

SERTOMA CLUB MANUAL

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INTRODUCTION TO SERTOMA

This is the most important resource available to your club. A compilation of informative, educational and procedural source materials, it is an excellent guide for those selected for an active leadership role in the club.

This material is based upon almost 100 years of service club experience by thousands of men and women. With this information, club officers, board members, committee chairpersons, and members at large can quickly begin to acquire the skills necessary to inaugurate and maintain an effective administration. Review the materials carefully. Understand the concepts and philosophy of leadership. If you have not previously enjoyed this opportunity in a comparative organization, do not hesitate to contact Sertoma leaders for assistance. Your professional staff at Sertoma Headquarters is also ready to be of service. Best wishes for a most successful leadership experience!

As you prepare for this special experience of being an active Sertoma leader, it is essential that we review the basic purposes of a Sertoma club, outlined as follows:

- To promote acquaintance, friendship and fellowship as an opportunity for service.
- To encourage and foster the idea of service and to provide opportunity for its members to be of service to youth, to the less fortunate and to the community.
- To create higher business and civic principles and to promote cooperation in all business and civic affairs.
- To provide, through its club meetings, opportunities for the full and free discussion of matters of public interest.
- To promote, in every way, the freedom of individuals and the maintenance of the principles of free enterprise; to encourage good government and good citizenship; and to further mutual tolerance and understanding among all people.

From time to time, you may want to take a few minutes to review the purposes with members of the club.

We Are Sertoma!

Sertoma is a civic organization represented by successful men and women, civic leaders who are dedicated to volunteerism and SERvice TO MAnkind. Based in Kansas City, Missouri, the organization was founded on April 11, 1912. Over the years, individual members have brought forward their talents and joined the collective experiences of thousands to chart a unique course of action for community service. As the parent organization, Sertoma helps clubs increase the effectiveness of their community service activities.

Annually, Sertoma clubs sponsor thousands of moneymaking projects, raising in excess of \$20 million, which is applied to a myriad of SERvice TO MAnkind sponsorships throughout the calendar year.

Sertoma operates under a well-integrated structure. Clusters of individual Sertoma clubs are brought together under the umbrella of a District. The District is the principal unit of the organization.

The Governor is the lead volunteer in the District and is responsible for furthering the interests of Sertoma, counseling club officers and promoting the building of new clubs in the District. The new Governor is installed bi-annually at the District Convention, which is held in conjunction with the Regional Convention. The Governor has several roles; the first is to be of service to the club. The Governor is in a position to pass along a great deal of assistance and wisdom, generally based upon experiences gained over a period of time. Second, the Governor monitors a club's progress. The District leader is vitally interested in your club's achievements and community standing. The Governor will share with club leaders specific advice on avenues that might be explored to further enhance the organization.

Groups of Districts geographically located represent Regions. Each elects a Director who serves as a member of the Board of Directors of Sertoma. There are seven Regions in Sertoma. Mexico Sertoma clubs function as an affiliated, independent organization, supporting the clubs of Sertoma Nacional.

The Board of Directors of Sertoma is composed of the Executive Committee, the seven Directors elected by Region, and three Directors elected At-Large. The Executive Committee is represented by the President, Chairman of the Board (the immediate Past President), President Elect, Vice President, Treasurer and the Executive Director, who serves as the Secretary. The Executive Director is an ex-officio member of the Board of Directors.

Sertoma Headquarters is located at 1912 East Meyer Boulevard in Kansas City, Missouri, 64132. Office hours are Monday through Friday, 8 a.m. to 4:30 p.m., Central Standard Time. A professional full-time staff is dedicated to the organization's administration and provides services to members, clubs, Districts and Regions. A listing of staff and related responsibilities may be found on the Sertoma Web site www.sertoma.org.

Visiting Representatives

Your visiting representatives include the President, President Elect, Junior and Senior Vice President, Treasurer and Executive Director, as well as the Directors and District Governors. Each should be afforded all courtesies. Wherever the official duties of the office take them, see that the representatives are properly welcomed upon arrival. If required, see that housing, transportation and publicity of the visit is taken care of in advance. Provide for your guests at the head table, if there is one, recognize them and, if appropriate, give them the opportunity to speak.

In consideration of time and travel expense involved, the attendance of the visiting representative at a club or District event should be more than mere attendance at a meeting or an address before a group. It calls for him or her to spend the day, or a good part of the day, in the community in which the meeting is held. Whenever possible, he or she should meet with the club board of directors and hold conferences with the president and other officers and with available committee chairpersons. By these means, where there is the need, assistance and counsel may be rendered by a visiting representative. The Sertoma Headquarters staff can assist you with any protocol issues should you have questions.

Visiting Representative Travel Expenses

Members of the Board do not have an expense account available to defray the cost of trips to club and District functions, except when Sertoma specifically assigns them to a Region meeting. Consideration of this should enter into planning when these individuals are invited to participate, and financial arrangements should be made as appropriate. Depending on the dues structure of your District, your Governor may or may not have an expense budget for travel to club meetings and events. If in doubt, contact the Governor or Sertoma Headquarters for clarification.

Sertoma Headquarters

Our dedicated staff works every day to help our clubs and members. Take advantage of the talent and experience of these professionals. If you have a staff member visiting your club, make sure he or she is given appropriate recognition at your meeting. Feel free to share with the staff any concerns you may have. A listing of staff and related responsibilities may be found on the Sertoma Web site, www.sertoma.org.

Divisions & Meetings

The District

The District is the direct link between your club and all other clubs, services and activities of Sertoma. Get to know your District Governor, District Secretary/Treasurer and other personnel who may be part of the District cabinet. Establish contact with the presidents of other clubs in the District. You will find that they, too, will become a source of support and assistance while sharing similar experiences.

During the course of the administrative year, the District will host different functions, such as a District Leadership Conference, four President's Advisory Councils, Growth Seminar, Fall District Conference (optional), District Meeting, etc. Be sure to put these events on your calendar.

Become a valued leader within your District. Do not hesitate to ask for assistance. In Sertoma, leaders are very happy to help one another.

District Leadership Conference

Every incoming club president, president elect, secretary and treasurer should attend the District Leadership Conference, which is planned and conducted for all newly elected club officers, directors and committee chairpersons. The Conference is the chief opportunity for leadership training and an introduction to office responsibilities. It is called by the Governor or Governor Elect and is held following the International Leadership Training.

District PAC Meetings

A formalized version of the President's Roundtable, the PAC (President's Advisory Council), is a means to improve communication between the members and Sertoma. The primary focus of the PAC is for club presidents to share with their District Governor and amongst themselves issues affecting their clubs. The goal is to help Sertoma Headquarters have a better understanding of the needs of the members in order to prioritize the resources of the organization on behalf of the members. The PAC also provides an opportunity for the board of directors to share ideas or

concerns and receive a direct response from the leadership of the organization, our club presidents.

The expectation is for the Governor to hold a PAC meeting each quarter. This may be combined with other meetings, such as the District Leadership Conference and the District meetings held in conjunction with the Regional Convention.

District Meetings/Regional Conventions

Beyond bringing Sertomans together for fellowship and training, these events are important parts of the governing process of Sertoma. As one element of the Annual Meeting of Sertoma, these events provide for the election of the members of the organization's Board and the District Governors who serve as Sertoma's primary link with the clubs. It is also where the members can present issues and ideas that they want the organization to consider or address in the form of resolutions.

Annual Convention & Meetings

Though the Board members are elected at the Regional Conventions, the Officers for Sertoma are elected at this meeting. In addition to these elections, it is at this meeting that any changes to the Bylaws, dues issues and resolutions are dealt with by the voting of the membership.

At this meeting the Board, District Governors and key leader volunteers receive their orientation and training, in addition to seminars for the other attendees, including club officers. The evening events celebrate the successes of all Sertomans and recognize the Service to Mankind and Sertoman of the Year recipients.

SERTOMA PROTOCOL & CEREMONY

Toast to All Sertoma Nations

It is a tradition in Sertoma that when we meet at any function where more than one nation is represented, we offer a toast to all Sertoma Nations. Tradition suggests we use our water glasses for the toast, and the country in which the Convention is held is toasted first.

Ladies and Gentlemen, raise your water glasses, repeat after, and drink with me.

“A Toast to the People of the United States of America (drink and pause); a Toast to the People of Canada (drink and pause); a Toast to the People of Mexico (drink and pause); a Toast to the People of all Sertoma Nations (drink and pause).”

The Sertoma Song

Music to “Notre Dame Victory March”

Fellow Sertomans may we greet you
And to our guests a warm welcome too;
Once each week we like to meet
So one another we may greet.
Sertoma stands for service to man
Helping each one whenever we can
S - E - R - T - O - M - A
Sertoma will lead the way.

Pledge to All Sertoma Nations

Please salute your flag and repeat each phrase after me:

“I pledge allegiance to the flag of my country,
And to those principles for which it stands,
to honor and respect the laws of my country,
and dedicate my service to maintain and protect
the freedoms we enjoy under God.”

Sertoma Prayer

Lord, as we Sertomans meet this day,
We bow our heads, to thee we pray.
We ask you bless this food we eat,
Also friends with whom we meet.
Let each of us keep in mind,
Our motto, “Service to Mankind.”
Endow all with the heart to give,
To others, better lives may live.
Be with us ‘til we meet again,
Bless us, our land, and homes.
Amen

Meeting Room Layouts

The meeting room should be selected with the event in mind, rather than making the event fit the room. Visit the location prior to signing a contract. Make sure that the room is well-lighted, well-ventilated, is accessible to all attending and that the facility has ample parking. Ensure that the staff is willing and able to work with the club needs. Request that the room be set to your specifications.

Banquet Style - Typically round tables set for 8-10 guests. Determine if a head table will be used, or if a podium is more appropriate.

Theater Style - Rows of chairs with a wide aisle on each end and a center aisle for audiovisual set-up.

Classroom Style - Table and chair provided for each attendee. Typically set in long rows.

Conference Style - Chair for each attendee grouped around large table.

Sertoma Ceremonies

New Member Induction

The importance of formally inducting a new member into a Sertoma club in an impressive manner cannot be overemphasized. The new member who finds not only a warm, friendly welcome, but is impressed with the serious obligation and privilege of being a Sertoman, will be a better member for the experience. The club president or, in some cases, a past president should conduct the induction ceremony.

Following an introduction of the new member, including a brief biography, the inducting official delivers a brief welcome.

“We are all quite pleased and proud to welcome (name of member) as the newest member of the (name of Sertoma club). From this day forward, (member’s first name), you will have many challenging opportunities to serve your community through Sertoma. Be prepared to freely share with us your own particular talents and resources. Be prepared also to enter into the true spirit of friendship and fellowship which characterizes all Sertomans.”

“Being a Sertoman carries with it specific privileges and responsibilities. As a member, you are now entitled to wear the emblem of Sertoma and to participate in all club-sponsored activities. We encourage you to attend all meetings and to become as fully involved in the affairs of the club as possible. When you are appointed to serve on club committees and assist with club projects, take each assignment seriously and always do your best.”

“Additionally, we urge you to familiarize yourself with Sertoma’s rich history of outstanding accomplishments. Strive to learn as much as possible about the purpose, structure and workings of your organization, and always be assured that your fellow Sertomans will honestly and unhesitatingly answer any questions you may have.”

“As a Sertoman, you are also expected to aid in our continuing expansion and progress by inviting others to

become a part of Sertoma. We hope you will offer your friends and associates the same opportunity for personal growth and service to the community that was offered to you.”

The president should share the objectives and purposes of Sertoma, including the Sertoma Code of Ethics as an important premise of membership. The president should then ask the new member:

“Do you accept these objectives and purposes and the Code of Ethics as a testimonial of your membership in our Sertoma club?”

Upon affirmative acknowledgment, the president adds:

“We ask you to cherish these objectives and purposes, and the Code of Ethics forever in the fine tradition established by our founders.”

The president presents a membership pin to the new member with welcome remarks (three samples follow):

Welcome 1

“You have freely accepted the Code of Ethics of Sertoma. I now charge you to be a responsible member of this club. On behalf of your fellow Sertomans, I officially welcome you to the (name of the Sertoma club) and invite you to wear this symbol daily with great pride, for it identifies you as a committed leader, as someone who really cares about God, country and community. Now, it is my great personal pleasure to offer you my hand of fellowship in the true spirit of Sertoma.”

Welcome 2

As president, it is my pleasure to welcome you as a member in the (name of the Sertoma club). We consider it a privilege to belong. You are about to begin sharing with us the honor and privilege of SERvice TO MAnkind through community activities. You are encouraged to achieve your GEM Award because, as you earn this award, you will be a Good Enthusiastic Member and a valuable asset to your Sertoma club. Congratulations!

Welcome 3

It is an honor for me today to present you with this New Member Kit and your Sertoma pin. Review the kit and wear your pin proudly. We are proud of you as a new member, and we want you to show your pride in this Sertoma club. Our sponsorships speak to community support. We encourage you to be involved in these things. Our fundraisers are not only important to the life of our club; they are fun. We encourage you to be active in these activities. Our Sertoma awards are important. We will encourage you to achieve these also. Welcome to our club! Welcome to Sertoma.

Club Officer Installation

Preliminaries

The new District Governor or his or her designated representative should formally install newly elected officers. The installation should be a special event arranged for this purpose, usually at the club's annual inaugural banquet. Members should be encouraged to invite spouses and guests. The incoming club president, in concert with the incumbent president, should coordinate the installation ceremony. The installation can be done anytime following the elections, but not later than the first month of the new administrative year.

Opening

Another year has passed. We have gathered here today for two important purposes. First, as a family, we are celebrating the successful completion of a year of SERvice TO MAnkind. Second, the transfer of power to a new leadership team is a time-honored tradition to which we become this year's witnesses. Your Sertoma club is on the threshold of a new beginning.

To those of you who on this day retire as leaders of this club, we extend our sincere gratitude with this special tribute. I ask you all to join me in a round of applause for (list those who are retiring). We now prepare for the future. I would like to call forward the club's directors.

Directors

Along with the officers, you are hereby given the responsibilities normally assigned to the governing body. It is essential that you carry out those specific duties traditionally assigned to your office, as well as those duties, which may be delegated to you by the president.

As a member of the board of directors, it is important that you prepare yourself for and attend board meetings. Matters of policy coming before the board are yours for consideration. Further, you are responsible for all actions regarding the admission and deletion of members. It is also your duty to ensure that this club functions with fiscal responsibility. Be vigilant in all club matters. (Call forward the sergeant-at-arms.)

Sergeant-at-Arms

Your duties are many and varied. Primarily, you are to preserve order at club meetings and assist the president as directed. In your custody is placed all club property, to include the gong, gavel, banners and badges. A good sergeant-at-arms is a tremendous asset to a club. Attend to those courtesy duties, which are traditional. Make sure each member has a proper badge; new members are to be properly and warmly greeted. Guests and prospects are to be made to feel at home. Ensure that all meetings are conducted with decorum. (Call forward the treasurer.)

Treasurer

Your primary responsibilities are to receive, deposit, disperse and account for all monies of your club in accordance with the policies of your club and directives of the board of directors. At each meeting of the board, it is your duty to present regular written reports regarding club finances, to include a status report on delinquent dues. It is also recommended that you submit for consideration and approval a report on accounts payable. Another major responsibility is the preparation and administration of the club budget. Your assignment also calls for you to advise the board of directors on all such matters. This fiduciary trust is one,

which you cannot abrogate. (Call forward the secretary.)

Secretary

It is your responsibility to prepare, maintain and keep safe all official records of the club. Your position is exacting and one of great responsibility. Your duties are not easy. Record keeping can be time consuming. Official reports, correspondence, accurate records and proper maintenance of the club membership roster are the primary sources of information about your club.

Preparing and filing all reports is one of your duties. Make sure they are submitted in a timely fashion. Individual member records are important. You will be required to also maintain records pertaining to attendance and incentives. From time-to-time, your board will require of you the presentation of special reports, which it is your duty to submit. Ensure the proper handling of all correspondence. In addition, you are the direct link between your club, the District, the Region and Sertoma. (Call forward the vice presidents.)

Club Vice President(s)

You have been selected for an important office at the club level. As assistants to the president, it will be your responsibility to ensure that the club's three primary committees (membership, programs, and sponsorships) carry forward an aggressive agenda leading to success. From time-to-time, your president or the board of directors may assign to you special tasks that it will be your pleasure to perform with expediency. As a member of the executive committee, your counsel and leadership will be vital to the success of the club. (Call forward the president elect.)

Club President Elect

You have been chosen as the president elect of your club. This is indeed a special honor. It is an important responsibility, which should not be taken lightly. As president elect, you will have an opportunity to study carefully the leadership technique, sponsorships and programs, and traditions of your club during the next full year. As such, you will have time to prepare yourself for the mission you will embark upon next July as the future president of your club. In this year, work closely with the current president. Assist whenever and however possible. You will preside at club meetings in the absence of the president. Yours, therefore, is a year for planning and preparation. (Call forward the chairman of the board.)

Chairman of the Board

As chairman of the board it is your responsibility to see that regular meetings are held, and you should conduct the board meetings in a very business-like manner. It is your responsibility to work closely with the president in developing the agenda for each meeting of the board. One of your many duties is to see that the members of your board of directors support your president in all club projects. As chairman of the board, and because of your experience, you should be of great assistance to your president. (Call forward the new president.)

President

You have been selected president of your club, and upon your shoulders has fallen the mantle of leadership. It is to you that your club looks for leadership. You cannot or should not do all of the work yourself.

Your ability to designate capable leaders to be chairpersons and to delegate the work to the officers, directors and committees will be the key to your success. It is your responsibility to organize, lead, suggest and inspire, by

guiding the club with a firm hand, looking always to the welfare and success of the club to which you have been elected.

Installation Challenge

Sertoma leaders: When your club was formed, it was created with high ideals. It was established to promote the purposes of Sertoma and all that it symbolizes; to accelerate active interest in good government; to plan and participate in needed community service activities; to promote patriotism; to help develop friendship and understanding toward people throughout the world; and, to the maximum extent of your ability, both personally and as Sertomans, to encourage all activities and measures that contribute to a better future for mankind.

Never in history has the active participation of informed citizens been so necessary to a way of life, progress, even our very existence. There is a growing need for vigorous action by people through the teamwork of Sertoma clubs. We may not always agree as to what is planned and what happens, but we must take part. No one can sit in the grandstand while things are being planned, decided and accomplished.

On behalf of your members, your predecessors and the leadership of Sertoma, I challenge each of you as officers and directors of the (name of the Sertoma club) to provide the leadership, inspiration and initiative necessary to maintain your club's position in the community.

With this challenge to you and the privilege granted to me by your members and Sertoma, I hereby declare each of you officially installed in your respective offices. Best wishes for a most successful year.

Sertoma Convention Banquets

Many Sertoma clubs host a banquet during the Regional or District convention. Once the date, time and location have been chosen, you need to focus on the details. The following checklist has been developed to help ensure that your event is successful.

Keep in mind that every event is different and unique, so additional items may apply to your function.

Demographics/Purpose of Event

What is the age, gender, profession and level of sophistication of attendees & guests?

Find out if there are any special dietary requirements (vegetarian, vegan, kosher, diabetic, etc.).

What is the purpose of the event?

Do you want to foster networking or is the focus entertainment or a guest speaker?

Would a plated meal or buffet be more appropriate?

Will food stations promote people moving throughout the room and networking?

Should food be passed so that attendees focus on exhibits or one another instead of food stations?

Does the function have a theme?

How will it impact the food and décor?

Are there any sponsorships that require the use of certain food or beverage items, such as Coke vs. Pepsi, specific brands of snacks, or donated items?

Is your guarantee based on history or is this a new event?

Is the function included in the registration cost or do people have to pay to attend the function?
Are exhibitors included in the count?

Equipment and Inventory

What is the facility's inventory of tables and chairs? (Eight people can be seated comfortably at a 60-inch round, nine at a 66-inch round, 10 at a 72-inch round.)

What are the choices for cocktail tables – high boys, 30-inch rounds, 48-inch rounds?

What are the linen options? Colors and patterns? Overlays? Floor length or double-clothed to cover table legs for the rounds?

Does the property have any upgraded linens available at an additional cost, such as tablecloths, napkins and/or chair covers?

What is available free of charge for centerpieces and general decorations (buffet pieces, backdrops, props, carts, foliage for stage or perimeter)?

Determine what is standard and the pricing for any upgrades, and negotiate from there.

What is the attire for wait staff and captains?

Will the facility provide staff members with specialty attire that fits your theme (Hawaiian shirts, etc.)? If not, will you be allowed to provide it?

What is the general equipment inventory – easels, risers, standing lecterns, sound systems and piped-in music and associated costs, if any?

If the location of the function is a restaurant or lounge in the venue, are you using existing seating or is there a furniture removal fee?

Menu Selection

What are the house or regional specialties – dishes that may not appear on its standard banquet menus?

Inquire about seasonal items that may provide a cost savings and add the benefit of freshness and taste.

Ask to review the menu selections of other groups in-house at the same time. There may be a cost savings in ordering some or all of the same items.

What is produced in-house versus purchased? Some properties no longer have pastry kitchens, for example.

Are some menu items frozen? Keep in mind that they will take time to defrost if you need to reorder during a function.

Do a tasting once you have narrowed down the options for your event. Take photos of the dishes during the tasting or have the chef provide pictures.

Require labeling on all buffet items.

Review your sponsorship opportunities at each meal – donated products, recognition of sponsors through chocolate logos, etc.

Food Service

If the function is being held at an outdoor or remote location (not near the kitchen, for example), what area will be used for staging and service? How will it be blocked off (if it is not the back of the house or an unused function room)? Where will the servers enter? Will it interfere with the production equipment? Is there a fee for using an outdoor or remote location?

Are there union issues that might impact services or create overtime issues due to the programming or length of the function?

What is the service ratio – number of waiters to guests?

For sit-down or plated meals, the recommendations are one waitperson per 25 guests at breakfast, one per 20 at lunch or dinner. If wine is served, you may need to change the ratio to one per 15. For buffet meals – one waitperson per 50 guests at breakfast, one per 30 guests at lunch and dinner is recommended.

What items are typically pre-set on the tables?

If service time is an issue based on your program, ensure that any pre-set courses are appropriate to be pre-set. Do not pre-set hot soup or ice cream, for example.

What is the property or caterer's policies on overset, guarantee period and increases in guarantees?

What are the tax and service charge amounts? Is the service charge taxed? Are there additional taxes on any items such as alcohol or soft drinks?

If the event is taking place at a convention center, is the china/silver/glassware included in the cost or is there an additional charge for these items?

Does the facility charge for seating for a continental breakfast or rolled silverware at a buffet-style continental breakfast?

Is there a minimum number of attendees for certain meal types, such as buffets?

Ask about per-gallon versus per-person pricing on coffee. Some venues no longer allow a per-person price or enforce a minimum guarantee. Can any of these things be negotiated?

Beverage Service

What is the bartender ratio – number of bartenders to guests? Recommendations are one bartender for every 75 people on hosted bars and one per 100 on cash bars.

Will it be a hosted bar, cash bar or combination of both, in which attendees receive a set number of drink tickets and then pay for their own after those are used?

For cash bars, will the bartender handle the money or is a cashier required?

Are you serving beer and wine only? Premium or call brands?

Ask if there is any dead stock wine (wine no longer on the standard list, but available in lower quantities) that may be cheaper.

Does the bar need to open and close at certain times? Will it remain open during the meal service, for instance, or reopen afterwards?

Will wine be served at the tables? Will there be a limited number of bottles per table or glasses per person? After the first glass of wine, servers should ask guest if they would like more wine rather than just pouring.

Does the facility set both red and white wine glasses on the table or just one glass? Is the wine served in goblets or standard wine glasses? This will help you determine the number of glasses per bottle.

Don't announce last call before the bar closes.

Function Timeline

Give the property, in advance, an agenda of the events taking place during the function – national anthem or flag presentation, invocation, speaker, awards, music (dance music or background music), etc.

Do the servers need to leave the room or stop service/clearing at any time?

Is a rehearsal time required?

Are the guests in-house or will they be driving to the facility? Determine the needs and location for a coat check. Is valet parking available? Who pays for it?

In order to determine what time the doors will open, ask how long it will take to seat people. How will guests be directed to their tables? Do you want the staff to wait to serve a full table or begin service when attendees sit down?

Ask the property to produce a diagram of the room based on your requirements.

Relay your plans for assigned seating or open seating. Will you be using place cards? Do you need table numbers and/or number stands?

