

The Missouri Federation of Square 'N Round Dance Clubs, Inc.

APPENDIX M

Standing Operating Procedures (SOP)

March 7, 2024

The Show-Me Doin's Circulation

1. **PURPOSE:** To establish and govern the The Show-Me Doin's Circulation Manager position for the Missouri Federation of Square 'N Round Dance Clubs, Inc.
2. **SCOPE:** This SOP applies to *The Show-Me Doin's Circulation Manager*, The Missouri Federation of Square 'N Round Dance Clubs, Inc., and should be used when performing the functions of Circulation Manager.
3. **AUTHORITY:** The Missouri Federation of Square 'N Round Dance Clubs, Inc.
4. **REFERENCES:** Missouri Federation of Square 'N Round Dance Clubs, Inc. Constitution and Bylaws (Working Rules).
5. **MEMBERSHIP:**
 - a. The Circulation Manager has a base membership of one (1) member. The Manager is appointed annually by the President, Missouri Federation of Square 'N Round Dance Clubs, Inc., with the approval of the Federation Board of Directors, to serve a one-year term.
 - b. Each year, the Federation President may recommend to the Board of Directors either the reappointment of the manager, or the appointment of a new manager to replace the manager whose membership is expiring.
 - c. The Circulation Manager is a member of the Publications Committee.
 - d. The Circulation Manager is a member of the Federation Board of Directors and has one vote.
6. **PROCEDURES:**
 - a. **RESPONSIBILITIES OF THE CIRCULATION MANAGER**
 - i. To promote and oversee the circulation program for the Missouri Federation of Square 'N Round Dance Clubs, Inc. official publication, *The Show-Me Doin's*.
 - ii. Is responsible for maintaining and updating this SOP when needed.
 - iii. Ensuring updated guidance concerning circulation of *The Show-Me Doin's* is provided to the Federation, Districts and Clubs.
 - iv. To receive and process all subscriptions for The Show-Me Doin's publication. (See Annex for an example of a subscription form).
 - v. To maintain and update the DOIN's subscription form.
 - vi. To mail by the 10th day of February, May, August and November a subscription renewal card to those subscribers whose subscriptions are expiring. Renewals

need to be returned to the circulation manager by the 10th day of the following month.

- vii. Maintain a computer-based subscriber file.
- viii. Deliver mailing label list by email to the publisher and the DOIN's Editor prior to each issue being published, ensuring that the list is complete and accurate.
- ix. Email a list of subscribers who are to receive an electronic copy of the DOIN's to the Editor.
- x. Manage the subscription funds.
- xi. To work with the Publications Committee to:
 - 1. Enhance the publication of *The Show-Me Doin's*.
 - 2. To promote and create programs to enhance the distribution of *The Show-Me Doin's*.
 - 3. Represent the *Show-Me Doin's* staff at various events, such as the State Festival, Doin's Dances, District Dances, etc.
- xii. To actively solicit subscriptions for The Show-Me Doin's from square dance clubs, callers, cuers, individuals, all other entities that may be interested in subscribing to *The Show-Me Doin's*.
- xiii. Receive Mail
 - 1. May procure a post office lock box or may receive DOIN's mail at his/her home address and maintain an e-mail address for receiving electronic mail.
 - 2. The circulations manager must be able to receive mail daily, so he/she is prepared to meet the mailing deadlines of the publisher. If a post office box is used, the fee will be paid by the circulation manager and reimbursed by the state federation treasurer.
- xiv. Establish a bank account in the name of the State Federation, Circulation Account. All subscription fees received shall be deposited in this account on a regular basis and recorded in a general ledger. All receipts and disbursements of funds shall be appropriately identified and recorded in the ledger, and supporting documentation shall be filed. All excess funds exceeding \$100.00 shall be transferred to the State Federation Treasurer at the quarterly meetings of the state federation, maintaining a working balance of \$100.00 in the account.
- xv. Maintain subscription records which will include the name and address, with the proper zip code and four-digit extension, phone number, and expiration date of each subscription.
- xvi. Maintain a quarterly raw data file which includes Renewals, New Subscriptions, Changes of Address, envelopes and a computer printout of the subscriber list.
- xvii. Maintain a record:
 - 1. Of the number of Doin's mailed in each mailing.
 - 2. Of the number of Doin's subscriptions expiring for the upcoming quarter.
 - 3. Of the number of new subscriptions received since the last report.
 - 4. Of the number of renewed subscriptions received since the last report.

