

National Affiliates...should my club have one?

Our National Affiliates are 501(c)3 or tax equivalent tax organizations, with some focus on communicative disorders. This includes school districts, or departments in schools; independent audiological or speech pathology agencies; university departments; departments in health centers – any not for profit that has some focus with hearing health or communicative disorders.

Why are they important?

Our National Affiliates are the center piece of our hearing health mission. Through them we build relationships with professionals in the field, manufacturers, and caretakers. From them we gain valuable knowledge about how Sertoma can make a difference in hearing health. These agencies brand Sertoma as THE HEARING HEALTH NOT-FOR-PROFIT. With their help we are becoming a household word known for what we do made possible by our clubs adopting a National Affiliate.

What are the benefits?

Locally clubs will gain name recognition through the Affiliate relationship. Think of all the individuals that have contacts with an Affiliate that will now know Sertoma. A club can get exposure with an Affiliate's newsletter or articles in the local paper about what you are doing with the Affiliate. You can share programs with Affiliates when Sertoma provides SAFE Ears! give-aways.

Employees of the agency can and should be asked to become members of your club. Maybe even some of the caretakers would love to volunteer or be a part of your club – especially after they see what your club can do for those with hearing problems. Do this in reverse; also ask the Affiliate if there is a place for a Sertoma member on one of their committees or board. This expands the club's role within your own community.

National Affiliates can give clubs seeking a new focus or direction a relationship to jump start the energy of current and new members. The possibilities of what you can do with a National Affiliate in our hearing health mission are limitless.

How do I find an Affiliate?

Call a local audiologist. Talk with your school district. These are only a couple of the places to begin. Maybe a club in your area has a National Affiliate – their contact person would be a great resource. Still cannot find a National Affiliate in your area? Sertoma has several National Affiliates that pay the sponsoring fee themselves – wouldn't it be great to have all of them adopted by a club – even if they are not directly in your community? What about an agency that is in a community near yours – maybe someday soon a new club can be started in that community because you first adopted the agency.

Where are the applications?

The agreement and application for a National Affiliate are on Sertoma's web site, www.sertoma.org, under Mission Activities, then Adopt-An-Agency. You can also find there a list of our current National Affiliates, a copy of the Professional Education Grant Application and the new Community Grant Application. Need more information – call Headquarters and ask for Meghan or Holly.