Coordinate reserved seating and head tables. Will people be eating at the head table or will dignitaries take their places from reserved tables after the meal?

If meal tickets will be used, determine who will collect them (group or facility) and whether the collection will take place at the door or at the table.

Are there printed programs or gift items to be set out? Who will handle it?

Have the centerpieces been ordered? For the head table, too? Coordinate with the florist the time that the wait staff will have the tables set and linens in place.

Will you serve coffee while the entrée is down and refill with dessert? Should pots be placed on the table for guests during after-dinner speaker or awards?

How will guests with special meal requests be identified? With a special ticket or by asking the wait staff?

Identify the tables and seats of VIPs, any special requirements and their time of arrival if different from the main group.

Is the band/entertainment aware of the schedule of events? Does the band need to take a break at certain times for coordination of service of meal courses?

If you will be eating, ask to be served last so that you will be able to gauge the time the last guest was served, if the venue ran out of food, the temperature of the food and whether everyone is on the same course.

U.S. Flag Protocol

The flag of the United States of America should be at the center and at the highest point of the group when a number of flags of states or localities or pennants of societies are grouped and displayed from staffs.

When flags of states, cities or localities or pennants of societies are flown on the same halyard with the United States, the latter should always be at the peak. When the flags are flown from adjacent staffs, the flag of the United States should be hoisted first and lowered last. No such flag or pennant may be placed above the flag of the United States or to the United States flag's right.

When flags of two or more nations are displayed, they are to be flown from separate staffs of the same height. The flags should be of approximately equal size. International usage forbids the display of the flag of one nation above that of another nation in time of peace.

When used on a speaker's platform, the flag, if displayed flat, should be displayed above and behind the speaker. When displayed from a staff in a church or public auditorium, the flag of the

United States of America should hold the position of superior prominence, in advance of the audience and in the position of honor at the clergyman's or speaker's right as he or she faces the audience. Any other flag so displayed should be placed on the left of the clergyman or speaker or to the right of the audience.

No disrespect should be shown the flag of the United States of America. The flag should not be dipped to any person or thing. Regimental colors, state flags, the organization or institutional flags are to be dipped as a mark of honor. The flag should never touch anything beneath it, such as the ground, the floor, water or merchandise. The flag should never be carried flat or horizontally, but always soft and free. The flag should never be used as wearing apparel, bedding or drapery. It should never be festooned, drawn back, nor up, in folds, but always allowed to fall free. Bunting of blue, white and red may be used for covering a speaker's desk, draping the front of the platform and for decoration in general.

During the ceremony of hoisting or lowering the flag or when the flag is passing in a parade or in review, all persons present, except those in uniform, should face the flag and stand at attention with the right hand over the heart. Those present in uniform should render the military salute. When not in uniform, men should remove their headdress with their right hand and hold it at the left shoulder, the hand being over the heart. Aliens should stand at attention. The salute to the flag in a moving column should be rendered at the moment the flag passes.

During rendition of the national anthem when the flag is displayed, all present, except those in uniform, should stand at attention facing the flag with the right hand over the heart. Men not in uniform should remove their headdress with their right hand and hold it at the left shoulder, the hand being over the heart. Persons in uniform should render the military salute at the first note of the anthem and retain this position until the last note. When the flag is not displayed, those present should face toward the music and act in the same manner they would if the flag were displayed there.

Pledge of allegiance to the flag should be rendered by standing at attention, facing the flag with the right hand over the heart. When not in uniform, men should remove their headdress with their right hand and hold it at the left shoulder, the hand being over the heart. Persons in uniform should remain silent, face the flag and render the military salute.

When the flag of the United States is displayed from a staff projecting horizontally or at an angle from the windowsill, balcony or front of a building, the union of the flag should be placed at the peak of the staff unless the flag is at half-staff. When the flag is suspended over a sidewalk from a rope extending from a house to a pole at the edge of the sidewalk, the flag should be hoisted out, union first, from the building.

When displayed either horizontally or vertically against a wall, the union should be uppermost and to the flag's own right, that is, to the observer's left. When displayed in a window, the flag should be displayed in the same way, with the union or blue field to the left of the observer in the street.

The flag, when carried in a procession with another flag or flags, should be either on the marching

right; that is, the flag's own right, or, if there is a line of other flags, in front of the center of the line.

The flag should not be draped over the hood, top, sides or back of a vehicle or a railroad train or a boat. When the flag is displayed on a motorcar, the staff shall be fixed firmly to the chassis or clamped on the right fender.

No other flag or pennant should be placed above, or if on the same level, to the right of the flag of the United States of America.

SERTOMA CLUB LEGAL & TAX STATUS ISSUES

Incorporation

It is imperative that each Sertoma club incorporates for the protection of its members. It is comparatively simple to form a nonprofit corporation in most states, and a lawyer member of the club will be glad to draw up the papers.

A Sertoma Club, will incorporate, under the name designated in its charter, such as ‘Sertoma Club of...’ and such Club shall agree, as a condition precedent to incorporation, that it will, as an incorporated body, abide by requirements of Charter.

Notification of incorporation is to be given to the Executive Director at Sertoma Headquarters for the permanent record.

Internal Revenue Service Tax Status

It is important to understand that Sertoma and its clubs hold dual tax status as both 501(c)(4) and 501(c)(3) organization. This is an important issue, as one of the primary responsibilities of both Division and club leadership is protecting the tax status of the clubs. The following is a brief explanation of the tax status of Sertoma, and its clubs.

Sertoma holds an incorporated 501(c)(3) tax status under the name of Sertoma. This status is provided to organizations that are exempt from federal income tax for charitable purposes. Donations made this type of entity are considered tax deductible to the fullest extent of the law. They may, if they desire, establish a fund, separate and apart from their other funds, exclusively for religious, charitable, scientific, literary or educational purposes, fostering national or international amateur sports competitions, or for the prevention of cruelty to children or animals. These funds must be organized in such a manner to prohibit the use of the organization’s funds upon dissolution, or otherwise, for the general purposes of the organization creating it.

Sertoma extends this exemption to all clubs in good standing. Each year, Headquarters provides the IRS a specific list of clubs that have the privilege to operate under this umbrella. To qualify beyond being in good standing, each club must have a EIN number registered with the IRS. This number must also be reported to Sertoma Headquarters. The Finance Department at Headquarters can assist you in acquiring these numbers.

It is important to keep in mind that much of the revenue generated through fundraising events is not tax deductible as a charitable contribution. Clubs should be aware of those limitations and the reporting requirements when they accept gifts that individuals will declare as deductible on their tax returns. If you have specific questions or concerns, your Sertoma Headquarters staff is available to help.



Sertoma Insurance Program

Sertoma is pleased to present your Lockton Companies Team. Insurance professionals are just a phone call away. Please do not hesitate to call for direction and assistance regarding our new insurance program.

Coverage questions: **Terri McClaskey, AVP** **(816) 960-9241 direct phone**
 Account Executive **(816) 783-9241 direct fax**
 E-mail address tmclaskey@lockton.com

Peggy Henley, VP **(816) 960-9026 direct phone**
 Unit Manager
 E mail address phenley@lockton.com

Main office: **Lockton Companies**
 444 W 47th St, Ste 900
 Kansas City, MO 64112
 (816) 960-9000

Sertoma insurance program includes the following:

General Liability Insurance – Philadelphia Insurance - Policy #PHPK342710
Hired & Non Owned Automobile Liability - Philadelphia Insurance - Policy #PHPK342710
Employee Dishonesty Coverage (volunteers are defined as employees) Philadelphia Insurance - Policy #PHPK342710
Umbrella Liability - Philadelphia Insurance - Policy #HUB249520

Who Is Insured?

Sertoma, Inc (including former names of Sertoma International and Sertoma Foundation)
Their clubs, districts, regions, chapters, Serteen, Collegiate clubs
Sertoma Canada

Club members and volunteers are also insured's when involved in Sertoma activities.

General Liability – Coverage outline

The Limits of Liability are:

\$1,000,000	each occurrence (Bodily Injury and Property Damage)
\$2,000,000	Annual aggregate limit
\$15,000	Medical Payments coverage
\$300,000	Fire Legal liability
\$1,000,000	Hired & Non-owned Automobile Liability
\$1,000,000	Liquor Liability

Coverage basics:

Sertoma's General Liability Insurance Policy protects clubs and club members in their activities, while acting within the scope of their duties. The policy provides coverage for the insured for their liability for bodily injury and property damage arising from accidents on premise or in the course of their business operations. This Policy also provides medical payment benefits to third parties without admission of legal liability. In addition, Sertoma club members are covered for medical payments up to the policy limit, however coverage only applies while working at a Sertoma sponsored event. Medical payments will not be extended to club members if injured while attending a Sertoma club meeting, conference, convention, etc. This coverage applies either on club premises or at club events where you may be held responsible by contract for that premises.

Coverage extensions:

- Premises, Operations and Activities
- Contractual Liability
- Personal Injury Coverage
- Incidental Malpractice
- Liquor Liability including Host Liquor (except in excluded states noted below)
- Products and Completed Operations
- Broad Form Property Damage
- Fire Legal Liability
- Hired and Non-owned Automobile

COVERAGE LIMITATIONS:**Host Liquor -**

Host Liquor Liability is included when alcoholic beverages are served by others at functions incidental to your club activities.

Hired & Non Owned Automobile -

Liability for the use of automobiles (including buses and trailers) owned or leased by the named insured are not covered, but liability (not comprehensive or collision coverage) for the use of non-owned automobiles and hired automobiles is covered. If a Sertoma organization owns an automobile (or other vehicle), it must be insured separately.

Special Events –

Events and activities held throughout the year are automatically covered under your General Liability policy with the following exceptions, subject to terms, conditions and exclusions:

- The following activities require Special Event Coverage and are excluded under the General Liability policy:
 - a. Parades
 - b. Any event involving Aircraft
 - c. Motorcycle runs and automobile rallies
 - d. Fireworks
 - e. Firearms
 - f. Animals
 - g. Carnivals and fairs involving mechanical rides
 - h. Rock, Hip-Hop or Rap concerts
 - i. Events including contact sports – Contact sports are those sports where regular physical contact is expected, football, wrestling, boxing, rugby, etc.
Non-contact sports include such sports as golf, tennis, softball, baseball, basketball, cheerleading, etc.
Participants are **not** covered at any time for the sport activity; they should carry their own accident coverage.
 - j. Rodeos
 - k. Political Rallies
 - l. Any event lasting more than ten (10) days
 - m. Any event with more than 1,000 people present at any one time (volunteers do not count toward this number)
 - n. Any public event where liquor is being sold, either directly or as part of a ticket in the following states due to their state specific laws: Alabama, Alaska, District of Columbia, Hawaii, Iowa, Louisiana, New Hampshire, Vermont, & West Virginia. Additional coverage will need to be obtained elsewhere.

The club will need to submit a Special Event – General Liability Supplemental Application for all events. The Special Event – Liquor Liability Supplemental Application will also be required whenever alcohol is present. Both forms follow this section of the manual. The other events listed above may require the purchase of additional coverage as well under a separate Special Events policy. If you have any questions regarding events or the need for additional coverage please contact your Lockton representative for assistance.

Although we have attempted to list specific exclusions, other club activities may be considered unreasonably hazardous. If your club sponsors an activity that might fall within this category, you should check with Lockton Companies several weeks prior to the event for a specific determination of coverage. In doing so, you will help us to limit your exposure to personal liability.

Activities Involving Outside Contractors/Vendors – protect yourself from the liability of others:

In general, the policy applies to normal operations and activities of clubs and Divisions. It is emphasized that proper certificates of insurance must be obtained from any party who conducts or assists in conducting any activity sponsored by Sertoma. Operators of carnivals, fairs or rodeos, concessionaires or any other parties conducting functions for Sertoma must carry their own liability

insurance, and their policy should also name the club, International and division as additional-insured parties.

Additional Coverage

Professional Liability –

This coverage provides protection for the errors and omissions for which the club may be held legally liable in their work as a human service organization. The policy provides coverage in the amount of \$1,000,000 each incident and \$2,000,000 annual aggregate limit.

Employee Dishonesty Coverage -

Protection is provided up to \$250,000 for loss because of a dishonest act committed by an employee acting alone or in collusion with manifest intent to cause the insured to sustain a loss and the dishonest employee to obtain financial benefit.

Umbrella Liability -

Umbrella Liability is provided to extend your General Liability and Hired & Non owned Automobile Liability by an additional \$1,000,000 limit. This policy follows the underlying coverage and is subject to the same terms, conditions and exclusions.

Request for Certificates of Insurance

If the need for proof of insurance is requested please complete the Special Event – General Liability Supplemental Application form that is provided following these insurance pages. You can fax, or e-mail your request to Lockton as outlined on the form. The individual/organization requesting the certificate will be mailed the certificate automatically. The club will be sent a copy as long as an address, e-mail or fax is provided. Sertoma International receives a copy of all certificates issued. Before using photocopy a quantity of the blank form for your files and future use.

Requests for Certificates:

Terri McClaskey
(816) 960-9241 - direct phone line
(816) 783-9241 - direct fax line
tmclaskey@lockton.com – email address

Are We Insured?

Typical questions and answers are provided to explain coverage within this program:

- Q.** Is there coverage for fire legal liability for damage to contents of buildings, such as furniture, carpeting, fixtures, when rented to or used by Sertoma? –
A. No. Property you own or have regular access to should be covered by a property policy in the name of your club.
- Q.** Is there coverage for fire legal liability for damage to buildings rented to or used by Sertoma?
A. Yes, coverage is limited to \$300,000 please review your lease requirements and call your Lockton representatives should you need assistance.
- Q.** Are Regional, District and other Sertoma Conventions and meetings covered?
A. Yes as respects the general liability coverage outlined above. Any convention or meeting lasting ten days or more must submit the Special Event – General Liability Supplemental Application prior to the event.
- Q.** Is there any fire protection for buildings and contents owned by Sertoma?
A. No. Owned property should be protected by a property policy in the name of the club.
- Q.** Are athletic events, horse shows, picnics, parades, pancake days, dances, contests and similar activities covered?
A. You must refer to the Special events section of the insurance outline to determine the answer to this question, when in doubt call and find out!
- Q.** Is an injury or damage caused by a Sertoman assisting on a Sertoma project covered?
A. Yes, subject to the terms and conditions of the policy, coverage applies to bodily injury & property damage to others for which you are held legally liable while acting on behalf of Sertoma.

- Q.** Does coverage extend to the operation of automobiles (including buses and trailers) loaned to Sertoma organizations?
- A.** Yes, the policy provides excess and contingent coverage only. There is no comprehensive or collision coverage on such vehicles. If your club owns or leases an automobile or trailer, it will not be covered under our policy.
- Q.** Does the policy apply to food poisoning?
- A.** Yes, if Sertoma is held legally liable for the bodily injury to third parties.
- Q.** Our club owns a refreshment trailer from which we sell food and beverages at fairs, carnivals, picnics or other functions. Do we need separate liability insurance?
- A.** Coverage requirements vary by State on trailers. Please check on your State requirements as they differ based on size and weight of trailers, license requirements may not be the only factors. If you do need coverage, then you need to purchase an auto liability policy and comprehensive and collision coverage as you desire.
- Q.** Are foundations or affiliated or sponsored organizations operated or controlled by local clubs covered?
- A.** Foundations or similar organizations incorporated as separate entities must be responsible for their own insurance requirements.
- Q.** Our club sponsors a speech and hearing clinic. Are we covered for malpractice on the part of a licensed physician or nurse we would employ? Is the doctor who donates his services covered?
- A.** No. Obtain certificates of insurance from professionals doing testing and from owners of facilities and/or trailers.
- Q.** If volunteers were injured while working on behalf of Sertoma, would they automatically be covered under the medical payments?
- A.** Yes, volunteers can collect under medical payments.
- Q.** Am I covered under medical payments if I am injured while working as a “volunteer” at a Sertoma sponsored event?
- A.** Yes, club members can collect under medical payments. (This is a new coverage effective April 4, 2007.)
- Q.** Where may I receive additional information about Sertoma’s comprehensive insurance coverage?
- A.** Direct all inquiries to Lockton Companies, Terri McClaskey (816 960-9241) or Peggy Henley (816-960-9026).

The policy is designed to cover the usual and customary activities of Sertoma clubs. It does, however, exclude unusual events like those mentioned above. The policy also includes exclusions that include war, nuclear, auto, aircraft, and watercraft. Losses involving property in your care, custody or control is also excluded. All coverage is subject to the specific terms, conditions and exclusions of the policy.

This material explains the general purposes of the insurance but in no way changes or affects the policy that is actually provided through Lockton Companies.

Claims Procedure

General Information

The **prompt** and **proper** reporting of **all losses and potential claims** is the key to effective loss adjustment and the ultimate success of your insurance program.

There may be times when you are unsure if an incident that occurs requires reporting. If a situation does arise and you are unsure of what to do, you may call the Client Service Team at Lockton Companies. One of the team members will be glad to assist you.

Client Service Team Phone..... 816-960-9666
Client Service Team Fax 816-960-9608
Client Service Team E-mail..... KC-CST@lockton.com

Emergency/After Hours

PHONE: 1-800-765-9749 - there is 24 hour catastrophic loss assistance available through your program with Philadelphia Insurance Company.

ONLINE: www.phly.com

FAX: 1-800-685-9238

E-MAIL: claimreport@phlyins.com

MAIL: Philadelphia Insurance Companies

Attention: Claims Department

One Bala Plaza, Suite 100

Bala Cynwyd, PA 19004

Loss reporting instructions for General Liability

In the event of a situation that might give rise to a claim, do the following:

1. Secure first aid for the injured person, if necessary.
2. Secure name, address and telephone number of the injured person and all details of how the injury or damage occurred.
3. Secure names and addresses of any witnesses.
4. **Never make any commitment.** Obtain the facts as given to you on the situation and let injured party know that the incident will be reported for immediate action.
5. **You can never give us too much information!** Details of conversations and the attitudes of the involved parties will be of help in evaluating the situation.
6. Telephone or fax all losses to:

Client Service Team	Direct Line	816-960-9666
Lockton Companies	Main Line	816-960-9000
444 West 47th Street, Suite 900	Fax Number	816-783-9000
Kansas City, MO 64112-1906		

Any letters, bills, suit papers . . . everything received by you pertaining to a claim **must be mailed in immediately** to Lockton Companies.

Sertoma Club Loss Control Information

SERVICE CLUBS AND MEMBERS HAVE TO FIGHT FOR THEIR CAUSES

During a recent fundraising event of the ABC Service Club, Mrs. A. Smith of 123 Main Street tripped on an unsecured power cord, resulting in minor head injuries and a broken hip. Though her direct medical costs were provided for, Mrs. Smith brought separate lawsuits against the ABC Service Club and each of its members for lost wages and pain and suffering.

Even though the club carried liability insurance, the members had not properly maintained the club's incorporation, leaving them exposed to individual liabilities. Fortunately, a settlement was negotiated with the club and its insurance carrier, and the suits against the individual members were dropped.

As one member stated, "We never thought the cause we would be fighting for was protecting the future of our club and families in court – we do not plan to stop working to help our community, but we will no longer believe good intentions are enough protection."

PREVENTION IS PRICELESS

You would not want to be the club in this example, and there are numerous ways you can protect your club and members. Two of the most important are the liability insurance provided through Sertoma International and properly incorporating your club – and then maintaining the incorporation by filing the required annual reports.

Loss Prevention at Fundraising Events

We can support our sponsorships because of our ability to raise funds in our communities. This ability to conduct events is directly related to our ability to retain liability protection for our clubs and members. During the past decade, as costs for insurance have soared, so too have the requirements to maintain a policy. At the same time, coverage is no longer available for many "high risk" activities. For example, we currently cannot obtain coverage for youth programs at our International Convention. For some organizations, availability itself is an issue. We are fortunate that Sertoma International has not been as dramatically impacted by these changes as have many of our peer organizations.

It is essential that every club and member work to maximize our protection by limiting losses during club fundraisers and activities. The insurance carrier, even if it does not lead to a claim being paid, tracks every report of an incident. The frequency of reported incidents and claims has a significant impact on our policy costs, even if the dollar amount of claims paid is relatively low.

We are working closely with our carrier to ensure that we manage our costs and protect our coverage. At the recommendation of our carrier, we will be increasing our education efforts to help our clubs better manage the risks associated with fundraising events.

Great Food, Cold Drinks, Good Times, Big Problems

Whether directly, or through outside contractors and vendors, it is critical that your club is prepared when hosting an event that serves food and beverage or provides other entertainment. There are numerous issues that can evolve into a claim against your club. Some potential claims include tainted food, personal injury, inadequate security, poor crowd control and product liability.

In reviewing our incident record we see many of these issues, but the most common is personal injury in the form of a "slip and fall." So how do we protect ourselves and limit accidents from occurring?

Little Acts, Big Solutions

We may not be able to prevent every accident, but many can be avoided by systematically making sure that the event is as safe as possible. It begins with an initial inspection of your site, but there are several other steps you should take to maximize your protection.

- **Appoint a Risk Management Chair:** It is important to assign a member who will be responsible for safety issues before and during your event. This person does not need to have formal safety training, but should have an understanding of the issues, as well as the authority to correct conditions impacting public safety. During the event the chair and his/her assistants should

constantly monitor and correct potential problems, such as wet floors and keeping exits clear. In most communities, your police, fire and health departments will be willing to help your chair perform an evaluation of your public safety issues.

- **Develop a Comprehensive Checklist:** Most events are more than one-time activities, so take the time to develop a safety checklist for each event. This is an important tool for volunteers to ensure no area is overlooked. The list should be a working document that records the results of your inspections and risk prevention efforts. This is important information should an incident or claim occur. Accidents do happen, but there should never be a concern of negligence on the part of your club. A generic checklist can be found at the end of this section or at www.sertoma.org.
- **Complete an Incident Report:** The Incident includes the date; time; name, address and contact numbers of the “wronged party”; the club’s and/or medical personnel’s description of the incident and the location where it occurred; follow-up by the club; and the name of the club member/medical personnel who completed the Incident Report. It is suggested that you document *all* incidents, no matter how minor they are perceived to be, *for your records* (do not send these reports to Headquarters or to the insurance company). *Example:* A year after an event, there was serious injury claimed by a Ferris wheel rider during the event. The event director was able to avoid a lawsuit by referring to the original Incident Report that listed every person, even to the number of Band Aids distributed. Thus, the event personnel would have completed an Incident Report for serious injury of the type claimed. Clearly, the lawsuit was dropped. A generic incident report can be found at the end of this section or at www.sertoma.org.
- **Obtain proof of licenses and insurance from vendors:** Not all states require licenses for vendors or contactors, but if your state does, make sure that they have current and valid licenses. You should have a copy in your safety file. In addition, you should require a certificate of insurance verifying proof of appropriate coverage. The dollar amount of the coverage should be as high as Sertoma International’s coverage (currently \$2 million). Again, keep this certificate on file permanently in case a claim is filed months or even years after an event.
- **Vendors should sign an Indemnification Agreement:** All vendors should sign an Indemnification Agreement or Hold Harmless Agreement in favor of your club. Most claims will be filed on the theory of joint and several liability. This means that the plaintiff will try to recover from as many sources as possible. If a vendor sells tainted food or does not clean up a spill that results in a fall, you will be held liable unless you have a properly executed Indemnification Agreement that assures any financial loss is borne exclusively by the vendor. A sample indemnification agreement can be found at the end of this section or on the Sertoma Web site, www.sertoma.org.

PRESERVE YOUR PUBLIC IMAGE

Your fundraising activities do more than just raise important and needed funds. They should also be key avenues to raise public awareness of Sertoma in your community. Your ability to manage risk and assure that issues of public protection are handled in a competent and professional manner are important elements of building positive public awareness of your club and event.

(We wish to thank American International Group, Inc. (AIG) and Charles Morgan of Safety Resources, LLC, for providing source material.)

