



# FINANCIAL STRATEGY

2025 and onwards

AGM 2024 Cluj, 16/10/24

# CONTEXT

At the AGM 2023 the Board showed the membership the need for a different financial strategy if we want EJTA to stay the same professional network as it is now.

The new financial strategy needs to be open and collegious, shared and owned by all.

# CONTEXT

The membership agreed in 2023 with raising the EJTA membership fee from 2025 onwards, to € 1.000.

What do members get in return?

# CONTEXT

The Board wants to fulfill their task as custodians of the association, also for the next generations and as such we engaged in finding new ways of extra income, together with means to cut back on expenses.



# PROPOSALS TO GAIN INCOME

EXTRA INCOME: ACTION	RESULT	AMOUNT
Raise fees to € 1000 in 2025	70 x € 250 extra	€ 17.500
Extra fees / support from 'supporting' EJTA members  <i>€ 2.500 yearly is the minimum, amount and period can be tailor-made</i>	5 x € 1.500 extra (on top of € 1.000 regular fee)	€ 7.500
Supporting partners / sponsoring organisations  <i>€ 2.500 yearly is the minimum, amount, period and content can be tailor-made</i>	4 x € 2.500	€ 10.000
External funding	€ 5000 (Council of Europe)  (other projects, e.g. via Journalismfund.eu)	€ 5.000
TOTAL		€ 40.000

# PROPOSALS TO CUT EXPENSES



EXPENSES CUTBACK		
Different amount for conferences	AGM and Teachers' Training: € 4.000	€ 3.000
EJTA Board: as much as possible with Erasmus funding		€ 3.000
TOTAL		€ 6.000
TOTAL EXTRA BUDGET IN 2025		€ 46.000

# ZOOM SESSION: 3-3-3

We cannot do this alone: we need you!

- In threes: left – you – right
- Answer three questions
- Take three minutes per question (and take notes)

Can you / we approach your journalism institution to become a 'supporting member' and pay a higher fee?

YES: coordinates of person to contact + you /we?

NO: alternative suggestion?



# ZOOM SESSION: 3-3-3

Can you help us find organisations / partners that fit in our profile and that would consider becoming a 'supporting partner'? Could you scan your own network for possibilities?

YES: coordinates of person to contact + you /we?

Do you have tips / suggestions for the Board to find neutral but feasible ways of funding?

YES: please write down

NO: think again!

# ZOOM SESSION: 3-3-3

- Can you / we approach your journalism institution to become a 'supporting member' and pay a higher fee (€ 2.500)?
- Can you help us find organisations that fit in our profile and that would consider becoming a 'supporting partner' for € 2.500 a year?
- Do you have tips / suggestions for the Board to find neutral but feasible ways of funding?



# FINANCIAL STRATEGY

2025 and onwards

AGM 2024 Cluj, 16/10/24