), it is recommended that funds be used on activities that benefit the chapter and the Society.

Suggested Activities to Utilize Excess Reserves

The following suggestions are meant to serve as a reference point and are not intended to limit or hinder chapter activities and services. Other suggestions are welcome and can be directed to the Society at iscebs@iscebs.org.

- A. Fund Symposium attendance for two or more chapter members or provide some level of a subsidy.
- B. Fund attendance at the Chapter Leader Orientation Conference or provide some level of a subsidy.
- C. Purchase newspaper ads in local and/or national newspapers or other communication vehicles to enhance chapter visibility within the local community.
- D. Support promotional activities that broaden recognition of the CEBS, GBA, RPA and or CMS designations, i.e. new graduate congratulatory advertisements, congratulatory press release.
- E. Develop new graduate recognition campaigns, i.e. congratulatory gift from the chapter, discounted membership.
- F. Provide "free" or reduced rates for chapter members to attend educational programs, participate in web casts or obtain web cast CD's.
- G. Establish a scholarship or grant program to help chapter members pursue the CEBS, GBA, RPA or CMS designations.

(Approved by the Governing Council – 4/24/09)