Sertoma and its Subsidiaries Insurance Forms

1. Special Event – General Liability Supplemental Application
2. Special Event – Liquor Liability Supplemental Application
3. Sertoma Club Incident Report - Special Events
4. Sertoma Club Indemnification Agreement - Special Event
5. Sertoma Club Comprehensive Safety Checklist – Special Event



Sertoma and its Subsidiaries
Special Events – General Liability Supplemental Application



Lockton Companies
Attn: Terri McClaskey
444 West 47th Street, Suite 900
Kansas City, MO 64112

Fax: (816) 783-9241
Phone: (816) 960-9241
E-mail: Tmclaskey@lockton.com

1. Name of Event: _____

2. Date(s)/Time: _____

3. Detailed Description: _____

4. Location where event is held: _____

5. Number of attendees: Maximum at one time: _____ Total during event: _____

6. Net revenue generated: _____

7. Number of volunteers: Sertomans: _____ Non-Sertomans: _____ Total _____

8. Is a sporting activity being played? Yes No

If Yes: Which sport? _____

Are participants required to sign a waiver? Yes No

Do participants have to show proof of personal health insurance? Yes No (participants are excluded under standard CGL)

Are lifeguards on duty? Yes No Are they hired by the club at place event is being held? Yes No

Are they lifeguard certified? Yes No C.P.R. trained? Yes No

9. Is alcohol being served? Yes No

If yes: The club must fill out the Special Events – Liquor Liability Supplemental application on the next page.

10. Name/Address of individual or organization requesting proof of insurance, include their interest in event:

Name: _____

Address: _____

Preferred delivery method for certificate: Mail Fax _____

E-mail _____

Individual or Organization needs to be named as additional insured: Yes No

Do we need to provide a certificate of insurance? Yes No By Date: _____

If you have more than one individual/organization requesting a certificate, please include those on an additional piece of paper.

11. Club Name/Address/Member Contact/Phone/E-mail:

Club Name: _____

Member Name: _____

Address: _____

Phone: _____ E-mail _____

12. Preferred delivery to club: Mail E-mail _____

Fax () _____ Attn: _____

The individual/organization requesting the certificate will be sent the certificate automatically. The club will be sent a copy as long as an address, e-mail or fax is provided. Sertoma International receives a copy of all certificates issued.

**SERTOMA CLUB
INCIDENT REPORT - SPECIAL EVENT**

Name: _____ Date: _____ Time: _____

Address:

Street	City	State	Zip
--------	------	-------	-----

Day Phone: _____ Evening Phone: _____

Club Member/EMT Description of Incident and Location: _____

Follow Up by Club: _____

Additional Notes: _____

Name of Club Member/EMT Completing Report: _____

**SERTOMA CLUB
INDEMNIFICATION AGREEMENT – SPECIAL EVENT**

FOR GOOD AND VALUABLE CONSIDERATION, the receipt and adequacy of which is acknowledged, the undersigned, _____ (name), of _____ (address), hereafter referred to as "**Vendor**," agrees to indemnify, defend and hold free and harmless, the _____ **Sertoma Club**, _____ (address), hereafter referred to as "**Club**," and each of its members, agents, servants, employees, officers, and directors, from and against any and all actions, claims, liabilities, assertions of liability, losses, costs, and expenses including, but not limited to, attorney fees, reasonable investigative and discovery costs, and court costs, which in any manner may arise or be alleged to have arisen, or resulted, or alleged to have resulted, from the presence, activities, promotions, and/or business of any nature or otherwise of the **Vendor**, and the **Vendor's** agents, servants or employees, on or adjacent to the premises at which the special event known as _____ and located at _____ is being conducted, with said indemnification to include and not be limited to, claims or claims for bodily injury or death of persons, and for loss of or damage to property, including claims or loss by the **Vendor** or the **Vendor's** agents, servants, and employees.

The **Vendor** has executed this Agreement on _____ (date).

"Vendor"

Vendor Name

WITNESS:

By: _____
Vendor Representative

Name

Title: _____
Title

SERTOMA CLUB COMPREHENSIVE SAFETY CHECKLIST – SPECIAL EVENT
--

FACILITY CHECKS

YES NO

- | | | |
|--------------------------|--------------------------|---|
| <input type="checkbox"/> | <input type="checkbox"/> | Is size of facility adequate for anticipated turnout? |
| <input type="checkbox"/> | <input type="checkbox"/> | Are food or beverages being served? If subcontracted, refer to Vendor/Co-sponsor section. |
| <input type="checkbox"/> | <input type="checkbox"/> | Is facility accessible to the disabled? |
| <input type="checkbox"/> | <input type="checkbox"/> | Are sanitary facilities sufficient? |
| <input type="checkbox"/> | <input type="checkbox"/> | Are sanitary facilities accessible to the disabled? |
| <input type="checkbox"/> | <input type="checkbox"/> | Are there sufficient means of egress for the disabled? |
| <input type="checkbox"/> | <input type="checkbox"/> | Does egress comply with requirements of NFPA 101? |
| <input type="checkbox"/> | <input type="checkbox"/> | Is there emergency lighting? |
| <input type="checkbox"/> | <input type="checkbox"/> | Are there any special hazards to consider due to unique aspects of the building? |
| <input type="checkbox"/> | <input type="checkbox"/> | Does maintenance appear to be adequate? |
| <input type="checkbox"/> | <input type="checkbox"/> | Does flooring appear to be slippery when wet? |
| <input type="checkbox"/> | <input type="checkbox"/> | Are changes in elevation adequately marked? |

PARKING FACILITY CHECKS

- | | | |
|--------------------------|--------------------------|--|
| <input type="checkbox"/> | <input type="checkbox"/> | Is parking adequate? |
| <input type="checkbox"/> | <input type="checkbox"/> | Will there be valet parking? If subcontracted, refer to Vendor/Co-sponsor section. |
| <input type="checkbox"/> | <input type="checkbox"/> | If valet parking is provided, are MVR reports obtained on all employees? |
| <input type="checkbox"/> | <input type="checkbox"/> | If parking garage will be used, is it adequately lighted? |

VENDOR/CO-SPONSOR CHECKS

- | | | |
|--------------------------|--------------------------|--|
| <input type="checkbox"/> | <input type="checkbox"/> | If alcohol is to be served, have bartenders been trained in the TIPS Program? |
| <input type="checkbox"/> | <input type="checkbox"/> | Have vendor certificates of liability insurance been obtained from all vendors? |
| <input type="checkbox"/> | <input type="checkbox"/> | Is there a mechanism for keeping vendor certificates on file in the event of long tail claims? |
| <input type="checkbox"/> | <input type="checkbox"/> | Are vendor limits of liability adequate? |
| <input type="checkbox"/> | <input type="checkbox"/> | Has verification of all vendor state licenses been completed? |
| <input type="checkbox"/> | <input type="checkbox"/> | Has a hold harmless agreement been executed and signed by all vendors? |
| <input type="checkbox"/> | <input type="checkbox"/> | Are there co-sponsors participating in the event? |
| <input type="checkbox"/> | <input type="checkbox"/> | Are the co-sponsors adequately insured? |

SECURITY CHECKS

- | | | |
|--------------------------|--------------------------|--|
| <input type="checkbox"/> | <input type="checkbox"/> | Is there a uniformed security service for crowd control? |
| <input type="checkbox"/> | <input type="checkbox"/> | Is the security service properly licensed? |
| <input type="checkbox"/> | <input type="checkbox"/> | Has the local police department been advised of the event? |
| <input type="checkbox"/> | <input type="checkbox"/> | Is there a contingency emergency response plan in effect? |
| <input type="checkbox"/> | <input type="checkbox"/> | Is the staff adequately trained in all aspects of special events management? |
| <input type="checkbox"/> | <input type="checkbox"/> | Is the property properly alarmed with a central station connection? |
| <input type="checkbox"/> | <input type="checkbox"/> | Is the property adequately secured against intruders? |

FIRST AID CHECKS

- | | | |
|--------------------------|--------------------------|---|
| <input type="checkbox"/> | <input type="checkbox"/> | Is someone on staff trained in CPR? |
| <input type="checkbox"/> | <input type="checkbox"/> | Are there sufficient numbers of first aid kits onsite? |
| <input type="checkbox"/> | <input type="checkbox"/> | Are there latex gloves or other means of avoiding contamination from bloodborne pathogens in the event first aid is required? |
| <input type="checkbox"/> | <input type="checkbox"/> | Is there an external automated defibrillator available, if necessary? |
| <input type="checkbox"/> | <input type="checkbox"/> | Is someone on staff trained in the use of an automated defibrillator? |

FIRE SAFETY CHECKS

- | | | |
|--------------------------|--------------------------|---|
| <input type="checkbox"/> | <input type="checkbox"/> | Are schematics available indicating alternate routes of escape? |
| <input type="checkbox"/> | <input type="checkbox"/> | Are there smoke detectors? |
| <input type="checkbox"/> | <input type="checkbox"/> | Are there call boxes in the event of fire? |
| <input type="checkbox"/> | <input type="checkbox"/> | Has the fire department been advised of the event? |

- What is the response time?
- Is there sufficient water supply?
- Is the fire department connection capped and well maintained?
- Does the facility have sprinklers?
- Are the stairwells equipped with fire doors with a two-hour rating?
- Is the building fire-resistive?
- Are there fire escapes?

OUTDOOR CHECKS

- Is there a means of protection in the event of precipitation?
- Is there shade in the event of intense sun?
- Is terrain sufficiently flat and level?
- Is a rain date scheduled in the event of cancellation?
- Is the area sufficiently secure?
- Is the area accessible by the disabled?
- Is the area accessible by emergency vehicles?
- Is the lighting adequate?

Additional Comments: _____

Completed By: Name _____ Title _____
 Organization _____ Date _____

We wish to thank American International Group, Inc. (AIG) and Charles Morgan of Safety Resources, LLC, for providing source material for this checklist.

The information and suggestions contained in this checklist have been developed from sources believed to be reliable. However, the accuracy and correctness of such materials and information has not been verified. Sertoma International makes no warranties either express or implied nor accepts any legal responsibility for the correctness or completeness of this material or its application to specific regulations. This information should not be construed as business, risk management, or legal advice or legal opinion.

PARLIAMENTARY PROCEDURE

Parliamentary procedure is of great importance to service organizations and to many volunteers as well. For one thing, parliamentary procedure helps make every moment productive. It encourages getting to the heart of the matter under consideration. Parliamentary law is simply the courteous way of discouraging the irrelevant while giving everyone the opportunity to be heard. There are three basic reasons for parliamentary rules:

- To establish orderly procedure
- To protect the opinion of the minority
- To express the will of the majority

In Sertoma, the immediate past president is chairman of the board and typically presides at board of directors meetings, and the president presides at club meetings. Since most of the club's business is transacted at board meetings, parliamentary procedure should be studied with board meetings in mind. By using parliamentary procedures, the presiding officer will have more efficient and productive meetings.

Tips for the Presiding Officer

The presiding officer should not debate motions while presiding; he or she should preside with impartiality.

The ability of the chairman to vote should be defined in the bylaws. If not otherwise restricted, the chairman can vote with the assembly when a vote is determined by ballot. The chair must vote at the same time as the rest of the assembly unless otherwise approved by the voting members of the assembly. In all other cases, the chair may vote when his or her vote would change the result.

At board meetings, a member may remain seated and raise his or her hand to be recognized. At other times, the member must stand and identify himself or herself to be recognized. It is the chairman's responsibility to recognize those who wish to address the group. The chair does this by saying, "*The chairman recognizes (name),*" or something like, "*The chairman recognizes the member in the first row.*" The chairman repeats a motion that has been made and seconded. This helps assure that the motion is understood and properly recorded. Debatable motions may be debated only after having been made, seconded and stated (repeated) by the chairman.

The chairman is responsible for maintaining order and conducting meetings with proper decorum. The chairman may remain seated at board meetings; otherwise he or she should stand when:

- Opening a meeting
- Welcoming or introducing guests or officials
- Putting motions to a vote
- Formally addressing the assembly
- Answering points of order, parliamentary inquiries, appeals from decisions, etc.
- Seeking to better control the proceedings
- Declaring the meeting adjourned

The gavel should be used sparingly (one rap at a time) and only to:

- a. Call a meeting to order
- b. Maintain or restore order
- c. Give to someone temporarily acting as chairman
- d. Give to his or her successor in office

How to Manage Meetings

The use of parliamentary procedures in a meeting can significantly reduce the length of the meeting, as well as the degree of friction associated with meetings that encounter strong minority opinions. If implemented correctly, the following principles based on *Robert's Rules of Order Newly Revised*, should significantly increase the productivity of your meetings.

Motions

Members never “make a motion.” A motion begins with a member *moving* that something be done. If the motion is recorded and the chairman repeats the motion, then the assembly has a motion to consider. The assembly has technically “made a motion.” A member can only offer an item of business – he or she cannot make a motion.

How many motions can be on the floor at the same time? If you said one, you obviously have some knowledge of parliamentary law, but you didn't read the question carefully enough. Although there can only be one main motion on the floor at one time, there are almost limitless possibilities to having several privileged, subsidiary or incidental motions on the floor at the same time as long as they follow the order of precedence (pronounced pre-ceed-ence).

Seconding the Motion

The purpose of seconding a motion is to ensure to the body or assembly that at least two people believe the action should be considered. It is improper to second a motion if you don't agree with what is being offered. Let the motion die unless you want a vote recorded on the issue. According to *Robert's Rules of Order Newly Revised*, once a member has debated the motion, the member has in effect seconded the motion. It would then be improper for the chairman to rule the motion out of order.

Results of a Vote

It's not uncommon, particularly in committee meetings, for the presiding officer to announce, “All those in favor of the motion, say ‘aye.’ All those opposed, same sign.” This is, however, an incorrect usage. The chairperson is required to announce the results of the vote. This is possible only when he or she takes the vote in a method that clearly distinguishes the affirmation vote from the opposition vote, such as “yes” and “no” or “aye” and “nay.”

Stopping Debate

What does it mean when someone in the assembly or body shouts out “question” or “call for the question?” All it means is that the person who shouts “question” is ready to vote. The chairman does not have to recognize the member, who is actually out of order. If the member obtains the floor properly and then moves the previous question and the motion is seconded, then the chairman has a properly constituted motion that is not debatable under parliamentary procedure,

and the presiding officer is required to take a vote.

To actually adopt or pass a motion to cease debate, the motion must receive a two-thirds vote. Stopping debate removes a right reserved to the members and, therefore, requires more than just a majority. If two thirds of the members are either finished debating or do not want to hear further debate, then they can cease debate with the adoption of the motion. The presiding officer, however, can offer that he or she believes members are ready to vote and, without objection by the members, can proceed with taking a vote. Proper sensitivity by the presiding officer to when it is time to take a vote can help shorten meetings.

Motion to Table

One of the motions most often misused in meetings is the motion to table. A motion to table to a later time or to stop debate or to kill a motion is out of order. Remember, the motion, not the member, is out of order. The only acceptable reason to table a motion is to handle an item of business that has become more important than the motion on the floor. The proper motion to kill a motion is called postpone indefinitely. The proper motion to set something aside for a future time is the motion to postpone to a certain time. Another way to postpone a motion is to refer the action to a committee for a report back. However, there are also limitations on this action.

The complex tabling procedure could be the basis for a three-hour seminar. But to keep things simple, just remember the key points above. Chairmen who understand the proper use of the motion to table and motions to postpone will save a great deal of time in their meetings.

Withdrawing Motions

A member who has offered a motion that has been seconded and repeated by the chairperson has caused a motion to be placed before the body. It is the property of the body or assembly and does not belong to the “maker” of the motion. Therefore, the member who has offered the motion cannot withdraw the motion without permission of the assembly. While this procedure is logical, try to explain it to a member who is embarrassed when he or she tries to withdraw a motion that he or she realizes is not well conceived. However, the chairman can quickly save this member by saying, “Without objection, the motion will be withdrawn. Hearing none, the motion is withdrawn.” As this example illustrates, a working knowledge of parliamentary procedure is important to the success of every chairman.

Unanimous Consent

The chairperson in the above example relied on general or unanimous consent to expedite matters. This procedure can be used in many instances to greatly speed up meetings. Approval of minutes is perhaps the best example. You’ve probably been in many meetings where the chairman requests a motion to *approve the minutes*. Not receiving a motion, he or she says, “Won’t someone please make a motion to approve the minutes?” After pleading, a member will usually offer a motion to approve the minutes. Then the pleading begins again. “Won’t someone please second the motion to approve the minutes?” Usually, after a short period of pleading, the chair receives a second. All of this is unnecessary and wastes time. The chairperson just has to ask, “Are there any corrections to the minutes as read (written, mailed, etc.)? Hearing none, the minutes stand approved as read.”

This form of voting – unanimous consent— could be used with at least 50 percent of the business appearing before most committees or assemblies. Consider this: How many times have you heard a 15-minute debate on a motion only to have it pass without a single negative vote? If the chairperson had offered the unanimous consent option, it would have saved 15 minutes of the meeting. Take that 15 minutes and multiply it by 100 members at \$50 an hour (as the value of the time your members give to the organization), and you save \$1,250 worth of your members' time. Plug your organization's numbers into the equation and figure the total savings.

Methods of Voting

Voice Vote

This is the most used method; note when it is not used, however. Chairman: "Those in favor of the motion will say 'aye.'" (Pause for response.) "Those opposed will say 'nay.'" (Pause for response and then announce the result.) "The 'ayes' have it; the motion is carried." Or, "The 'nays' have it; the motion is lost." A voice vote should not be used:

- When the bylaws specify another method of voting
- When the vote could be close
- When a two-thirds majority is required
- After a member doubts (questions) a voice vote

Hand Vote

Hand vote can be used when the vote could be close, when a member doubts a voice vote, when a two-thirds majority is required. Chairman: "Those in favor of the motion will raise their right hands." (Votes are counted, the number stated and members instructed to put hands down.) "Thirty affirmative, hands down. Those opposed will raise their right hands." (Votes are counted, the number stated and members instructed to put hands down.) "Seven negative, hands down." (The result is then announced.) "The affirmative has it; the motion is carried." Or, "The negative has it; the motion is lost." A hand vote should not be used:

- When the bylaws specify another method of voting
- After a member doubts a hand vote

Rising Vote

Rising vote may be used when a member doubts a hand vote or when a more positive display is desired. A rising vote cannot be doubted. Chairman: "Those in favor of the motion will rise." (Votes are counted, the number stated and members instructed to be seated.) "Thirty affirmative; be seated. Those opposed will rise." (Votes are counted, the number stated and members instructed to be seated.) "Seven negative; be seated." (The result is then announced.) "The affirmative has it; the motion is carried." Or, "The negative has it; the motion is lost."

Adjournment

Chairperson calls for necessary business as described above. If there is none, he or she declares the meeting adjourned. "It has been moved and seconded to adjourn. Those in favor will say 'aye.' Those opposed say 'nay.' The 'ayes' have it; the motion is carried. Is there any necessary business to come to the floor?" (Pause) "There being no further business, the meeting is adjourned."

Mission Statement

Sertoma exists for the high and noble purpose of Service to Mankind by communication of thoughts, ideas and concepts to accelerate human progress in health, education, freedom and democracy.

Sertoma Code of Ethics

I Affirm my allegiance to God and to my country. I believe in the everlasting endurance of my country through law and order.

I Believe in the Sertoma Club and its principles of cooperation, friendship and mutual helpfulness.

I Pledge myself as follows: To realize that I am a business or professional person ambitious to succeed, but that I am first and ethical person and wish no success that is not founded on the highest justice and morality. To use my greatest endeavor to elevate the standard of the calling in which I am engaged and to conduct myself in such a way that others may find it wise, profitable and conducive to happiness to follow my example. To understand that one of the greatest assets of the business or professional person is friendship and that true friends demand nothing of one another. To abuse the confidence of friendship is unethical and not in keeping with the principles of true cooperation as adhered to by Sertoma International.

The Sertoma Club exists for the high and noble purpose of benefiting mankind at large. True Sertoma spirit is not competitive. All real Sertomans live up to the belief that true cooperation is not confined to the limits of the Sertoma Club but should extend to the limits of the race itself.

The Emblem is a badge of true fellowship, assistance and friendship, and will always stand as an ever-present reminder of the great strength of those united, and the frail weakness of the separated. The Roman fasces ever recalls the ancient lesson of the bundle of branches which it was impossible to break when bound together, but was easily destroyed when separated. It is the hope that Sertoma Clubs be bound closely together in the spirit of cooperation, fellowship and good will in Sertoma International, that they will be an unbreakable power for good, advancement, helpfulness and strength in every community.

Finally, I believe that the dignity and character of industry can be sustained and improved by Sertoma International, to which I fully pledge my support, and will so administer my affairs as to reflect credit on this great organization.

HISTORY OF SERTOMA

It's a Matter of History!

For more than nine decades, mankind has been served by a special family of volunteers, originally known as Co-Operators, and now as Sertomans. Each member of this organization can take pride in the colorful history of the Co-Operative Club International and Sertoma.

This history is based upon information gleaned from past *Sertoman* magazines and *THE CO-OPERATOR* magazines on file at Sertoma Headquarters.

These events occurred in Sertoma from the day the first club was founded as the Co-Operative Club to present day Sertoma International activities.

1912 – 1929 – The Beginnings

1912 The first official luncheon meeting of the founding club was held on April 11, 1912, at the Coates House Hotel, then the fashionable hotel in Kansas City, Missouri. The founders of the first Co-Operative Club were George W. Smith, M.D., Charles E. Allen, M.D. and William R. Rowe. These three men are now recognized as the founding fathers of the Co-Operator Club of Kansas City, Missouri, and of Sertoma International.

The name by which the first Sertoma club was identified was the “Stand Together Club.” This name was used even before the club was officially organized as the Co-Operative Club of Kansas City, Missouri.

The Kansas City, Missouri, club progressed rapidly from its very beginning. Originally, there was no thought of starting a new national or international organization. Consequently, the club was a Kansas City, Missouri, institution for a period of several years. However, as members moved to other cities, a few of them started similar clubs.

1920 In December 1920, Edward G. Freed, then president of the Kansas City club, invited representatives from other clubs to meet together to consider forming an organization. Representatives from the Wichita, Manhattan and Topeka, Kansas, clubs and the Kansas City, Missouri, club attended. The International organization was immediately formed and Freed was elected the first International President.

1921 On June 21, 1921, the first Convention was held in Kansas City, Missouri. Attending were 32 delegates representing six clubs: Kansas City, Topeka, Manhattan, Chicago and Omaha. James P. “Daddy” Summerville, Charter President of the Kansas City, Missouri, club, was elected the second International President.

The founding fathers never lost their fervor. All were active and served the organization fully with dedication and high principles. Dr. George Smith even left his medical practice in December 1920 to organize a dozen clubs throughout the Midwest over a period of 15 months. Among the clubs organized by Dr. Smith in 1921-22 were the present clubs in Little Rock, Oklahoma City, Tulsa,

Memphis, St. Paul and Milwaukee.

1922 The first dues increase – called “per capita tax” – was voted on by the delegates to the 1922 Kansas City Convention. The dues went from \$2 to \$3 per member, and a further assessment of \$2 per member was levied to support the International magazine.

1923 The Co-Operettes had its beginning in 1923 when the wives of the members of the Co-Operative Club of Manhattan, Kansas, organized the first auxiliary, called the “Co-Op Lassies.” In 1928 the Co-Operettes became a national organization.

Radio was used to promote the activities of the early Sertoma club when radio station WHB in Kansas City – at that time one of the very few official government-licensed broadcasting stations – offered the club airtime (the owner of Kansas City Station WHB was a local member, E.J. Sweeney). This was another Sertoma “first.”

1926 “Make Life Worthwhile” was the slogan accepted by the organization in 1926. It was as good then as it is today.

Girls Week was an innovation of the Kansas City club in the late ‘20s when the club inaugurated this fantastic celebration paying tribute to the “splendid young womanhood of our land”!

1930s

1930 Co-Operative Club members exemplified their early club identification in the early ‘30s during the Depression and, instead of folding, the members “stood together.” The Depression took its toll on the organization – money for stamps had to be borrowed and the International office could not meet its payroll – but the organization survived.

1934 The well-known Sugar Bowl Classic in New Orleans had its beginning in Sertoma. In 1934 the New Orleans club began this very successful project when former International Director Warren V. Miller introduced the resolution that the club sponsor a football contest to be held in New Orleans during the Christmas holiday season.

1940s

1942 Sertomans had the opportunity to become members for life when the Life Member plan was adopted at the 1942 Convention in Chicago.

During 1942, a movement was started to merge the 14 National Monarch clubs, in the states of N.C., Va., Penn., N.Y. and Del., with the Co-Operative Clubs International. The merger finally took place on September 1, 1943.

1946 The first Sertoma club chartered in Canada was at Windsor, Ontario, in 1946. The organization was now truly International.

1948 The first recipient of the Distinguished Service Award was Harold J. Reed of Omaha,

Nebraska. This award is now known as the Sertoman of the Year Award.

In the early 1940s, confusion had emerged between the Co-Operative Club name and consumer cooperatives. Thus, a motion was made during the Albuquerque Convention in 1948 to change the name. Many members resented the change. A contest was announced with a \$500 cash prize offered for a name that might be selected. A total of 49 names were submitted.