5. Present this information as part of the quarterly report presented at the Board of Directors meetings.
- xviii. DOIN's Dance at State Festival
1. Funds received at the DOIN's Dance hosted by the federation the annual State Festival are handled by the Circulations Manager.
 2. All dancers attending must sign in on a sign in sheet.
 3. All callers calling at this dance shall sign in on a callers sign in sheet.
 4. Each participating caller is given a subscription to The DOIN's.
 5. Admission to the dance is by donations, or paying for new or renewed subscriptions.
 6. Expenses paid out for the DOIN's dance by the Publications Committee (coffee and donuts, cups and napkins) shall be reimbursed from the admissions donations.
 7. All proceeds collected at the DOIN's dance shall be remitted to the State Federation Treasurer in the form of a check as soon as the proceeds have been deposited in the DOIN's Circulation bank account.
 8. The DOIN's Dance report shall be presented to the Board of Directors and shall include a total number of attendees, number of callers who called at the dance, total donations received, total number of new subscriptions and total number of subscription renewals received at the dance.
- xix. The DOIN's Circulation Manager should make every effort to attend all DOIN's dances hosted by districts, clubs, etc. to sell subscriptions and renewals. After all expenses for the dance have been paid, the net funds will be sent by the host entity directly to the DOIN's Circulation Manager.
- b. 100% CLUBS**
- i. When subscription money is received from 100% DOIN's clubs, a list is sent to the club showing club members on the subscription list.
 - ii. The listing of 100% DOIN's clubs is kept up to date for publication in the state federation festival Program Book.
 - iii. Each club attaining 100% Club subscription status shall receive a 100% subscriber badge or that year for their club banner.
- c. MAILING LABELS**
- i. The Circulation Manager shall prepare the mailing labels for each issue of the DOIN's, sorted in order by Zip Code, and send them by e-mail to the publisher on the 10th of March, June, September, and December.
 - ii. Inform the publisher of the number of mailing labels for determination of the number of DOIN's to be printed.
 - iii. Exchange copies of the DOIN's are mailed to other magazines upon request.
 - iv. Labels for complementary DOIN's are included in the mailing list above.
- d. FINANCIAL REPORT**
- i. A report of income, expenditures and balance on hand is made at each federation board of directors meeting.

- ii. A check is written to the Missouri Federation of Square 'N Round Dance Clubs, Inc., and given to the federation treasurer for monies on hand exceeding \$100.00, keeping a balance of \$100.00 on hand to cover expenses.
 - iii. The annual ledger account is closed on December 31 of each calendar year and turned over to the audit committee with all supporting documentation for the annual audit.
 - iv. A new annual ledger account is opened on January 01 of each year.
- e. CIRCULATION REPORT**
- i. A report listing the total number of paid subscribers, advertisers, exchange copies and other DOIN's books circulated will be presented at each federation board of directors meeting.
 - ii. The report will also include the number of electronic subscriptions, renewals received, new subscriptions, student copies, number of renewal cards that were mailed since the previous meeting and how many are scheduled to be mailed before the next board meeting.
- f. MISSOURI TAX NUMBER:** A Missouri Tax Identification Number may be used when establishing the bank account and may be used for any sales tax exemptions. A copy of the exemption letter from the Missouri Secretary of State may be obtained from the Federation Secretary.
- g. COMPUTER CODES:**
- i. If a computer is used to generate renewal notices, suggested codes that may be used are:
 1. Expiration Date: mo/01/yr
 2. Renewal for month: Re/mo/yr
 3. New for month: NE/mo/yr
 4. Change for month: Ch/mo/yr
 5. Advertisers month: AD/mo/yr
 6. Active Subscriptions: A
 7. Expired Subscriptions: E
- h. All other duties assigned or required.**

ANNEX – Example of a Show-Me Doin’s Subscription Form

SUBSCRIPTION BLANK
(MUST be received by 1st of the month prior to the issue)
Jan-Mar, Apr-June, July-Sept, Oct-Dec
(Please print)

Name: _____

Address: _____

City: _____ State: _____ Zip Code +4: _____

Club Name: _____ District: _____

Landline Phone: _____ Cell Phone: _____

E-mail address: _____

CHECK ONE New Subscription Renewal Change of Address
 Printed/Mailed Only Electronic Only (Adobe PDF) Both Printed/Mailed AND Electronic

Email to send electronic Doin’s to _____
(if different from above)

I will NOT give or send anyone the Adobe PDF file. Doing so will VOID my Doin’s subscription.

Signature: _____ Date: _____

Make check for \$15.00 payable to Show-Me Doin's and mail to:
Penny Byers, Doin’s Circulation, 211 Main St., Cowgill, MO 64637

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