The Board of Directors narrowed the list down to seven to present to the Convention: Ambassadors, Century, Cooperators, Monarch, Operative, Sertoma and Sponsors. Noble W. Hiatt, then president of the North Indianapolis, Ind. club, coined the name SERTOMA from the slogan, SERVICE TO MANKIND, and his idea was selected. The official name change became effective on June 21, 1950, at the Annual Convention.

1949 The need for an International sponsorship became apparent, and the first sponsorship recommended to clubs by the International Board of Directors was made known in 1949 by the Sertoma Club of Phoenix, Arizona, when the club introduced the YES Program (Youth Employment Service). Sertoma International today holds the copyright to the name "YES" even though local, state and national government involvement of "employment services" has limited the need for Sertoma club YES Programs.

1950s

1950 The name "Sertoma" was officially adopted on June 21, 1950.

1951 Sertoma's National Heritage (Freedom) program was introduced with the announcement that the Richmond, Virginia, Sertoma club had accepted a challenge from noted columnist Drew Pearson to see that every child and home receive a copy of the Declaration of Independence of the United States (original name was American Way Program).

The original founder, Dr. George W. Smith, died in 1951, and Billy Rowe was listed as deceased sometime between 1951 and 1961.

1953 The first award from Freedoms Foundation at Valley Forge, Pennsylvania, for Freedom Program activities was received in 1953. Sertoma International and the *Sertoman* magazine continued to win awards from Freedoms Foundation. After receiving recognition for 10 consecutive years, Sertoma also was recognized with the Distinguished Service Award.

1954 The Service to Mankind Award program was adopted at the 1954 International Convention in Asheville, North Carolina, and the first International award was presented in 1955 to an Albuquerque, New Mexico, dentist who was noted for his community service activities.

1955 The first Service to Mankind Award was presented to an Albuquerque, New Mexico, dentist.

CBAC Program had its beginning due to an earlier slogan, "Think Big," which was promoted at

the 1954 International Convention in Asheville, North Carolina, Club-Build-A-Club experiences showed the way for this ever-important growth program for Sertoma International.

1956 The first International Leadership Conference held (similar to today's standards) in which District Governors, International Directors and Officers attend conferences for education and training.

The first club chartered in Mexico was at Mexico City in 1956.

1960s

1960 The Sertoma Foundation was formed on November 15, 1960, to strengthen the partnership between the International organization and our clubs.

The first "Sertoma Speaks" poll was approved and the question asked of Sertoma clubs was, "In the interest of preserving the freedom of the people in the Western Hemisphere, should the United States take whatever steps necessary to prevent Cuba from becoming a Communist nation?" (The poll was discontinued as an International program soon after.)

1961 Dr. Charles Allen, Sertoma's last remaining founder, died during the spring of 1961, shortly after he had attended his Sertoma club's luncheon meeting.

1962 The Sertoma International Board of Directors adopted the Club Achievement Program and eliminated the International Awards program, which allowed only one club to win top honors. (CAP Awards offered recognition to all clubs that fulfilled requirements in New Club Building, **membership**, Life Membership, Projects and Administration.)

1963 Hearing and Speech Services Program officially adopted at 1963 International Convention in Minneapolis, Minnesota, as an Internationally recommended sponsorship.

1964 The first International Convention to be held outside the United States was the 1964 Convention held in Mexico City, Mexico.

The first International officer to be elected from a country other than the United States of America was Jaime M. Benavides, elected Vice President in 1964. He was from Monterrey, Nuevo Leon, Mexico, and a member of the Monterrey Sertoma Club.

1965 The first Sertoma club to be established in the Commonwealth of Puerto Rico was the San Juan Sertoma Club, chartered on August 14, 1965.

1970s

1970 Serteen and Collegiate Sertoma clubs were introduced and approved as recommended International sponsorships in the projects requirement of the Club Achievement Program. The first Serteen club, recognized in 1971, was the Page Equine Serteen Club of Greensboro, North Carolina. The first Collegiate Sertoma club was the Collegiate Sertoma Club of the Kansas State

Teachers College of Emporia, Kansas.

1972 Plutarco Guzman became the first Sertoman who was not a citizen of the United States to become President of Sertoma International. The attorney from Monterrey, Nuevo Leon, Mexico, was elected at the 1972 International Convention in Dallas, Texas.

1973 The Foundation began to establish Sertoma Centers for Communication Disorders.

1977 The Foundation adopted the Affiliate program to encourage a cooperative relationship between Sertoma clubs and existing speech and hearing facilities.

1978 Sertoma International hosted a meeting of hearing and speech organizations. The result was a joint public information program directed toward May as Better Hearing & Speech Month. The Council for Better Hearing & Speech Month was formed as an outcome of that meeting and stayed in existence until 1995. Sertoma has continued to promote May as Better Hearing & Speech Month through individual club programs.

Sertoma International adopted the Standard of Excellence Program, designed to increase growth in Service to Mankind, as well as to recognize achievement of members and create recognition for the work of good club administration.

1980s

1980 The first Sertoma club to be chartered in Europe was the Aarau Sertoma Club of Aarau, Switzerland, on January 3, 1980.

At the 1980 International Convention in Orlando, Fla., Public Service Sertoma Clubs were approved for all Sertoma. The PSSCs were Sertoma clubs made up of people employed in public services, including fire departments, law enforcement, the State Department, military organizations, etc.

1981 The Foundation relocated its Headquarters from Birmingham, Alabama, to Kansas City, Missouri.

1983 The International Board of Directors appointed a five-member Development Task Force to help guide Sertoma International into the future.

1984 Past International President Mel Ritter launched a drive in 1984 to collect memorabilia from the Cooperative Club era to be displayed at International Headquarters.

1985 Delegates at the 1985 International Convention in Chicago, Ill., voted to welcome women into the membership of Sertoma. The first all-female Sertoma club was the First Progressive Sertoma Club in Tampa, Fla., chartered November 22, 1985.

With a fundraising goal of \$100,000, Sertoma responded to the Statue of Liberty-Ellis Island

Centennial Commission's efforts to raise money for restoration and commemoration events for the Statue of Liberty.

The Standard of Excellence Program became the STAR* Program – Service Through Achievement-Recognition.

1986 The Foundation coordinated Better Hearing & Speech Month for the United States.

1987 The Sertoma International Board of Directors approved STAND (Sertomans Together Advocate No Drugs), an anti-drug education program, as an International sponsorship.

Sertoma International celebrated its Diamond Jubilee with its 75th birthday on April 11, 1987.

1988 Sertoma introduced the Certified Trainer Program through which selected volunteers are prepared and trained for leadership development presentations at every level of the organization.

1989 The Phoenix Task Force was formed to update the organizational focus.

1990s

1991 Sertoma and the Sertoma Foundation each adopted a formal Mission Statement.

1992 The Sertoma Family introduced the Communicative Disorders Scholarship Program for master's candidates in the field of speech and hearing. This program was hailed as the finest available in the nation. The first "Sertoma Scholars" were designated.

The Building a Legacy campaign was launched to grow the Endowment from \$1 million to more than \$7 million today.

1993 Sertoma International implemented annual scholarships for students who are deaf or hard of hearing and beginning or continuing their studies in a bachelor's degree program.

1993 The first class of Certified Club Builders was appointed: Sam Anderson, Dan Camp, Robert Davies, Don Drake, Tommy Dupree, Bob Hankey, David Lee Harris, Betty Litsas, Jim Offield, Ray Paules, Hugh Rainey, Robert Snapp and Dave Wesson. The CBs were commissioned to build two new clubs annually.

1995 Advocate member program began, giving people with little time to join a club an opportunity to give annually to Advocate membership.

1997 Sertoma Fantasy Baseball camps were started for speech- and hearing-impaired youth with the goal of a camp and a supporting Sertoma club in each major league baseball city.

1996 The Legacy 2000 campaign was launched to encourage Sertoma members to remember the Foundation in their will or estate plans.

1998 Service 400 was implemented as an innovative five-year program with the goal of building 400 clubs centered around community service within five years. Although Sertoma International provided funds for club building for years, Service 400 was the first time matching grants (of up to the first \$500) were offered to new clubs.

The 21st Century

2001 The first female Sertoma International President, Diana Caine-Helwig, SOARed during her 2001-2002 term, and a Strategic Plan was adopted. The objective was to redesign the organization to give “value” in belonging. The Board of Directors approved a plan to re-align the Regions, to reduce the size of the Board and to re-direct the majority of committee work from the Board to member-based committees and task forces.

2002 The first issue of the *Sertoman Digest* was published in November 2002. This publication was designed with an organizational focus to be mailed between issues of the *Sertoman* magazine.

2003 President’s Advisory Councils (PACs) were introduced to improve communication between club presidents and the Board. Additionally, Sertoma joined the WISE EARS![®] Coalition, a health education campaign of the National Institute on Deafness and Other Communication Disorders (NIDCD). Headquarters introduced the Sertoma International/WISE EARS! campaign to the clubs for implementation during May's Better Hearing & Speech Month. This national sponsorship was focused on noise-induced hearing loss.

2005 Introduced, in January 2005, **SERTOMA SAFEEARS!** ... to hear the future – Sertoma’s first national service project with the support of non-Sertoma corporate and organizational partners – in order to rebuild our brand as the speech and hearing service organization.

2008 Sertoma International and the Sertoma Foundation merge, creating one united organization, now known as Sertoma.

Present and Future

Our history is a picture of events with which we should all be familiar – from our birth as a small club in Kansas City to the viable international organization Sertoma is today. Our milestones and accomplishments multiply as we continue to Make Life Worthwhile Through SERvice TO MAnkind.

BOARD & OFFICERS

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SERTOMA CLUB ORGANIZATION

Board of Directors

The board of directors is the governing body of a Sertoma club. It is composed of the elected officers and directors. The immediate past president of the club presides at its meetings as chairman of the board. It should be noted that a club's success depends upon the commitment of members, the leadership, and upon how well the board of directors functions. The board guides the club through the group thinking process that should reflect the opinions of all board members. The process works most effectively when each board member:

- States his/her opinion clearly and at the appropriate time.
- Considers the thoughts of all other board members.
- Is willing to modify and pool personal opinions.
- Seeks to keep the discussion moving in a productive fashion.

Board members must be sensitive, as well, to community needs. They must also actively participate in the club's fundraising activities, as well as its sponsorships. To effectively lead the organization, the members of the board must become familiar with the club's history. They must have a working knowledge of the club's governing documents. Since the budget is key to effective administration, they have relevant responsibilities in this most important area.

Responsibilities of the Board

The board is responsible for club policy with practically all business and the general operations of the club handled at the board meetings and by the board. Non-board members may attend meetings of the board of directors. They may also comment upon issues before the board. However, only board members may vote on matters presented for board consideration.

The elected board of directors has a variety of specific responsibilities, which include the following:

- Assist the president in developing and maintaining the club plan of action.
- Calling for an audit of the club's books for the previous administrative year.
- Develop, approve and monitor the club budget.
- Formulate a growth plan for the year.
- Consider the eligibility of proposed members.
- Formulate appropriate club policies.
- Consider long- and short-term plans for the club.
- Receive, evaluate and act on various committee reports.
- Activate all of the club committees.
- Counsel the president in all club matters.
- Ensure fiscal responsibility in all areas.
- Identify club problems.
- Cause for prompt remedial action of any irregular situation.
- Ensure that every member is involved in the club.
- Be responsible and accountable.

Executive Committee

The officers: president, president elect, chairman of the board, secretary, treasurer, vice presidents, and the sergeant-at-arms usually form the executive committee. The actual structure is defined in the bylaws of the club. It is their responsibility to work together in harmony and as a unified team. The executive committee should meet from time to time, on a schedule that it is comfortable with, and at the call of the president. Generally, they will discuss or handle business items of an urgent nature that may surface between regular board meetings. The panel must be particularly vigilant to matters of fiscal responsibility and those relating to personnel.

Chairman of the Board

The immediate past president of a Sertoma club continues to serve the organization as chairman of the board. As such, the chairman presides at each meeting of the board of directors. The experience and knowledge gained by the chairman are valued resources for the new club president. The chairman of the board and the president will find a need to work closely, especially when it comes to developing the agenda for board meetings.

This unique partnership is important to the organization in that it promotes the vital ingredient of unity in leadership and service. The chairman of the board should make sure the board meets regularly, preferably once a month, at a time most convenient to the majority of the board members, and with the president's concurrence. In the absence of the chairman of the board, the president will preside at meetings of the board of directors.

Club President

The president is the executive head and presiding officer of the Sertoma club. The president's role is defined as prescribed in the club's constitution and bylaws. Key roles for a president include:

- Develop and implement a plan of action.
- Have a planned, written, timed agenda for each club meeting.
- Be informed on parliamentary procedure.
- Delegate responsibilities to officers, directors and committee chairpersons.
- Select capable members as committee chairpersons.
- Work closely with the club secretary to ensure all reports are submitted in accordance with the Sertoma calendar.
- Ensure that the club meets its financial obligations promptly.
- Secure adequate representation of the club at national and Division Conventions.
- Attend District Leadership Conference and Division Conventions.

A complete and detailed Club President, President Elect & Vice President Manual follows this section.

Club President Elect

Clubs should choose the president elect at the club's annual election in March, about 14 months prior to assuming the office of president of the following year. This gives the next leader a full year to prepare for the assignment ahead. The president elect's responsibilities are varied. The primary

function is to plan, prepare and get organized for a year of special leadership. Primary on the agenda is learning as much as possible about the organization and particularly the club.

A complete and detailed Club President, President Elect & Vice President Manual follows this section.

Club Vice Presidents

Most clubs will have three or more vice presidents. They serve as assistants of the president in the administration of club affairs. Traditionally, each vice president serves as chair of one of the club's three major committees: programs, sponsorships and membership. As such, the vice presidents should work closely with the president to ensure the integrated work of the major committees.

A complete and detailed Club President, President Elect & Vice President Manual follows this section.

Club Secretary

The secretary is the chief administrative officer of the Sertoma club. Much of the club's success will depend on the secretary. The secretary must plan carefully and act upon all items of business in an expeditious manner.

A complete and detailed Club Secretary's Manual follows this section.

Club Treasurer

The treasurer is one of the most important offices in a Sertoma club. This is the financial advisor of the club and serves as custodian of all club funds. The treasurer must keep complete and accurate financial records for the organization. In this respect, all club funds must be deposited by the treasurer in the bank(s) designated by the club board of directors. Bank statements must be reconciled promptly.

A complete and detailed Club Treasurer's Manual follows this section.

Sergeant-at-Arms

It is the responsibility of the sergeant-at-arms to tactfully and diplomatically preserve order and decorum at the club meetings, while promoting a friendly atmosphere. He or she may designate assistants to help carry out this mission. The sergeant-at-arms also has custody of the recognition badges worn by the members and must see to it that each member is given a badge. At every meeting, an important responsibility is to make sure that all visitors, guests and/or special dignitaries are properly greeted at the door, that special protocol is extended to introduce them to members and guests, and that they are recognized appropriately during the meeting. Another responsibility assigned to this office is ensuring all club property, (gong, gavel, podium, banners, flags, etc.) is in its rightful place for each club meeting.

SERTOMA CLUB & BOARD MEETINGS

Club Meetings

The interest of Sertomans during meetings depends greatly upon the morale, tone, and quality of programs and the presiding ability of the president. The secretary should also be active during the club meeting to see that it progresses smoothly, that everyone has a seat and all are served promptly. The sergeant-at-arms needs to ensure guests are welcomed and introduced.

In general, do everything to see that the interest of the membership is maintained and fellowship encouraged. Make sure new members are made to feel welcome and the speaker is treated graciously.

Meetings must be opened and closed on time. It is important that the presiding officer follow a well-prepared, timed agenda. The secretary usually prepares or works with the president in preparing the agenda for the meeting.

Guests and Prospects

It is important for the president and other officers to pay special attention to everyone who attends meetings. At every club meeting, make time to welcome visitors, guests and prospective members before the meeting starts. Your warm welcome will add a great deal to the prevailing spirit. Extend the hand of friendship. Remember the importance of an individual's name.

During the meeting, make sure you dedicate a few minutes to the proper introduction of guests. Have them stand for recognition, and lead a round of applause. The week following a guest's visit, the vice president of membership should follow-up with a "thanks for coming" note, along with a copy of the club bulletin in which his or her name appears. This is an excellent opportunity to send along a membership brochure.

In other words, treat guests and visitors as you would like to be treated if you were in their shoes. Most clubs provide the guest and first-time prospective member with a complimentary meal. Bottom line: Make this visit to your club a memorable event.

Board Meetings

It is the president's responsibility to see that the board meetings are held at least once a month and at times stated by the club bylaws. Practically all business and general operations of the club should be handled at the board meetings, not at club meetings.

Regular meetings of the board of directors are vital to the successful functioning of a Sertoma club. Board meetings should be scheduled as frequently as required, but not less often than once each month. Meetings should be held at a stated time and place, preferably in the evening, and should allow ample time for careful consideration of the business at hand. Hastily called meetings should be avoided. These meetings should not replace regular board meetings. It is not recommended that board meetings be held just prior to club meetings, as they tend to extend into the time dedicated

to club members. They may, however, be scheduled following a club meeting, again depending on the time available and the preference of board members.

In planning for a board meeting, it is essential that the chairman of the board and the club president work together closely. Although the chairman will preside at the meeting, it is important that the club president's programs be given full consideration by the entire panel. Committee chairpersons, if members other than those already serving on the board, should be invited to attend meetings of the board of directors, especially when matters pertaining to their committees are to be considered.

Effective Board Meeting Tips

- Select a good site for the meeting. The room should be comfortable and well-lighted, and each person in attendance should have room to stretch and relax.
- The agenda should be planned well in advance. Suggestions from members of the board of directors and committee chairpersons should be encouraged. A good agenda permits business, questions and notes to be handled in an orderly fashion.
- Isolate your meeting from interruption. This will give everyone a chance to handle pressing matters without destroying the continuity of thought.
- Start the meeting promptly. Adhere to the planned agenda. End on time. Punctuality in a meeting is a mark of mutual respect between members attending and those conducting the meeting.
- Plan in advance the necessary material, equipment and props to conduct the meeting.
- If a meal is served in conjunction with the meeting, see that it is served at the stipulated hour, but be sure to call the meeting to order at the agreed upon time.
- Pertinent discussion is an important part of a productive board meeting. One of the most difficult jobs in running a good meeting is to keep it businesslike, adhering to the agenda, and cutting off discussions that do not bear on the item under consideration.
- Don't overcrowd your agenda. Study it carefully. Design the time schedule to permit orderly discussion within a reasonable time limitation. It is better to leave two items completely out of a 10-item agenda than to handle all 10 items poorly.
- Seek specific conclusions and objectives. Meetings called for the purpose of general discussion that do not end in specific goals or clearly defined objectives are a waste of time.
- Everyone should leave the meeting with a particular sense of where each is going, what has been provided to get him or her there, and what is expected of each person.
- Make certain that the secretary keeps accurate minutes. Be sure that controversial items are carefully entered and that all conclusions and action decisions are clearly spelled out. Someone should be assigned the specific job of following up on those items requiring action.

SERTOMA CLUB PRESIDENT, PRESIDENT ELECT & VICE PRESIDENT MANUAL

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SERTOMA CLUB PRESIDENT

The Role of the Club President

The club president is the chief executive officer of the club and is supported by a team of other club officers, directors and committee chairs. In this role there are many duties relating to operating the business of a Sertoma club. One of the primary responsibilities is to build a strong leadership team right from the very beginning. This is most important to the success and future of the club. This Manual is designed to assist you with the basics of this office.

It is essential for you to know your membership. Discuss club activities and sponsorships with the members. Share some exciting new ideas that have yet to be presented to your club. A sincere, genuine attitude will be reflected in the conduct of the club meetings. It is fundamental that the president assumes office with great enthusiasm and a desire to make this year the club's best ever.

It is important that the club members are proud of the club. At the same time, make sure the club is desirable to new members. These two factors will enhance the comfort zone and help attendance reach a new high.

This Manual is designed to assist the club president in reaching the goals and expectations of the club members and Sertoma. Remember that help is available! The District Governor, Directors and Sertoma Headquarters staff are always available to answer your questions and provide needed materials and information.

Leadership

As a leader of the organization, the club president will be called on to handle a variety of situations. Attitude is one of the most important factors in leadership. Success of the club and the club president is predetermined by approaching the year expecting positive results. Take the initiative; make the right things happen.

Communication is as important as attitude. No matter how much we talk, there is no communication without someone who hears. In addition to speaking, the president must listen to what the members are saying.

Leadership techniques must be developed. The president should develop an understanding of, and constantly improve, methods for:

- Delegating responsibility
- Presiding at meetings
- Motivating members through tactfulness, friendliness, integrity and objectivity.

Realize that success is built on success – and that means achievement. The president's role is two fold – strong support for the current, ongoing programs, and creativity in developing leadership opportunities.

Learn the rules and procedures under which the organization operates. Review carefully the club's governing documents.

A Year of Service

The president is responsible not only for "this year," but for the future of the club. The president's term begins with the Club Leadership Conference, just prior to the start of the fiscal year. In planning for this major responsibility, the president should invite club leaders, representatives of the standing committees and members at large to submit recommendations on goals and objectives that might be considered in preparing a plan of action. This provides an excellent forum for membership involvement.

As the club president and board of directors consider various projects and programs for the year, they must give special consideration to the monetary aspects or financial needs of each project. It is important that each project be properly budgeted. The best rule of thumb is to make sure that appropriate income is available for all anticipated expenditures. Clubs with a healthy sponsorship account, or with a history of successful fundraising activities, find it much easier to embark upon a great variety of service projects.

Once approved, a project is assigned to a committee. The committee is then charged by the leadership to follow the project through to its successful fruition. Periodic reports must be submitted, in writing, to the board of directors and to the club president. The leadership must be kept abreast of progress on a regular and continuing basis.

The board of directors, which includes the elected officers and directors, is responsible for the conduct and management of club affairs. This explains why most effective clubs conduct very little or no business at regular club meetings. Club business must be transacted at committee and board meetings. From time-to-time, and because of its special nature, when a project is of major importance or involves large expenditures, the board may submit the question to the general membership.

Likewise, when a new project or activity is introduced, the objective of the project and the function of the committee must be clearly defined by the board of directors. It is essential that the membership and committee fully understand the purpose and function.

President's Advisory Council Meetings (PAC)

The president is the direct link between the club and the District. Get to know the District Governor, District Secretary/Treasurer and other personnel who may be part of the District cabinet. To assist in maintaining contact with other clubs in the District and Sertoma Headquarters, the District Governor will hold four PAC meetings each year (one each quarter).

Designed as roundtable discussions, these provide club presidents and other available officers an opportunity to share ideas and concerns with Sertoma, as well as developing a source of support and assistance from fellow presidents. These will also provide an opportunity to seek support and information from the District Governor and Cabinet. In addition, based on the feedback from the

club presidents, the PAC could also involve the participation of a Division representative or Certified Trainer to address specific issues or needs of the club.

As a leader, the president should not only participate, but also insist that quality PAC meetings are held on a regular basis.

District Leadership Conference (DLC)

One of the annual PAC meetings held by the District Governor should incorporate a DLC involving the club president, president elect, vice presidents, secretary and/or secretary/treasurer. The Conference is the chief opportunity for leadership training and an introduction to office responsibilities. Ideally, this should take place in the last quarter of the fiscal year prior to new officers taking office on July 1, and before the Club Leadership Conference.

Club Leadership Conference (CLC)

To ensure the proper functioning of the club, the president must schedule and hold a Club Leadership Conference. It should be held immediately prior to or following the start of the new fiscal year, just at the conclusion of the District Leadership Conference and PAC meeting. It can be an evening or weekend meeting. Follow the sample agenda. Include the board of directors and committee chairpersons.

The conference should be a study of the club. Make sure the team has a thorough understanding of the responsibilities and duties of officers, directors and committee chairmen. Make it a complete seminar by exploring the growth and sponsorship programs of Sertoma and the plans for these activities for the coming year.

Planning Your Conference

There are two methods of holding a meeting: informal or formal. Past experiences have proven that the more formal presentation is received better and reaps many dividends. For this reason, these guidelines will give you assistance in planning a formal meeting.

1. Select your date, time and place as early as possible.
2. Determine who will be invited.
3. Mail a notice of the meeting to everyone concerned.
4. Follow-up with personal telephone calls.
5. Utilize the Club Manual as a reference.

Preparing for the Conference

Become familiar with your club's history. Review the organization's achievements of the recent past. Become familiar with procedures and traditions. The club's projects are the organization's passport to the community. Become familiar with the club's track record on fundraising activities. Be sure to give importance to the need for fiscal responsibility.

Goal Setting

Do not hesitate to consult the Governor or other elected leaders. Do not forget the wise counsel available from some of your predecessors, the past presidents. Study your club roster very carefully.

Look at the wealth of talent you have available to assist you in defining and carrying out next year's mission. Remember, new members are generally looking for an opportunity to get involved. Think about how some of them may fit into your program.

Cultivating Leadership

Sertoma offers its members a variety of opportunities to use their myriad of talents and experiences to make this an even greater organization. Club leaders should always be identifying those members who have demonstrated talent in leadership. A prudent club leader will help those special members walk through the process of becoming more involved in the affairs of a club. It is important that potential leaders be given opportunities to chair committees, head special projects, and even become members of the board of directors.

Among the members of our clubs are those special individuals who are blessed with leadership talent that can, or should, be utilized at the International or Division levels. Do not hesitate to recommend talented individuals for higher office. If you know of someone with this kind of potential, contact the Member Services Department at Sertoma Headquarters. Remember, today's Sertoma leaders started at the club level as ordinary club members.

Membership

The growth and stability of a Sertoma club hinges a great deal on the ability of a club to secure and maintain its membership. An ongoing membership-building program is essential for every club, and the president should work closely with the board and the vice president of membership to ensure that an aggressive campaign is underway year-round.

Managing Club Meetings

As president, you are the presiding officer of the meeting. Make sure that meetings are called to order and adjourned on time. Use an agenda to keep the meeting on track with time limitations.

Most club business should be addressed at board meetings or committee meetings, not regular club meetings. Your club meeting agenda should include time to update the club on any necessary board action items. Complete details of board and committee meetings can be included in the club newsletter.

If your meeting includes a guest speaker, make certain that the speaker is treated as an honored guest. Make sure the speaker knows how much time has been allotted for the presentation. The guest speaker should be the last item on the agenda.

Managing Club Business & Finances

It is critical that the club president ensures that the board fulfills its primary responsibilities and fiscal accountability in all matters. The board of directors must ensure that the club handles all funds in a professional and ethical manner.

Understand the role and function of the club treasurer. Detailed responsibilities of this position are located in the Sertoma Club Treasurer Manual.

To assure proper handling of all monies, the board should designate the financial institutions where funds for the club (checking and savings accounts) are to be deposited and maintained. It is important that the treasurer be directed to open such accounts.

For the safety and convenience of the club and each club member, be sure to have at least two signatories on each club account, even if the bank only requires one signature on a check. In the event that one signatory is ill, absent or fails in club duties, the members will still have access to club funds and all bank records. Both signatories should receive and review copies of the bank statement each month. These are important steps to protect the club and those volunteers who take responsibility to help manage club funds.

In the event someone other than the treasurer (such as the secretary or a fundraising project chairperson) receives club funds, he or she should be required to make sure monies received are properly accounted for (with receipts, preferably) and turned over to the treasurer for deposit as soon as possible. Club funds should not be allowed to be carelessly handled for any reason whatsoever. The treasurer must give the board of directors a bond, at the club's expense.

The payment of club indebtedness, such as outstanding bills, statements, etc., should be made only after the treasurer submits an accounts payable report to the board which, in turn, approves all payments. Invoices from Sertoma Headquarters or payments to the Divisions should be paid on receipt. The board must ensure that every check issued on behalf of the club bears the signature of an approved signatory. Further, the designated officers should be discouraged from ever affixing a signature to a blank check. The board should insist that the treasurer prepare and present to each regular meeting of the board specific financial reports for review and approval.

Each month, the board should carefully examine the membership dues report. This report provides current information on the good standing status of members. In the event members are delinquent in their dues, the board of directors should act promptly and in a business-like manner. Other reports to review regularly include the cash flow and budget.

Appointing & Managing Committees

The Sertoma committee structure was designed to help strengthen the club. Study the Sertoma Club Organization section carefully. Assess what is most effective for the club. Then, identify the standing and special committees. Think about what each committee can achieve during the year. Be specific about the goals and how they relate to building a stronger club.

Which member of the club would be the best person to chair each committee or project? Be ready to appoint the chairpersons before the year begins. Verify that these individuals are willing and able to handle the assignment. Consider the balance of the membership and make sure that every member is appointed to at least one committee.

Committee Chair Appointments

The authority to appoint committee chairpersons and committee members is vested in the club president. Therefore, it is most important that every committee chairperson be appointed promptly to ensure that the club is effectively pursuing its complete mandate. In making appointments, the president must keep in mind the importance and responsibilities of each committee, and sell the importance of the task ahead to those candidates being considered for leadership roles.

It should be made clear to the candidates for chairmanship that each committee assignment will require a special commitment of time and effort. Candidates for committee assignments must be advised that they are being selected because of the club president's belief in the individual's ability to handle the activity successfully, and with punctuality. There are rewards, personal and otherwise, for committee achievement. Chief among them is the fact that committee success enhances greatly a member's individual pride in the organization. This is an important club growth stimulator.

Committee Member Appointments

Although great emphasis is placed on the appointment of chairpersons, do not forget the real importance of committee members. Every club member should be appointed to at least one committee, preferably of their choice. Keep in mind that one of the factors that prompted a candidate to favor membership in your club was the opportunity to repay the community by working on club sponsorships. The committee chair should be involved in these appointments, as they will become the team of that chair. The Committee Structure section discusses in detail how to effectively get your committees up and working.

Insurance

Insurance is an important topic that cannot escape the attention of the board of directors of a service club. Review carefully the information provided in Sertoma Insurance Programs located in the Sertoma Section. It is the board's duty to see that adequate insurance is secured for any contemplated activity from which liability might arise to the club and its members.

Participation at Sertoma & Division Conventions

Sertoma conventions are invaluable sources of information for all members of Sertoma. Each District will schedule an annual District Meeting at the Regional Meeting. The president is responsible for securing adequate representation of the club at all conventions and should attend the Division and Annual Sertoma Conventions during his or her year.

These are important events. Not only do they provide an opportunity for great fellowship, but most of these occasions are complemented by first-class training seminars and activities. Every club should strive to "bring a carload" of members to these Sertoma opportunities. Conventions and conferences are premier orientation activities for new members. "First-Timers" are always warmly welcomed.

Site Selection

The date and location of the Regional Convention is determined by the delegates to the Regional Convention at least one year in advance. Any Sertoma club wanting to host a future Regional Convention in its city should submit a bid in writing to the Director. The site of the Annual Sertoma Convention is determined at least two years in advance by the attendees to the Convention.

Raffles, Drawings, etc.

Host clubs and visiting clubs and their members are prohibited from selling raffle tickets or conducting drawings, lotteries, etc., for the benefit of their local sponsorships or for any other purpose at conventions. Host clubs may solicit door and attendance prizes. There shall be no solicitation of funds at Division Conventions for the purpose of advancing the candidacy of any person for elective office who is not from that Region.

Campaign Promotions

Literature or material soliciting support of candidates for office, or promoting convention sites at any Sertoma convention, conference or other meeting, is permissible providing such is in good taste and is of a size small enough to be placed at tables or in the hands of club delegates. However, nothing may be attached or fastened in any manner to walls or other surfaces of hotels or other locations where convention activities are held, except that large banners or signs may be utilized if installed by the hotel staff.

Club Exhibits

Space may be provided for clubs desiring to have exhibits at the convention. Clubs are encouraged to prepare a display to show other attending Sertomans what projects and activities are being undertaken in the club's community.

Credentials

A Club Delegate credential form will be sent to each club prior to the scheduled Regional Convention and Annual Sertoma Convention. The designation of the Club Delegate will be evidenced by the duly authenticated credential form signed by the club president and secretary. The credential form must be delivered to the Credential Committee prior to the opening of the first business session of the Convention.

Club Assistance

It is not unusual for a Sertoma club to experience some administrative or growth difficulties. When such situations develop, it is important for the club leadership to recognize that assistance is available from the District Governor, District Cabinet, national Board Members and from Sertoma Headquarters. If in doubt about what services are available or from whom, simply call Sertoma Headquarters. That is part of the service to which your club is entitled for remitting dues.

Certified Trainers

Sertoma also has a selection of excellent Certified Trainers. These are individual Sertomans who have pursued a vigorous training program in an effort to become certified. There is at least one Certified Trainer in each Region. CTs will come to your club to make a presentation and to

provide you counsel, information and tremendous support. Sertoma Headquarters can help identify current CTs available in your area.

It is recommended that the club utilize the services of these fine individuals, each of whom has a proven track record. If for one reason or another they do not have specific answers to some of your questions, they do know how to get them for you. If your interest is in securing the services of a CT who is located a distance from your area, your club would be responsible for any expenses related to travel, housing and meals. Direct your questions to the Member Services Department at Sertoma Headquarters.

Sertoma Communication

Information is sent to the president, secretary, treasurer and, if identified, the newsletter editor by Sertoma Headquarters, Officers and Directors, and by the District Governor. Share news from these publications at board meetings with club officials and with the general membership. Material received is useless on a desk or in an unopened envelope.

Governor's Newsletter

The Governor's newsletter is a direct communication from the Governor to the club presidents and secretaries in the District. It has District information, news of convention planning and club activities and reports on District goals, achievements and happenings.

The Sertoman & Sertoman Digest

Every Sertoman receives these publications each year as part of the services provided by Sertoma Headquarters. If your club has a unique news story that you would like to share, in either The Sertoman or Sertoma Digest, send the article (or any info) and photos to the editor of the Sertoman.

Sertoma E-mail & Web Site

Sertoma's Web site is up-to-date on many topics. Forms can be downloaded, membership information can be updated, and helpful tools and training materials are available on the Web site. Visit www.sertoma.org often.

The Sertoma News Service is an e-mail news bulletin sent from Sertoma Headquarters. This bulletin contains useful information on various deadlines and current programs. Contact Sertoma Headquarters if you wish to be included in the distribution of the News Service.

The Community

Much of the community's attitude toward the club will be determined by how well the club is represented. Be sure the community knows that the club can be depended upon to provide a valuable service. Take time to offer the club's cooperation to other local organizations such as Scouts, Big Brothers and Big Sisters and other community groups. Whatever commitments the club makes, be ready to follow-up. It is important that the club be known as an organization that keeps its word.

President's Sample Calendar

Year-Round Reminders

- Prepare president's message for every club bulletin.
- Schedule board of directors meetings.
- Use a written agenda for each club and board meeting.
- Schedule quarterly orientation for new members.
- Plan to send a story and photo to the Sertoman magazine this year on a unique club project.
- The Governor will hold quarterly PAC meetings – be sure to attend.
- Division Conferences are important. The club should be represented.
- Incentives are the “payback.” Make sure the members are properly recognized.
- Make sure to have a speaker for every club meeting, regardless of the number of members in attendance.
- New member inductions must be scheduled whenever a new member joins the club.

Before Your Year Begins

- Be sure goals are committed to paper.
- Plan Club Leadership Conference: This is the most important meeting of the year.
- Appoint all committee chairpersons and assign every member to a committee.
- Consider a New Club Development project.
- Review current club roster with incumbent club secretary.
- Be sure to finalize plans for club officer installations in July.
- Officers elect and incumbents should conduct a transition meeting in late June.
- Review sponsorship and fundraising plans the first quarter.
- A budget is important. Monitor yours carefully.

July

- Conduct club officer installation.
- Conduct your Club Leadership Conference.
- Attend District's PAC this quarter. Don't overlook this valuable resource.
- Club officers and New Club Development Team: Attend District Leadership Conference.
- Have someone share his or her Convention experiences with the club.
- Are you working with an approved budget?
- Call for an audit of last year's books.
- Schedule an Annual Fund presentation.

August

- Appoint Service to Mankind Award and Sertoman of the Year Award committee.

September/October

- Have awards committee chairperson review and present awards guidelines.
- Make plans to attend the Fall District Conference (optional).

November

Have chairpersons of Service to Mankind Award committee and Sertoman of the Year committee report to club.

Submit Sertoman of the Year and Service to Mankind entries to District Governor by December 1.

December

Review club goals for the year.

Conduct your club's quarterly New Member orientation meeting.

Are club finances in proper perspective?

January

Promote support to the Annual Fund.

February

Participate in National Heritage Month festivities.

Appoint a nominating committee to select candidates for club office for the next fiscal year.

Plan and discuss attendance at Division Conventions.

March

Elect club officers by April 1.

April

Observe Sertoma's Anniversary - April 11, 1912 is the founding date. The week of April 11 is Sertoma's birthday week. Celebrate by bringing in a new member!

Prepare for Better Hearing & Speech Month programs in May.

If your club has not yet elected its officers for next year, be sure it is done right away.

Promote attendance at the Annual Sertoma Convention.

May

May is Better Hearing & Speech Month.

Encourage attendance at the Annual Sertoma Convention.

Plan a transition meeting with next year's club officers.

The Governor should be visiting your club. Coordinate the date.

President elect begins the transition process in collaboration with retiring president.

June

Year-end progress/review meeting with the board of directors.

Think now about how your club will expend its energies on sponsorships this summer.

Current officers and officers elect should hold a transition meeting this month.

Club officers and chairpersons attend District Leadership Training.

CLUB PRESIDENT ELECT

Some clubs select the president elect at the club's annual election in April, about 14 months prior to assuming the office of president on July 1 of the following year. This gives the next leader a full year to prepare for the assignment ahead. The president elect's responsibilities are varied. The primary function is to plan, prepare and get organized for a year of special leadership. Primary on the agenda is to learn as much as possible about the organization and particularly the club.

The president elect should be an active member on the board of directors. As the next leader of the club, it is important that the president elect learn as much as possible about the club, club functions and club members. The knowledge gained as president elect will provide the skill necessary to serve as club president.

During this term of office, the president elect will be a special assistant and counselor to the incumbent president. In so doing, the president elect will carry out those assignments that may be delegated by the president and/or board of directors. The president elect will preside at regular club meetings in absence of the president, thus preparing for the day when he or she assumes the office of club president. In this respect, the president elect must become familiar with the agenda planning process at the club level. Getting comfortable as a presiding officer does take some effort and time.

An effective presiding officer will follow a well-planned, timed agenda. It is also important that this officer become familiar with parliamentary procedure. In some instances, a president elect may be invited by the president to serve as liaison to a club committee. It is of particular importance that the president elect make every effort to attend District Conferences, conventions and other events where he or she will have an opportunity to learn a great deal more about the organization and leadership opportunities.

During the term of office the president elect should become familiar with the club membership, keeping in mind that prior to assuming the presidency committees will need to be staffed, and new leaders should have a chance to emerge in their own right. In identifying potential leaders for the next year, the president elect will want to exercise caution about not implementing his or her action plan too early. The transition process must be well managed by the incoming president to assure a smooth transition and to keep the club moving in a positive direction.

President Elect's Sample Calendar

May/June

Elected to the office of president elect.

Attend Division Conventions.

Get acquainted with all club members.

Attend District Leadership Conference.

Participate and assist with the Club Leadership Conference hosted by your president.

July

Attend Annual Sertoma Convention.

Study your club's history. Get acquainted with its traditions.

August

Learn as much as possible about how the club functions.

September

Research club's sponsorships.

October/November/December

Attend the Fall District Conference.

Learn as much as you can about the organization.

The governing documents are important reading materials.

Visit with the current treasurer and ask questions.

January/February

Commit your ideas to paper.

Attend the Mid-Year Conference.

Plan to attend the Sertoma Conventions.

March/April

Study the committee structure.

Identify your priorities.

Learn about your members.

Appoint the committees.

May/June

Attend the Division Conventions.

Attend the fourth-quarter PAC in your District.

Plan and schedule your Club Leadership Conference.

July

Attend the Annual Sertoma Convention.

CLUB VICE PRESIDENT

Traditionally, the slate of officers includes three vice presidents. In some cases, the roles are assigned in the governing documents, or the president may have the authority to determine the role of the positions annually. This assures a sequence of leadership experience for those who, in most cases, will become president. Those roles usually provide that each vice president serve as chair to one of the club's three major committees: membership, programs and sponsorships.

Needless to say, an effective club has an ongoing membership program; a wide variety of sponsorships that offer something of interest to every member; and informative, entertaining or educational meetings as the result of having a guest speaker. These are three vital, basic ingredients for a successful club. The vice presidents must be very diligent in handling their assignments. Their committees are the "heart and soul" of the club.

Vice President of Membership

Works with the president in developing and implementing an effective membership development plan, including membership retention, new member inductions and orientation, and is responsible for monitoring and reporting to the club, the progress of the club's growth plan.

Vice President of Sponsorships

Ensure that the club has a healthy program of sponsorships and that all members of the club are aware of the sponsorships. Become familiar with Sertoma Sponsorship programs and the programs of the club.

Vice President of Programs

Emphasize the importance of having guest speakers at club meetings. Ensure that guest speakers are greeted and made to feel comfortable. Give priority to the introduction of the guest speaker, and at the close of the presentation, express the club's appreciation. Invite all members, especially new members, to assist in developing the programs for the year.

As the president's assistants, the vice presidents are called on to counsel regularly with the club leader in the spirit of teamwork. It is important that these officers understand the operation and responsibilities of the board of directors. Generally, they function in the same manner as any other voting member of the board. It is recommended that the vice presidents learn the general duties of each club office, as well as the workings of the various club committees. A dedicated vice president will serve as the president's sounding board, listening to the latter's ideas and plans and advising when appropriate and possible.

The work of service organizations is managed and directed by the board and committees. Thus, vice presidents must understand the inner workings of the group. In this regard, they can help the president by advising in the area of committee staffing, working with other committee chairpersons and providing guidance and assistance to the various committees.

Realizing that the president handles a variety of priorities, the vice presidents should attend Division functions with, and/or for the president, thus ensuring that the club has solid representation at various levels of the organization.

Keep notes on ideas and things to do. A good checklist will be most beneficial to you as leader. Establish a time schedule for completion of each item on your agenda. Visit neighboring clubs. See how they operate. Everyone has a different style. Good ideas can be adopted and poor practices avoided.

The transition meeting is crucial. Before the new year arrives, the current and new boards should get together. Notes, materials and tips should be passed on to the new team. A similar meeting for committee chairpersons is highly beneficial.

Establish specific goals. The goal that provides persons the basis for all objectives is SERVICE TO MANKIND. Fellowship and self-improvement for members are also important. With these objectives as a background, commit your specific goals to paper.

Learn parliamentary procedure. Be familiar with the basics of how to conduct meetings. There are many easy references available that require minimum review.

Study your Club Manual. Sertoma provides you with a wealth of materials. The Club Manual is your primary resource. Familiarize yourself with it as soon as possible and take nothing for granted. Become familiar with the wealth of information and tools on the Sertoma Web site, www.sertoma.org.

Club Leadership Conference Agenda
Meeting Location
Date & Time

1. Call to Order
2. Invocation
3. Pledge of Allegiance
4. President's Welcome & Special Introductions
5. Introductions - Have each club officer introduce themselves.
6. Club Administration
 - a. President's Calendar
 - b. Officers & Directors
 - c. Committees
 - d. Goal Setting
 - e. Club Manual
7. Membership Recruitment & Retention
 - a. Philosophy of Growth
 - b. Membership Development & Retention
 - c. Attendance
8. Finances & Reporting
 - a. Budget
 - b. Fiscal Responsibility
 - c. Dues - Club and Divisions
 - d. Record Keeping & Reporting
 - e. Fundraising
9. The Annual Fund - Supporting the Programs of Sertoma
10. Sponsorships
 - a. Local
 - b. National
11. Incentives & Recognition
 - a. New Awards
 - b. Individual Awards
 - c. Club Awards

12. Sertoma & Its Divisions

13. Q & A

14. Adjournment

SERTOMA CLUB SECRETARY MANUAL

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Board Minutes

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Club Bulletin/Newsletter

Club Supplies

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The Role of the Club Secretary

The club secretary is the administrative officer of the club and serves as custodian of all club records. In this role there are many duties relating to operating the business of a Sertoma club. The primary responsibility of the club secretary is to maintain accurate records of the club's business. This Manual is designed to assist you with the basics of this office.

It is important that the secretary become familiar with the club's governing documents. Make sure that these documents are current and accurate.

Duties include preparing an agenda and keeping minutes of the club board of directors meeting, maintaining an accurate club roster, reporting all membership changes to Sertoma Headquarters in a timely manner and filing all necessary reports on time.

The secretary is the means of communication between the club, Sertoma Headquarters and the Divisions of Sertoma. The secretary is responsible for keeping the club informed of all Sertoma correspondence.

It is also important that the secretary attend the annual Sertoma and Division conferences and conventions. These meetings offer a wealth of training opportunities and are great ways to share in Sertoma fellowship.

Utilizing the information in this Manual will help ensure a successful term as a Sertoma club secretary, benefiting you, your club and the community you serve.

Official Records

It is important that the secretary become acquainted with all official club records. Special attention needs to be given to the club minutes, which provide a complete history of the club, especially with regard to actions taken at board and club meetings.

The club roster is extremely vital. It provides a current record of those individuals who are members of the club. Supportive documents will give you historical information of tremendous value as well. The club may request a roster from Sertoma Headquarters at any time or the secretary may print a roster from the Sertoma Web site, at www.sertoma.org.

The club secretary serves as official custodian of the club Charter Agreement, incorporation and governing documents. Be familiar with these important documents, as you may need to refer to them frequently. For updating the club governing documents, contact the Member Services Department at Sertoma Headquarters and request a board-approved model.

The Club secretary must work with the treasurer to file any necessary yearly registration forms. This is required by most states for nonprofit corporations.

Record-Keeping System

The secretary and the treasurer (or secretary/treasurer) of a Sertoma club will find that the most important tool available for conducting business is a good record-keeping system. The club's permanent records should be kept current and complete, including copies of all reports, communications and business dealings of the club.

Board Meeting Agenda

The secretary, with input from other club officers, should have an agenda prepared for each board meeting. An established agenda will help to ensure that the board meeting moves along smoothly, and that no items of importance are overlooked.

Board Minutes

An essential priority is that the secretary be required to prepare and keep accurate minutes of each and every meeting of the board of directors. In the event the secretary is absent, another member of the board should be designated to carry forward this vital responsibility.

To assist in proper record keeping, any actions taken at board meetings should be in the form of a stated motion, which must be properly presented and seconded. It is essential that the minutes include appropriate references such as:

- The day, time, location of the meeting
- Identification of those in attendance
- Record of correspondence and reports received and actions taken
- Record of motions made, carried or lost
- References to those items referred to committee or deferred, etc.

Minutes should be mailed to each member of the board of directors at least two weeks prior to the next meeting. These documents become permanent historical records, and it is essential that they be accurate and complete.

Club Meetings

The secretary's primary mission at meetings is to serve as the president's right hand, helping to ensure that everything is ready for a productive and well-organized meeting. At club meetings it is suggested that the secretary be seated in a position for spontaneous assistance to the presiding officer.

In that the club president generally follows a prepared agenda, the president turns the official agenda over to the secretary after the meeting for record-keeping purposes. Unless there is official business (motions made and voted upon), this agenda can suffice for club meeting records. Be sure to record properly all attendance information on the official agenda. If business is transacted, exact minutes must be kept.

Award Records

An important responsibility of the secretary relates to awards and incentives. The secretary is required to maintain all appropriate records relating to individual and club awards, thus ensuring

prompt recognition. A summary of all awards, required forms and due dates is located in the Awards & Reports section. The Guidelines and Forms are also located in the Awards & Reports section, and forms may be downloaded from the Sertoma Web site, www.sertoma.org.

Correspondence

The club correspondence file is another essential. Review it carefully. Items completed become historical in nature. Items still pending will need to be reviewed more carefully and acted on accordingly.

Reports

Every club in the organization is required to complete and submit various reports throughout the year. A list of all reports, copies of the forms, due dates and the distribution list is located in the Awards & Reports section. Forms can also be downloaded from the Sertoma Web site, www.sertoma.org.

Form 115: Membership Information Form must be submitted any time a member is added or deleted from the club or has a change of address or contact information. The club secretary can also make changes to club membership online. At Sertoma Headquarters, New Member Kits are processed at least twice per week. All New Member Kits will be sent to the club secretary.

Form 116: Quarterly Activities Report must be submitted quarterly. This report is the tool that provides information on what Sertomans are doing in the name of Service to Mankind. It is also necessary to file this report on time to qualify for various awards.

Form 130: Club Officer Reporting Form must be submitted by April 10 each year and any time a change of officers or meeting time or location occurs. This is the only means of keeping the club contact information accurate and ensuring the correct information is on file at Sertoma Headquarters.

Random Financial Reports

The treasurer's report must be included in the club's permanent record. Obtain a copy from the club treasurer after presentation.

Club Bulletin/Newsletter

The club bulletin is the most important tool for effective communication with the club members. The secretary works closely with the person who is designated as editor, thus making sure it is published regularly. In some cases, it is the secretary who serves as editor. Club officers, committee chairpersons and members will depend on the secretary for information and guidance about club affairs. Thus, the secretary serves as a clearing-house for all club activities. The bulletin mailing list should include:

- Sertoma President
- Sertoma Headquarters
- Director
- Governor and all club secretaries in the District

Additional newsletter guidelines and suggestions may be found in the Public/Media Relations section.

Club Supplies

Sertoma has developed an entire line of merchandise that is available to all clubs for official use by the organization. The line includes various awards; official club property, such as gongs, gavels and banners; project items such as caps, aprons; membership pins and badges and special items of clothing.

The secretary is the custodian of all official club supplies. It is suggested that a reasonable inventory of items be maintained so that they will be available when necessary. The Sertoma Store is easiest accessed online through the Sertoma Web site, www.sertomastore.org.

Sample Secretary's Calendar

Weekly/Monthly

Assist president/board chair in preparation of agenda.

Record minutes of board and other meetings.

Prepare minutes of board meeting (advance copies to president and board chairperson; copies to all at next meeting).

Prepare club bulletin and distribute to all members, or assist club bulletin editor (e.g., with minutes from meetings).

Add/Delete/Change member information by submitting Form 115: Member Information Form.

For Each New Member:

Form 115: Member Information Form to Sertoma Headquarters.

New Member Kits will be sent to club secretary.

Copy of application to club records.

Obtain other personal data.

Establish membership record form.

Update club roster and distribute.

Address/billing information to club treasurer.

Mailing/e-mail address, fax number, etc., to club bulletin editor.

New Member Kits are automatically sent from Sertoma Headquarters when notified of new member.

Add to list of members to be inducted at next new member orientation/induction ceremony.

For Any Member Moving to Another Area:

Provide contact info for Sertoma club(s) in that area.

Include residence location info in Delete Member information section of Form 115: Membership Information Form.

As Needed During Year

Update club roster and distribute to members.
Update club and individual awards progress chart.
Update member activity records - new members sponsored, awards, service hours, etc.
Review and Update club governing documents
Insurance certificate for club projects from Lockton Companies at 816-960-9382.
Submit Form 130: Club Officer Reporting Form for any president/secretary/treasurer contact info change, or for change in meeting day/time/location.

Month by Month

June (before start of administrative year)
Attend District Leadership Conference.
Assist in annual club audit.
Assist president and other officers/committee chairs.
Help in preparation of operating and sponsorship budgets.
Preparation of club's goal sheet.
Preparation for Club Leadership Conference.
Review and update membership records and personal data for roster
Review club policies.
Review incorporation forms.
Update Fidelity bond information.
Furnish contact info to District Governor and other clubs in area.
Update club information with Chamber of Commerce and local newspaper(s).
Establish record-keeping system.
Locate forms in Manual and/or on Web site.
Update club activity records.

July
Publish updated membership roster.
Submit Form 116: Quarterly Activities Report and Form 117: Quarterly Dues Statement, along with proper dues checks to District Governor and Director. Dues invoices are payable upon receipt to Sertoma Headquarters. Dues invoices are past due after 60 days.
Print/distribute appropriate section(s) of Sertoma Club Manual to officers and committee chairs.
Attend Annual Sertoma Convention.

August/September
Register and attend Fall District Conference.

October
Submit Form 116: Quarterly Activities Report and Form 117: Quarterly Dues Statement, along with proper dues checks to District Governor and Director. Dues invoices are payable upon receipt to Sertoma headquarters. Dues invoices are past due after 60 days.

November

Assist in submission of entry for Club Sertoman of the Year and Club Service to Mankind Awards; submit to District Governor by December 1.

January

Submit Form 116: Quarterly Activities Report and Form 117: Quarterly Dues Statement, along with proper dues checks to District Governor and Director. Dues invoices are payable upon receipt to Sertoma Headquarters. Dues invoices are past due after 60 days.

February/March

Register and attend Regional Convention.

Provide registration information/forms for Regional Convention to other club members.

Assist in preparation of Convention Exhibit for Regional Convention.

April

Submit Form 116: Quarterly Activities Report and Form 117: Quarterly Dues Statement, along with proper dues checks to District Governor and Director. Dues invoices are payable upon receipt to Sertoma Headquarters. Dues invoices are past due after 60 days.

Submit Form 130: Club Officer Reporting Form immediately after elections for club officers and directors.

May

Register for Annual Sertoma Convention.

June (end of administrative year)

Provide secretary elect with information/documents for audit.

July (start of administrative year for new secretary)

Publish updated membership roster.

Submit Form 116: Quarterly Activities Report and Form 117: Quarterly Dues Statement, along with proper dues checks to District Governor and Director. Dues invoices are payable upon receipt to Sertoma Headquarters. Dues invoices are past due after 60 days.

Print/distribute appropriate section(s) of Sertoma Manual to officers and committee chairs.

My Sertoma Club
Jane Sertoman, President
Day of Week, Date, Year

SAMPLE CLUB MEETING AGENDA

Time _____ to _____

1. Call to Order by President
2. Invocation by _____
3. Pledge of Allegiance led by _____
4. Meal and Fellowship
5. Introduction of Guests by _____
6. Birthdays and Anniversaries
7. Brief Committee Reports
8. Sertoman of the Week
9. Special Announcements
10. Introduction of Guest Speaker by _____
11. Guest Speaker _____
12. Question and Answer Period
13. Appreciation to Guest Speaker
14. Sergeant-at-Arms Report
15. Adjournment

My Sertoma Club
John Sertoman, Chair
Day of Week, Date, Year

SAMPLE BOARD MEETING AGENDA

1. Call to Order
2. Invocation and Pledge of Allegiance
3. Roll Call
4. President's Remarks
5. Secretary's Report
 - A. Minutes of September Board Meeting
Board Action:_____
 - B. Communications
6. Treasurer's Report
 - A. Financial Statements
Board Action:_____
 - B. Accounts Receivable - Dues
Board Action:_____
 - C. Accounts Payable
Board Action:_____
7. Unfinished Business
 - A. Committee Report
 - B. Club Social
8. New Business
 - A. Awards
 - B. Sponsorship Request
 - C. Membership Drive
9. Adjournment

Sample Secretary's Calendar

Weekly/Monthly

Assist president/board chair in preparation of agenda.

Record minutes of board and other meetings.

Prepare minutes of board meeting (advance copies to president and board chairperson; copies to all at next meeting).

Prepare club bulletin and distribute to all members, or assist club bulletin editor (e.g., with minutes from meetings).

Add/Delete/Change member information by submitting Form 115: Member Information Form.

For Each New Member:

Form 115: Member Information Form to Sertoma Headquarters.

New Member Kits will be sent to club secretary.

Copy of application to club records.

Obtain other personal data.

Establish membership record form.

Update club roster and distribute.

Address/billing information to club treasurer.

Mailing/e-mail address, fax number, etc., to club bulletin editor.

New Member Kits are automatically sent from Sertoma Headquarters when notified of new member.

Add to list of members to be inducted at next new member orientation/induction ceremony.

For Any Member Moving to Another Area:

Provide contact info for Sertoma club(s) in that area.

Include residence location info in Delete Member information section of Form 115: Membership Information Form.

As Needed During Year

Update club roster and distribute to members.

Update club and individual awards progress chart.

Update member activity records - new members sponsored, awards, service hours, etc.

Review and Update club governing documents

Insurance certificate for club projects from Lockton Companies at 816-960-9382.

Submit Form 130: Club Officer Reporting Form for any president/secretary/treasurer contact info change, or for change in meeting day/time/location.

Month by Month

June (before start of administrative year)

Attend District Leadership Conference.

Assist in annual club audit.
Assist president and other officers/committee chairs.
Help in preparation of operating and sponsorship budgets.
Preparation of club's goal sheet.
Preparation for Club Leadership Conference.
Review and update membership records and personal data for roster
Review club policies.
Review incorporation forms.
Update Fidelity bond information.
Furnish contact info to District Governor and other clubs in area.
Update club information with Chamber of Commerce and local newspaper(s).
Establish record-keeping system.
Locate forms in Manual and/or on Web site.
Update club activity records.

July

Publish updated membership roster.
Submit Form 116: Quarterly Activities Report and Form 117: Quarterly Dues Statement, along with proper dues checks to District Governor and Director. Dues invoices are payable upon receipt to Sertoma Headquarters. Dues invoices are past due after 60 days.
Print/distribute appropriate section(s) of Sertoma Club Manual to officers and committee chairs.
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Register and attend Fall District Conference.

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November

Assist in submission of entry for Club Sertoman of the Year and Club Service to Mankind Awards; submit to District Governor by December 1.

January

Submit Form 116: Quarterly Activities Report and Form 117: Quarterly Dues Statement, along with proper dues checks to District Governor and Director. Dues invoices are payable upon receipt to Sertoma Headquarters. Dues invoices are past due after 60 days.

February/March

Register and attend Regional Convention.
Provide registration information/forms for Regional Convention to other club members.

Assist in preparation of Convention Exhibit for Regional Convention.

April

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May

Register for Annual Sertoma Convention.

June (end of administrative year)

Provide secretary elect with information/documents for audit.

July (start of administrative year for new secretary)

Publish updated membership roster.

Submit Form 116: Quarterly Activities Report and Form 117: Quarterly Dues Statement, along with proper dues checks to District Governor and Director. Dues invoices are payable upon receipt to Sertoma Headquarters. Dues invoices are past due after 60 days. Print/distribute appropriate section(s) of Sertoma Manual to officers and committee chairs.

SERTOMA CLUB TREASURER MANUAL

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SERTOMA CLUB TREASURER MANUAL

The Role of the Club Treasurer

The club treasurer is the financial advisor of the club and serves as custodian of all club funds. In this role there are many duties relating to operating the business of a Sertoma club. Although the club is a volunteer entity, the IRS views the club as a business, and its finances must be treated like one. The primary responsibility of the treasurer is to track and report all money coming in and out of the club. This Manual is designed to help you with the basics of this responsibility.

It is vital that the leadership of a club realize they are operating a business, and without the income derived from members' dues the organization will suffer monetarily, quite possibly to the point of self-destruction. Most membership organizations have an application fee and annual dues. Sertoma is not unique in this respect.

Charitable funds must be held and accounted for in certain detail for reporting purposes. The IRS requires that all public charities be able to account for the revenue and expenses generated as an exempt organization. This must be made available on demand to the IRS, Sertoma Headquarters and even donors from the local community. The Sertoma club must be able to show that charitable revenues are used for the club's charitable or exempt purpose.

This Manual is designed to help the treasurer properly structure a budget, account for use of all revenue and expenses, help assure appropriate use of funds of operations – exempt or charitable needs, and report as required to all stakeholders including the club members, Sertoma Headquarters, the IRS and the community the club serves.

Tax Exemptions & Registrations

EIN (Employee Identification Number)

Each Sertoma club is required to have an EIN. This number is used by the federal, state and local governments, as well as the banking community, to identify a business entity. The EIN number is used by the IRS in combination with an annual report from Sertoma International to determine if a club is covered by either or both of the Sertoma tax exemptions. Without an EIN to establish the link, the club is not legally a tax-exempt entity.

The requirements for qualifying for an EIN and tax exemptions begin during the charter process with the Petition for Tax Exemption forms. Participating clubs must then apply for the EIN number from the IRS to be included under the umbrella of Sertoma's group exemption.

To apply for your EIN use IRS form SS-4. Sertoma Headquarters cannot obtain an EIN number for a Sertoma club. Once the IRS has assigned the club with the EIN number, the club must report it to Sertoma Headquarters to be included on the listing given to the IRS each year. Without notification to Sertoma Headquarters the club is not legally part of the group exemption.

If the club does not know if it has the required EIN number, please contact Sertoma Headquarters. The Sertoma Headquarters staff can look up the information about the club. If an EIN number is needed, the instructions can be obtained from the office.

How to Apply for an EIN

You can apply for an EIN online, by telephone, fax, or mail depending on how soon you need to use the EIN

1. Apply Online

NOTE: This is a free service offered by the Internal Revenue Service at <http://www.irs.gov/businesses/small/article/0,,id=98350,00.html>. Beware of websites on the internet that charge for this free service.

The internet is the preferred method to use when applying for an EIN. Visit the IRS website at www.irs.gov (keyword "EIN") and check out the new Interview-style online EIN application. The application includes embedded help topics and hyperlinked keywords and definitions so separate instructions aren't needed. The information you submit is validated during the online session. Once you've completed the application you will receive your EIN immediately. You can then download, save, and print your confirmation notice. (This feature is not available to Third Party Designees.) The online application is fast, free, and user-friendly!

The application is available during the following hours:

Monday - Friday 6:00 a.m. to 12:30 a.m. Eastern Time

Saturday 6:00 a.m. to 9:00 p.m. Eastern Time

Sunday 7:00 p.m. to 12:00 a.m. Eastern Time

The online application process is available for all entities whose principal business, office or agency, or legal residence (in the case of an individual), is located in the United States or U.S. Territories. Additionally, the principal officer, general partner, grantor, owner, trustor, etc. must have a valid Taxpayer Identification Number (Social Security Number, Employer Identification Number, or Individual Taxpayer Identification Number) in order to use the online application.

2. Apply by Telephone

If you don't have internet access, you can receive your EIN by telephone and use it immediately. When applying by phone, IRS suggests that you complete Form SS-4 before the call so that you will have all relevant information available. Then call the Toll-Free EIN number (1-800-829-4933) between 7:00 a.m. and 10 p.m. local time, Monday through Friday.

The person making the call must be authorized to receive the EIN and answer questions concerning the Form SS-4. An IRS representative will use the information received from you or your representative to establish your account and assign you an EIN. Write down the number you are given and keep it for your records.

3. Apply by Fax or Mail

You can receive your EIN by fax within four (4) business days. You can receive your EIN by mail within about four (4) weeks. See the IRS web site for more specific instructions.

IRS Tax Exempt Status Provided for Club

501(c)(3) – Charitable Fund

Sertoma has an IRS-designated 501(c)(3) exemption. Specifically, this exemption allows clubs to accept gifts and donations allowed under this IRC section to be tax deductible to the donor. The club must have its own EIN assigned by the IRS linking the club to this exemption, GEN 5409.

Under section 501(c)(3) of the IRS Code, we are allowed to maintain this exemption to aid the handicapped, mentally retarded, underprivileged and other members of the community as the need arises, and for other qualified religious, charitable or education purposes. All fundraising involving any type of tax-deductible gift, most corporate matching gift programs and, in most states, all charitable gambling requires the organization to hold a 501(c)(3) exemption. Specifics on how to manage charitable funds are provided in detail in the Management of Charitable Funds section of this Manual.

State Incorporations & Registrations

All clubs should incorporate as a not-for-profit business within their state. Incorporation is also important in protecting the volunteers from liability issues related to club activities. Many states and, in some locations, even counties and cities require registration by all not-for-profits doing fundraising from the general public. The requirements for both of these processes can vary greatly, and the treasurer should work closely with the club secretary to make sure that the club has all of the appropriate and up-to-date registration required to operate the business of a Sertoma club. Check with your state's Attorney General or Secretary of State office on local requirements.

Links to state web sites can be found on the IRS web site at the following link:

<http://www.irs.gov/businesses/small/article/0,,id=99021,00.html>

Requirements & Obligations

Sertoma Dues & Fees

It is the responsibility of every Sertoma club to meet all financial obligations to Sertoma and, if required, to its Divisions (District or Region). **All dues and how they are calculated are authorized by the Sertoma Board of Directors and cannot be waived or adjusted without Board action.**

Membership dues:

Both individuals and the clubs are members of Sertoma. Clubs will be billed annually for the club dues. That billing will occur on July 1 of each year and is a fixed amount of \$175 for all clubs. This was approved by the members at the 2007 Annual Sertoma Convention.

Clubs will collect from their members the individual membership dues. These remain \$15 per quarterly, or \$60 a year, and will be billed in the same process that they have been in the past. That process is as follows:

Each individual members dues are payable quarterly, in advance. Sertoma dues are computed and billed to the club's account. The billings are sent to the club Treasurer on July 1, October 1, January 1 and April 1, or next business day if these dates fall on a weekend or holiday. The billing will be based on the number of members on file at Sertoma as of noon Central Time the last business day of the previous quarter. This invoice is due upon receipt to Sertoma.

Division Fees

The individual membership number from the quarterly invoice is used to calculate Division fees. This number is multiplied by the Division fees amount and remitted on Form 117: Quarterly Dues Statement. All dues and how they are calculated are authorized by the Sertoma Board of Directors and cannot be waived or adjusted without Board action.

Sertoma Processing Fee

Sertoma charges a processing fee for each new member who is added to its membership roster. This fee includes the price of a New Member Kit that is shipped on receipt of Form 115: Membership Information. This fee does not apply to transfer members or former members added to the club roster, as recorded at Sertoma Headquarters, if received within 90 days after the member is dropped from his/her previous club. The fee does not apply to Life Members who become reinstated active members.

Club Application Fees

The club application fee is established by each club. This fee represents the amount a qualified candidate for membership must pay to the club when he or she applies for membership. This fee is used to cover the cost of the Sertoma processing fee and to defray the expenses involved in providing a new member with any materials and meals provided by the club. Some clubs charge \$25 to \$50, depending on the need and preference. When there are concerns for the financial imposition this might place on a candidate, some clubs waive the application fee. Generally, the candidate for membership who quickly remits a specific application fee will be regular in meeting financial obligations to the club.

Other Costs & Taxes

Club Liability Insurance

Clubs are required to have insurance that covers the members and participants at all events. Sertoma extends blanket general liability insurance to all clubs in the United States and Canada. This cost is pro-rated to the clubs each year based on the number of members on file when the policy renews. For more information on the insurance program, please see the Sertoma section of the Club Manual. Typically this is billed to the clubs in September.

Manuals

Each year a Sertoma club will receive two new Club Manuals updated for the coming fiscal year. The club will be billed for these manuals, plus shipping. The Manual is the resource for information on operating a club and all awards and functions within Sertoma. This is required by the Sertoma policy; the cost and mailing of these manuals cannot be waived or adjusted without Board action.

Director & Officer Insurance & Fidelity Bonds

It is recommended that each club purchase a bond and possibly director and officer coverage on the board of directors for decisions made for the club. This may be purchased either from a local insurance agent (check your club's membership to see if someone can assist you) or from the Sertoma insurance company.

Sales Tax

Sales tax is a state-determined function and cannot be waived with only a tax-exempt status from the IRS. All clubs will have to pay sales tax unless the club applies for sales tax exemption from the individual state in which it resides. Sertoma legally cannot obtain sales tax exemption for our clubs.

Annual Reports

Audit

At the end of each fiscal year the club board of directors should call for an audit of the records. This can be done as an internal committee of the club or by an outside financial representative. The club treasurer should welcome this review to help substantiate all expenses of the club for filing all state and federal forms as required by the club's activities. The club treasurer must be prepared and have all documentation in a readily accessible location. This must be completed prior to filing the club's 990 tax return.

Form 990/ 990EZ (Tax Return)

The IRS requirements state that any nonprofit organization which has \$25,000 in gross income must file a 990 or 990 EZ. This form is required to be submitted by the 15th day of the fifth month following the end of the fiscal year. Since the Sertoma fiscal year ends on June 30, the form(s) are required to be filed by November 15th each year. An extension may be requested from the IRS. A common mistake made by a club is not including dues in the gross receipts test. Dues are considered income by the IRS and must be included in this calculation.

Be sure to include the club's EIN on the tax form, as well as the tax group exemption number linked to the EIN. If the club files a return without the group exemption number on the form, the IRS requires that the name "Sertoma" to be the first name line on the form with the club name as the second name line.

If the club meets the requirements and does not file, the law provides penalties (including fines and imprisonment) for willfully not filing returns. Also, a penalty of \$20 per day, not to exceed

\$10,000 or 5% of the gross receipts, may be charged when a return is filed late. All forms can be obtained from the IRS service center in your community or from its Web site, www.irs.gov.

Form 990-N (e-Postcard)

If your gross receipts are less than \$25,000, you are required to electronically submit Form 990-N, also known as the e-Postcard. The Pension Protection Act of 2006 added this filing requirement to ensure the IRS and potential donors have current information about your organization. The first e-Postcards are due in 2008 for tax years ending on or after December 31, 2007. The e-Postcard is due every year by the 15th day of the 5th month after the close of your tax year. Since the Sertoma fiscal year ends on June 30, the form(s) are required to be filed by November 15th each year. You cannot file the e-Postcard until after your tax year ends.

Late filing of the e-Postcard

If you do not file your e-Postcard on time, the IRS will send you a reminder notice but you will not be assessed a penalty for late filing the e-Postcard. However, an organization that fails to file required e-Postcards (or information returns – Forms 990 or 990-EZ) for three consecutive years will automatically lose its tax-exempt status. The revocation of the organization’s tax-exempt status will not take place until the filing due date of the third year.

Other Common Federal Filing Requirements of Exempt Organizations

Category/Form	Purpose	Reporting Period	Due Date
Employee Related:			
941	To report social security and income taxes withheld and social security taxes paid by the employer.	Quarterly	4/30 7/31 10/31 1/31
W-2	To report payment of wages, other compensation, income tax withheld, and social security and Medicare taxes withheld.	Annual	1/31 (to employee) 2/28 (to Social Security Administration)
W-3	To transmit W-2s to Social Security Administration.	Annual	2/28
940 or 940-EZ	To determine employer's liability for federal unemployment tax (FUTA).	Annual	1/31
5500 or 5500-C/R	To report information concerning employee benefit plans (e.g., pension, deferred compensation) maintained by the employer.	Annual	7/31 (or, if reporting on a fiscal year, the last day of the 7th month after the close of the plan year)
Independent			

Category/Form	Purpose	Reporting Period	Due Date
Contractors and Lessors:			
1099-INT	To report interest payments of \$10 or more during a calendar year to unincorporated entities.	Annual	1/31 (to payee) 2/28 (to IRS)
1099-MISC	To report payments of \$600 or more to unincorporated entities providing services (e.g., legal, accounting, repairs); renting property to the organization; or receiving commissions, fees, royalties, or other nonemployee compensation from the organization in the course of a trade or business.	Annual	1/31 (to payee) 2/28 (to IRS)
1096	To transmit 1099s to the IRS.	Annual	2/28
Other Tax Returns:			
720	Used to report various federal excise taxes.	Quarterly	4/30 7/31 10/31 1/31
990-T	Used to determine liability for unrelated business income tax.	Annual	Generally 15th day of 5th month after tax year-end
990-W	Used to calculate estimated tax payments due on unrelated business income and net investment income (for private foundations).	Quarterly	Payments are due by the 15th day of the 4th, 6th, 9th, and 12th months of the tax year; form is retained by taxpayer
4720	Used by Section 501(c)(3) organizations and their managers to report liability for tax related to (1) certain lobbying and political activities; (2) the payment of premiums on personal benefit contracts; and (3) excess benefit transactions. Also used by private foundations to report liability for certain excise taxes.	Annual	Normally 15th day of 5th month after tax year-end
Other Forms:			
W-2G	Used to report prizes awarded during or	Annual	Furnished to winner by 1/31 of

Category/Form	Purpose	Reporting Period	Due Date
	as a part of a charitable fundraising activity such as a raffle (prize must equal or exceed \$600).		the following year (to payee); 2/28 (to IRS)
W-9	Used to request the taxpayer ID number of the winner of a prize of \$600 or more.	N/A	Before prize is awarded
56	Used to notify IRS of a fiduciary relationship (e.g., when an organization becomes the trustee of a trust) so that the fiduciary receives proper notice from the IRS of tax assessments, etc., affecting the trust.	N/A	No deadline
945	Used to report income tax withheld from nonpayroll distributions or payments (e.g., gambling winnings, backup withholding).	Annual	1/31 (or 2/10 if taxes deposited timely)
1098-C	Used to report to the IRS the contribution of a qualified vehicle that has a claimed value of more than \$500. Copy B must be furnished to a donor for attachment to the donor's income tax return. Copy B also can be used to satisfy the requirement for a contemporaneous written acknowledgment of the contribution.	Annual	2/28 to the IRS. If used as acknowledgment to donor, within 30 days of arm's-length sale of vehicle or within 30 days of date of contribution if vehicle will not be sold before completion of material improvements or significant intervening uses; of if vehicle will be transferred to needy individual for significantly less than FMV.
3800	Used to claim certain tax credits.	Annual	File with Form 990-T
4466	Used to apply for a quick refund of income tax if the organization overpaid its estimated tax by at least 10% of expected liability and \$500.	Annual	16th day of third month after end of tax year and before Form 990-T is filed
4506-A	Request for public inspection or copy of exempt organization IRS form.	N/A	No deadline
4562	Used to report depreciation and amortization expense. (Key Issue 15D)	Annual	File with Form 990 or 990-T
5768	Election/revocation of election by an eligible Section 501(c)(3) organization to make expenditures to influence legislation.	N/A	Election must be made within the first taxable year to which it applies. Revocation must be made before the first day of the tax year to which it applies.

Category/Form	Purpose	Reporting Period	Due Date
6198	Used to report loss from an unrelated business activity subject to the at-risk limitation rules.	Annual	File with Form 990-T
8282	To report disposition of donated property held less than three years and valued at more than \$5,000.	N/A	125 days after the date of disposition
8283	To support noncash charitable contributions.	Annual	File with Form 990-T
8300	To report receipt in a trade or business activity of \$10,000 or more of cash (reporting requirement does not apply to the receipt of charitable contributions).	N/A	15th day after receipt of cash
8697	Used to calculate the interest due or to be refunded under the look-back method applicable to certain long-term contracts.	Annual	File with Form 990-T
8822	Used to notify the IRS of a change of address.	N/A	No deadline
8868	To request extension(s) of time to file Form 990, 990-EZ, or 990-PF.	N/A	On or before 15th day of 5th month after tax year-end (initial request)
8870	Used to provide information on personal benefit contracts to IRS.	Annual	Charitable remainder trust: 4/15 Other entities: 15th day of 5th month after end of tax year
8886-T	Used to report participation in a prohibited tax shelter transaction.	Various	Various
8899	Used by charitable donee to report net income from qualified intellectual property to the donor of the property and the IRS.	Various	Last day of first month after close of donee's tax year.
8921	Used to report direct or indirect acquisition of certain insurance contracts.	Various	Various
TD F 90-22.1	Used to report a financial interest in, signature authority, or other authority over a foreign financial account when aggregate value exceeds \$10,000 at any time during the calendar year.	Annual	June 30

Bank & Sertoma Club Accounts

Bank Accounts

Each Sertoma club must have a bank account. This account is to be the depository for all funds of the club. The account must have the Club's EIN number as assigned by the IRS.

If the club chooses to use two bank accounts, it should split the operations and sponsorship of the clubs into the accounts. All expenses for the operations of the club would be paid out of the operating funds while fundraising, charitable distributions, and program services would be paid out of the second account. Both accounts must be opened under the same EIN number.

Checks

The checking account is required by policy to have two signatures on file at the bank. This is a protective measure for both the club and the treasurer. All payments should be made by check for an audit trail. The treasurer is the custodian of the checkbook and should keep it in a secure location.

Sertoma Club Accounts

All fees and dues charged by Sertoma are placed on the Sertoma club account. The club will receive an invoice for all charges placed on the account. Quarterly statements showing the activity on the account are also sent to the club treasurer, as long as the balance on the account is over \$2. All charges on the club account are due on receipt of the invoice. The account number is the club number as assigned by Sertoma when the club chartered. Please put this number on all checks and correspondence regarding the club account.

Not In Good Standing

Not In Good Standing is a classification placed on a Sertoma club when (1) its account carries a balance of \$50 that is 60 days past due or (2) fails to provide required quarterly reports for two consecutive quarters. This standing is authorized by the Sertoma Bylaws and expected by the IRS as part of our group exemption. The IRS requires that all subordinate organizations be in good financial standing with the parent organization. Ramifications of being Not In Good Standing are not being allowed to use the group tax exemption from Sertoma, neither the club or members can vote at any elections, and not being allowed to participate in many award or other programs. Letters are sent to club presidents once per quarter if the club is Not In Good Standing. Any club that is Not In Good Standing for 4 (four) consecutive quarters is subject to charter revocation by the Board of Directors. A letter notifying the club of this situation will be sent prior to any action being taken.

The Club Budget

This section has been created with the input of the Sertoma legal counsel and auditor to recommend best practices. This is to assure appropriate use and clear accountability for the revenues and expenses of a typical Sertoma club. If a club feels some activity or function of the club does not fit into this model, please contact Sertoma Headquarters to determine the proper reporting and accounting.

Each year – prior to the beginning of the fiscal year (for a Sertoma club, that is the period from July 1 through June 30) – the incoming treasurer will prepare a balanced budget for the coming fiscal year. A budget is a projection of all expected revenues and expenses for the club. The budget can be as detailed as the club wishes, but must at least show the major categories of revenues and expenses. These should include: all charitable and earned revenues; dues to Sertoma and Divisions; bulletins; meeting rooms; meeting food; awards; postage; delegate expenses; supplies; and charitable-purpose fundraising expenses. A sample budget is provided for review. Once approved by the club board of directors, changes in the total revenues and expenses for each category should not be authorized without an adjustment to the budget vote by the club board of directors.

Revenue

There are three revenue sources to include in the club's operating budget. Each of these represents a certain type of income.

- Dues Revenue, Application Fees
- Investment and savings earning
- Contributions, Gifts & Grants

Dues revenue is money received from the members to belong to Sertoma, fund the operations of the club and provide for all Sertoma and Division dues. This amount should be calculated each year as necessary to make sure the club's operating costs are being covered. When calculating the dues amount, take the total projected expenses to operate the club (see expenses for detail on this area) divided by the number of members in the club. The number of members in the club should be reduced by approximately 10% to allow for members who do not pay their dues, but for whom the club still has operating expenses. This percentage should be looked at annually by the club to determine if the percentage of dues-paying members should be increased or decreased. Remember that keeping members on your roles just to keep the numbers up can sometimes be detrimental to the club's finances, as there are still expenses related to those members.

Investment and savings earnings is revenue received from earnings off money the club has saved. This can be in the form of interest from a savings account, interest from a certificate of deposit or, in some larger clubs, the investment earnings from stock and bond investments. Earnings from invested funds are not restricted in use according to the IRS, even if the money invested is restricted. Such earnings may be used to cover the cost of operations of the club.

Contributions, Gifts & Grants is revenue received from the club's fundraising activities, direct gifts to the club's, or grants from other organizations. The capability of the club to run charitable fundraisers is due to the 501(c)(3) exemption granted by the IRS.

These can be tax deductible to the donor or not depending upon the nature of your event. It is important that the club understand the nature of the difference, as it has a legal obligation to appropriately track and report revenue from fundraisers. This briefly outlines the three categories of charitable gifts:

Tax-Deductible Donations

Gifts of cash or other items can be eligible for a tax deduction if the donors do not receive any service or item of value in return. Items considered insubstantial by the IRS must have a value of \$8 or less. As example, token gifts like coffee cups, listing in programs, and recognition at the event most likely do not affect the deduction.

Partially-Deductible Donations

In some cases the value of a service or gift received is such that it does affect the amount of the donation. A good example is a dinner event. A donor pays \$100 to attend a dinner event. The IRS requires that the organization holding the event tell the donor in advance the fair market value of the dinner. Note this is the value, not the cost of the dinner. As example, the dinner and the speaker have a fair market value of \$50 per person. Then the donor can only claim \$50 as a donation, not the \$100. With some events, such as golf tournaments, the costs can be equal to or even greater than the gifts, making no part of the gift deductible. See the Management of Charitable Funds section for greater detail on how to calculate fair market value.

Non-Deductible Gifts

When an item is purchased from a charity, the IRS has determined that the fair market value of the item is the amount of the gift. As example, the club sells holiday trees for \$50 that cost the club only \$25. In this case there is no deduction, as the IRS would consider the \$50 as the fair market value of the tree. This would be the same for such items as candy sales or entertainments books. The exception to this rule would be in the case of auctions. At an auction the donor sets the price, not the charity, and as such can pay more than the fair market value for an item. If this is the case, the club should provide a receipt with the fair market value to the donor.

NOTE: Tax deductibility is determined by the tax status of the donor, and the club should not tell a donor a specific donation is deductible. A club should let the donor know what portion of any gift is eligible for consideration as a deduction as defined above. It is up to the donor and his/her tax advisors to determine if the deduction is available to the donor.

Expenses

There are three categories of expenses you need to track.

- Club administration and general expenses
- Fundraising expenses
- Program Services Expenses/Charitable Distributions

Club administration and general expenses is the cost of running the Sertoma club as a business. These are the costs to operate the club even if the club does not perform any fundraisers during the year. Items relating to social activities would be included in this category. The main expenses are the Sertoma fees and obligations as described in the previous section. This includes dues, processing fees and manuals. The club will also have costs for state registration fees, incorporation

fees, fidelity bonds and director and officer insurance. Other expenses to include are for meetings, meals, social activities, newsletters and guest speakers.

Fundraising expenses are those related to the club's activities to raise funds through activities, direct solicitation, or requesting grants. These expenses can be broken down into the following categories.

Direct Expense

These are the costs incurred to conduct a specific fundraiser. It is probably helpful if each event has its own project budget to allow the club to see in detail the costs and revenue associated with each event. Examples of direct cost include: printing, food and beverage, facility rental, decorations, gifts and awards.

Indirect Expense

Though a much smaller portion of the budget, these are critical budget items related to fundraising activity. Typically, these are costs paid each year, but apply to more than one or all fundraising activities. The best example is liability insurance. If the club holds four events a year, the cost of the liability insurance should be divided across all four. This would only be for the general liability insurance; if specific insurance is required for one event that would be a direct expense to that event.

Some clubs have significant financial investments in equipment that is used for several years to support fundraising events. In these cases, it is recommended that a percentage of that use is set aside from each event so the funds are available when equipment needs repaired or replaced. The equipment is a direct expense, but due to the nature of its use at multiple events over more than one year, treat it as an indirect expense and take a percentage out of each event. This is discussed in more detail under the Management of Charitable Funds section.

Program Services Expenses/Charitable Distributions

This is the most important category of expense in the budget ~ how the net proceeds from the fundraising activities are used to support the charitable purpose of the club. Depending on the structure of your events, the club may need to budget net proceeds from each event. As example, the net proceeds from the bowling event go to Big Brothers/Big Sisters, and the net proceeds from holiday tree sales go to the Speech and Hearing Clinic. The club may pool all net proceeds and make granting decisions based on the total of funds available. Either, or a combination of the two, is appropriate depending on how the fundraising program is structured. Again, this is covered in detail under Management of Charitable Funds.

The club's support of our Annual Fund should also be included in this section of the budget. If 100% clubs solicit the individual members for their gifts, those should be shown as sponsorship revenue, not as dues, in the operations budget.

If a club has an endowment that supports the sponsorship program, it can budget an annual contribution to that fund. This should be a small percentage, or only if fundraising exceeds the budgeted goal.

Unless limited by a commitment made during the fundraising activity, not all distributions must go to another not-for-profit. Within limits, the club can provide for its activities. One of the important aspects of the Sertoma club is to expand the number of volunteers doing service and to increase charitable support in the community. As such, the club funds to support training, development and recognition of volunteers and donors.

The club cannot use charitable funds to pay for any operational expenses, dues paid by any individual or the club, or related expenses such as meals at regular club meetings, as these are not considered part of the charitable purpose.

Club's that run direct programs for the community, such as a hearing aid program, should reflect all expenses related to those programs under this budget area.

Financial Reports

A Sertoma club is a business. This requires that the Sertoma club be able to record and report all of its revenues and expenses in a manner that is understandable to the board, members and as an exempt charity to the public. As a public charity, anyone in the community may request to see the financial records of the club.

The following are the reports needed by a Sertoma club:

- Bank statements
- Accounts receivable (list of delinquent dues) and accounts payable reports
- Financial report including income and expenses for both funds

These reports require a time commitment, but it is critical that the treasurer maintain appropriate records. This responsibility makes the treasurer one of the most important roles in a club. The good news is that, if maintained on a monthly basis, the time involved in preparing these reports is manageable by a volunteer officer. For clubs with significant budgets, the services of a CPA or accountant can prove to be an appropriate, even a needed addition to the club's budget.

Bank Statements

Received monthly, this is a reflection of the activity in the bank account during a period of time. The statement must be reconciled to the checkbook upon receipt. Contact the bank immediately if you find a posting error.

Financial Statements

The treasurer is responsible for the accounting and reporting of all club revenues and expenses during the fiscal year. This information is to be reported at every board of directors meeting and be available to all members. The financial statement should show a comparison to budget on all income and expense categories so the club has an understanding of where it stands against projections for the fiscal year. A sample report is provided for review.

Accounts Payable/Receivable Report

The payables report is a detail of any outstanding expenses not yet paid by the club. This must be approved by the board of directors prior to payment of the bills by check. After approval of this report is a great time for you, as treasurer, to write the check, as the second signatory should be at the meeting. The receivables report is a detail of all revenues that have not yet been received. The most common element for a Sertoma club will be outstanding dues. This report must list the term of delinquency of the outstanding amount. The treasurer needs to work closely with the secretary to keep the roster current. Make sure that both the club and Sertoma rosters reflect the same dues paying members.

A sample report is provided for review.

Management of Charitable Funds

Club fundraisers come in many forms. They can be as simple as having a car wash or as complex as running of bingo halls. No matter the type of fundraiser, there are common elements to all.

Expenses

Direct Expenses

These are expenses associated with the generation of revenue from a specific event. Examples of direct expenses would include:

- Printing of invitations, programs, tickets or other materials
- Facilities and equipment rented or purchased for one specific event
- Capitalized costs (percentage used) of materials, equipment or facilities acquired for use in multiple events or activities
- Food or beverages
- Prizes, gifts or other items given or purchased by participants
- Labor (if paid) - however, the value of volunteer hours given should be tracked
- Insurance or related legal fees
- Postage, delivery or shipping costs

Direct expenses are covered by the gross proceeds of the event. The resulting balance is the net proceeds. Net proceeds are used to cover any indirect expenses (if required) and to fund the club's charitable and exempt purposes.

Indirect Expenses

These are expenses your club will incur in the process of supporting fundraising activities, but are not directly related to a specific event. One example is recruiting, retaining and training volunteers who will support a number of fundraising activities. Another would be the cost to maintain financial records, audit and reporting requirements for organizations operating as a 501(c)(3) organization.

You can recover indirect expenses from a fundraising event but, unlike direct expenses, it is not clear as to which expenses or how much. The IRS has not set a fixed amount or percentage.

Recovering indirect costs requires careful consideration and documentation to justify the use of fundraising proceeds for indirect expenses.

Keep in mind that you are looking at recovery of a portion of these expenses that support only the fundraising activity of the club. Expenses related to the operations of the club may not be recovered as indirect fundraising expenses. To determine if an expense qualifies, ask these questions:

- Do these expenses support our ability to plan and manage the fundraising activity of the club?
- If yes, then what percentage of these expenses would reasonably apply to this activity? (This is much like a capitalized direct expense – costs to recruit and train a new volunteer will likely yield support for multiple fundraisers and events.)
- Do the expenses provide a personal benefit to any individual greater than the direct benefit to the organization?
 - This is not always an easy question to answer. If you provide leadership training or fundraising training for a volunteer, he/she clearly benefits as an individual, but the primary benefit is the organizations.
 - The individual member may not obtain a direct personal benefit from the fundraising proceeds such as having his/her dues paid or related fees that are an expected expense of membership to each individual.

Capitalized Expenses

If the club acquires materials or equipment that is used for one or more events or activities, the costs should be prorated over the expected lifetime or usefulness of the items. This can be a relatively simple matter or may require the services of a financial professional. If your club has direct costs that are associated with multiple events, contact Sertoma Headquarters for more specific direction. Some examples of capitalized cost include:

- Cooking equipment, cooler or refrigeration equipment for a food service fundraiser.
- Trailers or trucks used only for storing and hauling equipment for fundraising events.
- Gambling equipment, for either actual or entertainment games of chance.

Allowable Percentage of Expenses

There is no set allowance; however, there are guidelines based on the type of event or activity undertaken. The following are some examples:

- Personal solicitation of donors - 1% to 5%
- Special events - 40% to 75% (can vary if based on a new or repeating event)
 - Black Tie Dinners
 - Golf Tournaments
 - Wine Tasting
 - Cook-offs
- Charitable gambling allowances and reporting are usually state dependent. If you are involved in these programs, be sure to clearly understand all applicable regulations and laws.

- If the club is doing direct mail or telemarketing, please contact Sertoma Headquarters for additional information.

Revenues

Allocation Decisions

How the club promotes a fundraiser determines the allocation of revenues for all expense categories or for charitable distribution. Before promoting an event, the club needs to plan in advance the need to allocate funds for expenses (direct and indirect) as well as the expected charitable distribution. As a public charity, the Sertoma club is responsible to the public to use the funds in an appropriate manner. Some examples of how promotion strategies link to the appropriate allocation of charitable revenue follow.

Example One: The Sertoma club is holding a fundraising activity. In advertising it states “100% of the revenues of this event will go to support ABC Charitable Organization.” In this case, the club has said that all gross revenues will go to support one entity. This means the club would not be allowed to take out any direct, indirect or capitalized expenses from this revenue and must give all of the funds to this one organization. The expenses for this fundraiser must be paid for out of the operations or other fundraisers that are non-deductible to the donor.

Example Two: The Sertoma club is holding a fundraising activity. In its advertising it is stated that “Proceeds go to the support of ABC Charitable Organization.” In this case, the club is allowed to take out the direct, indirect and capitalized expenses of the fundraiser, but can only donate the money to the one listed entity.

Example Three: The Sertoma club is holding a fundraising activity. In its advertising it is stated that “Proceeds go to the support of the charitable programs/activities of the Sertoma club.” In this case, the club is allowed to take out its direct, indirect and capital expenses of the fundraiser and may use the money to support any part of the community as required at the time.

Charitable Distribution

A club may distribute its fundraising dollars to governmental agencies, schools, nonprofit entities and in some cases individuals. For any of these distributions, there should be a check written for proof of the distribution. If the club is restricting the use of these funds by the recipient, a letter must accompany the check stating that restriction. An example of this would be a club giving money for the purchase of a new FM audio system for a classroom. The letter must state that this is what the money is to be used for; otherwise, the entity may use the funds at their discretion. While this is typically not a problem for small community agencies, this will help the club if there is ever a question of where its fundraising dollars have been used.

Distribution to individuals should be even more specific in use. It is recommended that a club not write a check directly to an individual, but to the medical provider, school or other entity for which the individual is requesting assistance. If the club gives the check directly to the individual, there is no guarantee the money is used for the requested need.

An example: Person in need of medical bills totaling \$5,000. This person has sent solicitations to many organizations in the community. The total money received by the person is \$6,000. If all of the funds have been sent to the person directly, there is no accountability that (1) the individual paid or owed the medical bill, or (2) if the person paid the \$5,000 in medical bills, what happened to the other \$1,000 raised? As a nonprofit entity the club is required to account for all funds that are raised from the community.

Payments of scholarships to students should follow the same rules. According to the IRS, a student who receives scholarship funds for greater than his/her education expenses is required to report that money as income. All scholarships must be sent directly to the school to be applied against the student's account. The school is required to notify the student of any funds that are considered taxable. The club has no ability to find out if the student has taxable scholarship income or what portion of the club's scholarship funds fall under this category.

In some cases direct gifts to individuals are appropriate, such as in the case of support following natural disasters or a crisis where providing for a specific item or need is not appropriate or feasible.

State Gaming Licenses

All states have different laws governing this area. Before the club decides to pursue any type of fundraiser that involves gambling, raffles and bingo, check with the office of the state department or attorney general for all required documentation, licensing and fee structure.

Many states that issue bingo licenses have specific requirements regarding who is allowed to work in the bingo halls and the use of revenues. In these states, only 501(c)(3) organizations are allowed to obtain the license, with the revenues being used for charitable purposes in the community. In conjunction with this, the workers of the bingo hall must be members or paid staff of the 501(c)(3).

All Sertoma clubs are incorporated 501(c)(3) organizations as long as the rules and regulations described in the Tax Exemptions and Registrations section of this manual have been met.

The requirement of membership in the 501(c)(3) is defined as active dues-paying members or Life Members in the case of Sertoma. With this note, honorary members of a Sertoma club are not allowed to work bingo halls in many states, as they are not official members of the parent 501(c)(3) organization. If the club is using honorary membership for people who are not active in the club and only work the bingo halls, this could be breaking state licensing laws. The ramifications of this could be severe. If you need assistance with this issue, contact Sertoma Headquarters.

Substantiation & Disclosure Requirements

Quid Pro Quo

If a person makes a gift to a charitable organization in excess of \$75 and receives something of material value in return, the charitable organization is to make a good faith estimate of the value of the item and notify the donor that only the difference between the fair market value of the item

and the amount paid for it (if any) is deductible as a charitable contribution. This law comes into effect with many fundraisers conducted by Sertoma clubs.

Example: A Sertoma club conducts a golf tournament each year. The entry fee is \$250. The total value of the green and cart fees, goody bag and cocktail party is \$100. On the disclosure statement the Sertoma club issues, it states that of the \$250 received, \$150 is considered a tax-deductible contribution. Even if the Sertoma club receives a portion of these items donated, the value of the item received by the donor must be used in the calculation of the tax-deductible portion.

Example 1 – club pays for all goods and services

Item received	Club's cost per individual	Portion donor may not deduct
Green Fees	50.00	50.00
Cart Rental	20.00	20.00
Goody Bag	10.00	10.00
Cocktail Party	20.00	20.00
<i>Total</i>	100.00	100.00

Example 1a – club has received a portion of the goods and services

Item received	club's cost per individual	Portion donor may not deduct
Green Fees	50.00	50.00
Cart Rental	20.00	20.00
Goody Bag – donated	0.00	10.00
Cocktail Party – partial donation	15.00	20.00
<i>Total</i>	85.00	100.00

Note: If tickets are sold or special invitations are issued via a printed invitation or printed handout, this disclosure must also be included on the disclosure statement.

Gift of \$250 or More

Donations made to your Sertoma club of \$250 or more, whether from a corporation, business or individual, cannot be deducted without a receipt from the club treasurer acknowledging the total amount contributed and purpose, the date of the contribution and a statement of whether the donor received any goods or services in return, and a description and good faith estimate of the fair market value of those goods or services. Please note that this substantiation is required of a \$250 or greater contribution at one time and not a total giving of \$250 or more over a period of time.

Deduction of Volunteer Expenses of \$250 or More

Unreimbursed expenses incurred while performing volunteer duties, totaling \$250 or more per event, cannot be deducted on income taxes unless the volunteer has both receipts and a written substantiation from the organization. IRS guidelines, 1995, Section 1.170A-I(g).

If the unreimbursed expenses for an individual event are less than \$250, only receipts are required and the organization does not need to provide substantiation. This written acknowledgement from the organization, if needed, must contain a description of the services provided by the donor, the date the services were provided, whether or not the organization provided any goods or services in return, and a good faith estimate of those goods and services. Individuals who have volunteered for your club and have incurred volunteer expenses that were un-reimbursed may be asking you for such substantiation.

Evaluation of a Fundraiser as a Report to the Board of Directors

Financial evaluation of each fundraiser is key in determining if the event is successful. While some large fundraisers can have a negative return the first year, the following years should prove profitable if it is to continue. The club should evaluate the net effect (revenues minus expenses) of all fundraisers to determine their value to the club in helping the community.

A sample Fundraising Financial Report is provided for review.

Overview

The Sertoma club treasurer has four main responsibilities:

- 1) structure and report on a budget for the fiscal year;
 - 2) account for all revenue and expenses of the club;
 - 3) assure appropriate use of funds - operations and sponsorships; and
 - 4) report to the club members, club board, community, Sertoma and IRS all information as requested.
- Sertoma carries a 501(c)(3) exemption for all of our clubs. For a club to be properly reported and allowed to use this letter, the club's EIN number must be linked to this exemption on the IRS records.
 - Each club is to have a bank account. The account is required to have two signatures on each check.
 - The budget of the club, as set by the board of directors prior to the beginning of the fiscal year, is one of the most important documents the treasurer prepares. This tells the club how to report all expected revenues and expenses for the coming year.
 - There are certain fees and obligations that every Sertoma club is required to pay regardless of activities during the year. These include dues to Sertoma and its Divisions, processing fees and liability insurance.
 - There are sometimes other fees required by the state in which the club is incorporated to perform charitable fundraising. It is important that these be known to the club and budgeted correctly.
 - There are many types of fundraisers, but all have common types of expenses. The club can take out direct, indirect and capital expenses from its fundraising revenue.
 - There are certain disclosure requirements for certain tax-deductible gifts and donations to the club that are more than \$250. The club is required by the law to follow these disclosures on every fundraiser that falls under the category.

- The club is required to file a tax return each year. Income above or below \$25,000 determines the type of return required by the IRS.
- The treasurer must also inform the club board of directors of the financial position of the club through monthly financial statements, bank balance, accounts payable reports and accounts receivable reports.

Club Treasurer Sample Calendar

Weekly/Monthly

Maintain club accounts and deposit all club funds promptly.

Reconcile club funds with bank statement.

Prepare financial reports for board of directors.

Prepare budget recap for board of directors.

Remember: All checks are to have two signatures.

July

Assist in annual club audit.

Prepare dues statements for all members and distribute promptly.

Provide club secretary with checks for Sertoma and Division dues.

October

Prepare dues statements for all members and distribute promptly.

Provide club secretary with checks for Sertoma and Division dues.

Arrange for preparation of IRS Form 990/990EZ or 990N (form is due on the 15th day of the 5th month of fiscal year).

November

Form 990/990EZ/990N to IRS by 15th of month.

January

Prepare dues statements for all members and distribute promptly.

Provide club secretary with checks for Sertoma and Division dues.

Follow up with club secretary regarding receipt and filing of club incorporation annual report and provide check for fee.

April

Prepare dues statements for all members and distribute promptly.

Provide club secretary with checks for Sertoma and Division dues.

June

Check to ensure all club records are in order.

Provide treasurer elect with current month's budget recaps to assist in development of next year's budgets.

Assist treasurer elect with audit, transition of club account and update of fidelity bond.

Sample Sertoma Club Budget

Revenues

Contributions, Gifts, and Grants

Fundraiser - Holiday Tree Sales	\$5,300.00	
Fundraiser - Golf Tournament	25,000.00	
Other Contributions, Gifts or Grants	200.00	

Total Contributions, Gifts and Grants \$30,500.00

Other Revenues

Membership Dues	\$8,425.00	
Application Fees	100.00	
Interest Income	75.00	

Total Other Revenues \$8,600.00

Total Revenues \$39,100.00

Expenses

Club Administration and General Expenses

Bank Charges	50.00	
Dues:		
Sertoma, Inc.	1,150.00	
Sertoma Divisions	250.00	
Processing Fees	80.00	
Insurance:		
Liability	130.00	
D&O	200.00	
Bond	200.00	
State Registration Fees	15.00	
Meetings:		
Rental Space	3,000.00	
Meals	2,000.00	
Guest Speaker Costs	200.00	
Social	1,000.00	
Manuals	25.00	
President Advisory Council	200.00	
Communications:		
Bulletin & Postage	250.00	
Web Site	100.00	
Conventions	2,000.00	
CLC	100.00	
DLC	100.00	
Member Recruitment & Recognition	450.00	

Total Club Administration and General Expenses \$11,500.00

Fundraising Expenses

Fund Raiser - Holiday Trees:		
Cost of Trees and Rental of Lot	1,500.00	
Advertising	125.00	
Fund Raiser - Golf Tournament		
Green Fees, Cart Fees, food & Beverage	9,125.00	
Advertising and Printing	1,500.00	

Total Fundraising Expenses 12,250.00

Program Service Expenses/Charitable Distributions

Sertoma Annual Fund	800.00	
Scholarship Program	1,000.00	
Local Deaf Services Agency	13,550.00	

Total Charitable Distributions \$15,350.00

Total Expenses \$39,100.00

Net Income/Loss \$0.00

(NAME) SERTOMA CLUB MONTHLY FINANCIALS
2008-2009 FISCAL YEAR

Beginning Cash Balance July 1	\$0.00
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REVENUES	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	March	April	May	June	Total
Contribution s, Grants,													
fundraiser 1	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
fundraiser 2	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	\$0.00
fundraiser 3	0.00	0.00											\$0.00
fundraiser 4	0.00												\$0.00
Grants	0.00												\$0.00
Other Contributions	0.00	0.00											\$0.00
Subtotal Contribution s, Grants	\$0.00												

Other Revenues	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	March	April	May	June	Total
Membership Dues	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Application Fees	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	\$0.00
Earned Revenue	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	\$0.00
Miscellaneous Income	0.00	0.00											\$0.00
Interest Income	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	\$0.00
Subtotal Other Revenues	0.00	\$0.00											
TOTAL REVENUES	\$0.00												

EXPENSES	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	March	April	May	June	Total
Club Administration and General Expenses													
Bank Charges	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Dues:													
Sertoma International	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	\$0.00
Sertoma Divisions	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	\$0.00
Processing Fees	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	\$0.00
Insurance:													
Liability	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	\$0.00
D&O	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	\$0.00
Bond	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	\$0.00
State Registration Fees	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	\$0.00
Meetings:													
Rental Space	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	\$0.00
Meals	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	\$0.00
Guest Speaker Costs	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	\$0.00
Social	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	\$0.00
Manuals	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	\$0.00
President Advisory Council	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	\$0.00
Communications:													
Bulletin	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	\$0.00
Postage	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	\$0.00
Web Site	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	\$0.00
Conventions													
CLC	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	\$0.00
DLC	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	\$0.00
District/Region Meeting	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	\$0.00

EXPENSES	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	March	April	May	June	Total
Club Administrati on and General Expenses													
National Convention	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	\$0.00
Sub Total Club Administrati on and General Expenses	\$0.00												

\$0.00

**Fundraising
Expenses**

fundraiser 1	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
fundraiser 2	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	\$0.00
fundraiser 3	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	\$0.00
fundraiser 4	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	\$0.00
Other Expenses	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	\$0.00
Total Fundraising Expenses	\$0.00												

\$0.00

**Program
Service
Expenses/Ch
aritable
Distributions**

Sertoma Annual Fund	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Local Grants and Gifts	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	\$0.00
Awards (SOY/STMK)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	\$0.00
Membership/ Volunteer Development	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	\$0.00
Training	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	\$0.00
Recognitio n	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	\$0.00
Recruitmen t	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	\$0.00
Subtotal Program & Charitable Expenses	\$0.00												
Total Expenses	\$0.00												

\$0.00

\$0.00

**Month
Ending Cash
Balance**

\$0.00													
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**Sertoma
Fundraising Financial Report**

Chapter: XYZ Sertoma Chapter

Name of Activity: Round Robin

Type of Activity: Golf Tournament

Date(s) Held: June 10, 2008

Number of Donors/Participants: 487

	Actual	Budget
Fundraising Activity Income	<u>\$24,350.00</u>	<u>\$25,000.00</u>
Fundraising Activity Expenses*:		
Salaries and wages	\$0.00	\$0.00
Pension plan contributions	\$0.00	\$0.00
Other employee benefits	\$0.00	\$0.00
Payroll taxes	\$0.00	\$0.00
Professional fundraising fees	\$0.00	\$0.00
Accounting fees	\$0.00	\$0.00
Legal fees	\$0.00	\$0.00
Supplies	\$0.00	\$0.00
Telephone	\$0.00	\$0.00
Postage and shipping	\$0.00	\$0.00
Occupancy	\$0.00	\$0.00
Equipment rental and maintenance	\$0.00	\$0.00
Printing and publications	\$1,250.00	\$1,500.00
Travel	\$0.00	\$0.00
Conferences, conventions and meetings	\$0.00	\$0.00
Other expenses not covered above:	\$0.00	\$0.00
Green Fees	5,550.00	5,800.00
Cart Fees	2,300.00	2,325.00
Food and Beverage	\$950.00	\$1,000.00
Total Fundraising Activity Expenses	<u>\$10,050.00</u>	<u>\$10,625.00</u>
Net Cash Generated from Fundraising Activity	<u><u>\$14,300.00</u></u>	<u><u>\$14,375.00</u></u>

*At a minimum, for the Form 990 and annual audit, these are the expense categories that are needed.

Sertoma
Accounts Payable/Receivable Report

Chapter: XYZ Sertoma Chapter

Date: June 30, 2008

Receivables

Outstanding Dues:

Member X	100.00
Member Y	100.00

Total Receivables	<u>200.00</u>
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Payables

Down payment for upcoming fundraiser	\$1,000.00
Charitable distribution to local deaf agency	\$1,000.00
Member recruitment	\$50.00

Total Payables	<u>\$2,050.00</u>
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COMMITTEE STRUCTURE

Table of Contents

- Committees Functions
- Committee Chairs & Members
- The Big 3 Club Committees
 - Program Committee
 - Sponsorships Committee
 - Membership Committee
- Other Club Committees
 - Public Relations
 - Attendance
 - Sick and Visitation
 - Social
 - House
 - Reception
 - Inter-Club
 - Incentives

COMMITTEE FUNCTIONS

A successful Sertoma club functions through its committees. Without committees, a service club can accomplish very little. Committees cause ideas to become reality, that is, service projects; talent is explored and put to effective use for the benefit of the community in a creative fashion; and energy is capitalized upon as people – members – go to work on club activities. Through committees the member plays an active part in the affairs of the club. Whatever the sponsorships of a club, the workload is developed and carried out by the committees.

This section is a guide to help accomplish the basic purpose of every Sertoma club – SERVICE! Its content offers advice that will help increase participation by the members and contribute to the overall effectiveness of the club in the community it serves.

Administration & Committees

Club officers and directors are the elected representatives of the membership, chosen to conduct club affairs. This is why clubs limit the business at regular club meetings, allowing that time for meeting programs. The conduct of club business at meetings should include important announcements and those items requiring member input. Otherwise, transmit committee information through the club bulletin.

In Sertoma clubs, the membership, through the board of directors, with leadership of the club president, decides what program of service or community projects to adopt. It is the committees that accomplish the objectives related to those projects. Therefore, the club leadership must understand certain basic procedures or committee functions.

Once approved, a project is assigned to a standing (occasionally a special) committee, with the charge to follow the project through to its successful fruition. Reports must be submitted, in person and in writing, to the board of directors. The club president must be informed on continuing progress.

Committee Size

The requirements of the assignment should be the key determining factor in the size of a committee. To make the experience meaningful, do not under- or over-staff a committee. Club size will also affect the number and size of committees. Some larger projects, such as annual membership efforts or fundraisers, may require support of sub-committees that are each assigned specific tasks.

Committee Organization

A good committee organizational structure needs to define lines of administrative authority and responsibility within and among committees. This is essential to efficiency. The most effective and successful approach to committee management is evidenced in Sertoma where the three vice presidents chair the three major committees (membership, programs, and sponsorships). In addition, the club president assigns committee responsibilities to each member of the board of directors. This arrangement makes it possible for every committee to have a close working

relationship with the board of directors.

Committee Budgets

Although the needs may differ from one committee to another, and from one club to another, budgets are essential for each committee. Each committee should carefully consider its needs and make a recommendation to the board. Some examples of needs include:

- The membership committee – complimentary meals for prospective members and guests or for a special membership drive, “rush” party, etc.
- The program committee – complimentary meals for speakers and for audio-visual requirements.

Committee Meetings

Advance preparation of an agenda is essential and helps keep the discussion under control. The location and dates for all meetings should be announced well in advance, along with the time the meeting will be called to order and the time it will be adjourned. A specific time period must be established for every committee meeting, and every committee member should be clearly apprised on the time expectancy. This helps attain 100 percent attendance. Members like to know how much time will be required for the meeting.

There must be continuity at all times. Upon calling a meeting to order, the chairperson should state clearly what must be accomplished at the meeting. Make sure everyone understands the objective. It is also important to maintain a complete, written record of all proceedings. It is helpful to review briefly, at each meeting, the actions of the previous session. These records will be helpful to subsequent chairs; for that reason, keep a good record of all of your meetings.

Charging the Committees

At the committee's first (organizational) meeting, it should include on its agenda a thorough discussion and understanding of the committee's objectives and responsibilities. The chairperson should not hesitate to submit to the board or the president any point for clarification as to expectations of the committee before this meeting. This is the best way to make sure each committee is aware of its mandate. The charge should make clear not only what is expected, but also a timeline for the committee's work.

COMMITTEE CHAIRS & MEMBERS

The Committee Chair

Each committee should be headed by a chair who is appointed by the president in concert with the mandate of the board of directors. The chairperson typically serves a one-year term. This is recommended, as retaining the same committee leader for more than one term may cause a committee to limit its full potential. If a chair is not an officer or member of the board, he or she must be invited to board meetings when committee-related business is to be handled.

The chair will find there is no magic formula applying to the conduct of committee operations. To be successful, the chairperson must be friendly, must expect and be prepared to accept criticism,

and must always exercise good judgment and objectivity in decision-making. He or she must be dependable, honest and able to inspire enthusiasm if committee members are to translate ideas and plans into group action.

The chair, like a good president, works with and not over the members. It is important to delegate authority and to reward and recognize those who have made some contribution, however small, toward the work of the committee. Leadership development is the result of opportunity and positive support. In many ways, this role of the chair is more important to the future of the club than the actual work of the committee.

Duties of the Chairperson

- Fully understand and be able to explain the charge to the committee.
- Schedule, prepare for and preside at regularly scheduled meetings (schedule will be determined by the scope of the charge given the committee).
- Work with the president to see that the committee is properly staffed.
- Give committee members specific assignments and follow-up for performance.
- Seek input and recommendations from committee members and the club leadership.
- Ensure that committee financial expenditures are reflected within the budget.
- Ensure written reports of meetings are prepared and distributed.
- Report to the president and the board of directors.

Meeting Issues

The chair is responsible for the meeting. At times, the nature of a meeting is that the discussion will slow down or become difficult to manage. It is important for the chair to be reasonable and to help keep emotions under control. Here are a few points to help address some more common situations that may develop:

When it is difficult to get the committee's business "under way":

- Point out one or more of the committee's objectives.
- Direct one or more statements to the members, which will offer a challenge.

When one or two individuals dominate the meeting:

- Ask thought-provoking questions.
- Tactfully and privately ask for cooperation.
- Give them a special assignment.
- Ask someone to serve as secretary.

When some of the members remain silent:

- Ask them a few easy questions.
- Ask their opinion on a matter familiar to them.
- Make personal contact with them between meetings to give them confidence and guidance.

When there seems to be a lack of interest:

- Use a good joke or story that draws a parallel to the discussion.
- Review work previously done and stress the importance of the committee's work.

When the discussion begins to drift:

- Review the discussion.
- Bring out specific points about the committee's problem.

If "chatter" between members gets out of control during the meeting:

- Direct a question to one of the offenders – but in a friendly way.
- Ask the offenders to present their ideas to the other members.

Regardless of the issues, always remember to:

- Encourage freedom of expression.
- Suggest constructive steps to be taken.
- Be interested in what the members say.
- Overlook minor mistakes.
- Think of the comfort of the members.
- Look, talk, and act enthusiastically and optimistically.

The Committee Members

Care should be exercised in making selections. When making committee appointments, the function of the committee and the interests of members should be considered by the president and the chair. Care should be taken to not deliberately attempt to fit square pegs into round holes. Some committees are always viewed as more or less desirable; be sure to move members around from year to year. Bottom line: Attempt to assemble energetic, cooperative members. Appointments should be discussed with the candidates, and announcement of the appointment should be withheld until acceptance is assured.

Here are some guidelines that may be of help to the president and chair in assembling an effective, working committee:

- Does the membership on the committee require any special knowledge or talent?
- What is the record of the member on previous committees, if any?
- Is the member a potential future chairperson or a "follower"? Every committee needs some "followers," just as each needs one chairperson.
- Does the prospect have time to serve on the committee?
- Does the individual have an office or other facilities that may be helpful to the committee?
- Is the member compatible and able to work with people, both on the committee and among the public?
- Does the individual have a "winning personality" that is convincing to others?
- Is the prospect a "stretch runner?" – the kind who works only near award or recognition-giving time?
- Avoid the "buddy system," the practice of appointing friends to committees just because they are friends.
- Look out for the "cliques" in which a small group attempts to control the club through committee chairs.
- Do not wear out the club "work horses" by re-appointing them year after year. They may wear out just because they are good, willing workers.
- Do not appoint members just because their occupational and professional pursuits qualify them for a certain committee. What the individuals may really want may be something entirely different.
- Some companies urge their employees to participate in service club work and even provide free time, pay dues, etc., while others do not. Check on this point before making appointments

- that require time during business hours.
- Try to appoint harmonious groups that will work well together.

THE BIG-3 CLUB COMMITTEES

Program Committee

The primary objective of the program committee is to provide interesting, informative, educational or entertaining presentations at club meetings. Presentations by “outside speakers” or non-Sertomans are major elements of regular club meetings. Not having a speaker may cause some members to lose interest. Try to have a program for every club meeting.

Duties of the Chair - Vice President of Programs

- Emphasizes importance of having an "outside" speaker at each and every regular club meeting.
- Particularly attentive to the greeting of guest speakers and ensures they are made comfortable at all times.
- Gives a priority to guest introductions and expression of appreciation at the close of the presentations.
- Helps the president attempt to involve every member, particularly new recruits, in this phase of club business and personal development.
- Maintains interest, improves attendance, develops members, informs the public and promotes club growth.

Elements of Good Programs

- **Friendliness.** The way announcements and introductions are made, the recognition of visitors, the songs used, and other activities help make the program successful.
- **Humor.** Clever skits and humorous references, free of vulgarity and offensive personalities, are valuable, but they should not detract from the dignity and standing of the club.
- **Punctuality.** The president must preside at the meeting with an agenda. Before the meeting, the speaker's host should advise the presenter that he or she will have a specific amount of time (generally 15 minutes - 20 at most) to deliver the message. Always be tactful.

Program Budget

In most cases, the speakers secured by a club are scheduled on a complimentary basis. However, this does not mean the committee does not have expenses. The committee should budget a complimentary meal for each speaker. Each presenter should be given a token of appreciation (usually an inexpensive Sertoma gift, or at least a certificate of recognition). Your budget should allow for special expenses, such as special audio-visual equipment, etc.

Speaker Arrangements

Send the speaker a written invitation with plenty of advance notice. The invitation should have pertinent information about date, time and location of meeting; audience size and composition; type of speech desired; and time allotted. If your club has a small attendance, when scheduling a speaker, simply let the individual know that up front. “Ours is a small club. We may have only six

to 10 people present, but we will appreciate your presentation,” is one way to handle it. Then, if the potential speaker feels he or she needs a larger audience, he or she will simply reject your invitation.

After the speaker has accepted, send a letter of acknowledgment. This letter may ask for a photograph and biographical material for publicity purposes and introductions. Also ask about any visual aids necessary –projector, screen, easel, blackboard, charts, etc. If the speaker isn’t local, the letter of acknowledgment also should include arrangements for hotel accommodation, meeting upon arrival, and transportation to and from the meeting.

Meeting Day

An assigned host should greet the speaker if he or she has not been escorted to the meeting place. Speakers should be introduced to the members of the club and to any others who will be seated at the head table. Ensure your speaker gets adequate time; your guest’s “platform time” should be uninterrupted.

Speaker’s Time Has Expired

Inevitably, you will have to deal with a speaker who is running over his or her allotted time. When the time has expired, the program host should stand next to the speaker and wait for an appropriate pause. If you are in a question and answer period, do not hesitate to cut in after a question is answered by announcing, “We’ll take one more question.” If your speaker is still talking, he or she will understand that it is time to finalize the presentation.

The member extending the club’s appreciation should announce, “If you have questions or would like to know more about our speaker and the program, please take advantage of the time right after we adjourn.” Let your speaker know in advance how you plan to handle the time issue.

Meeting Topics

Member Survey

If you have any reservation about the type of programs to offer, consider a “club program survey.” Ask members to give you suggestions about the types of programs they enjoy. Invite them to list speakers or programs they have heard in other settings who would be appropriate for your club. Also ask them if they would like to present a program sometime.

Sertoma Topics

Major sponsorships should not be overlooked when planning weekly meeting programs. Your District Governor or Sertoma Headquarters staff can assist you with these programs. Some to include:

- Annual Fund
- Freedom and Democracy: Sertomans promote these sponsorships in February.
- Youth Programs: Serteen and Collegiate Sertoma programs.
- May’s Better Hearing & Speech Month: Promote our national service project, **SERTOMA SAFEARS!**
- Anniversary Month: April is Sertoma’s anniversary. Invite a senior member to share some Sertoma history.

- Three-minute Introductions: Try scheduling a member at each club meeting to give a three-minute self-introduction. This is a great way for Sertomans to learn about each other.

Sponsorships Committee

Sponsorships are the means by which Sertoma clubs enact our mission to SERvice TO MAnkind. Successful sponsorships, once nurtured and maintained, become clearly identified with the club in a community's mind. Sponsorships may focus on community development or provide service to individuals or groups. Most importantly, the sponsorships committee should avoid ineffective work by thorough planning. The Sponsorships section of this Manual is a primary resource for the work of this committee.

The sponsorships committee should remember:

- Service is the cornerstone of a Sertoma club.
- The member is donating valuable time or resources.
- A member's contribution or service varies, based on his or her interest and ability.
- The project must not be an overpowering burden," either financially or in service hours required.

In the "Other Club Committees" section is the description of the club's public relations committee. The sponsorships committee must work closely with this committee to assure quality and consistent communication with the community and members about the club and its sponsorships.

Duties of the Chair - Vice President of Sponsorships

- Develops keen familiarity with Sertoma sponsorship programs and community need.
- Ensures that the club has a healthy program of sponsorships.
- Encourages the leadership team to make sure sponsorships are implemented throughout and across fiscal years.
- Oversees sponsorship sub-committees in collaboration with other leaders.

Membership Committee

The heart of every Sertoma club is the member. It is also true that if you are not actively working to maintain or grow your membership size, your club will lose its membership. At some level, you will find you do not have enough members to remain an effective club. For that reason, many leaders consider the membership committee the most important of the club committees.

Regardless of the club's history, age, purpose and current membership, the ability to recruit and retain members needs to be a high priority. It is extremely crucial that its members be carefully chosen on the basis of a genuine commitment to the objective of growth. The Growth & Retention section of the Club Manual is the primary resource for the work of this committee.

In the "Other Club Committees" section are key committees that should work closely with the membership committee. These include the social committee, the incentives committee and the sick and visitation committee.

Duties of the Chair - Vice President of Membership

- Works with the president in developing and implementing an effective membership development plan to include specific assignments regarding: a) membership recruitment; b) new member inductions; c) orientation for the members; d) membership retention, and e) processing of membership nominations.
- Stimulates the involvement of other leaders working on membership issues to ensure that target goals are met.
- Monitors club's growth calendar and injects steps to enhance progress as may be necessary.

OTHER CLUB COMMITTEES

Public Relations Committee

The purpose of the public relations committee is to enlighten the public, through the press and media, about the ideals, aims, purposes and activities of the Sertoma family. Public relations is the process of creating a favorable image of a Sertoma club. The Public/Media Relations section of this Manual is the primary resource for this committee.

Committee Objectives

The committee should focus on developing programs that will inspire its membership.

- Inform the public about Sertoma's Sponsorships.
- Build and foster new partnerships for Sertoma clubs.
- Develop awareness of Sertoma's mission.
- Recognize club members and award recipients for their community contributions.
- Support the work and needs of the membership and sponsorships committees.

Attendance Committee

Attendance is a good barometer of a club's overall health. It is human nature to find time to do the things of real importance. A member's regular attendance depends on the importance of the club to the member. An effective, lively attendance committee will enhance the attendance of members by helping identify issues impacting a member's interest. This information can be critical to the work of the program, sponsorships and membership committees.

The committee should see that the club has a consistent method of keeping attendance records. To aid with attendance promotion, every committee member should have a current club roster showing home and business addresses and phone numbers.

Poor attendance at meetings is likely to be one of the first problems faced by a new Sertoma club. If the attendance committee goes to work immediately, it doesn't have to be. The best Sertomans have the habit of attending meetings, but the habit isn't acquired overnight. It is extremely important to get new members to a few meetings to develop the habit.

As a rule of thumb, 60 percent is considered minimum, 70 percent is good, 80 percent is desirable. When a member becomes irregular in attendance, the attendance committee should find out why.

The ABC's of Attendance

The following ABC's will help keep absenteeism from becoming a serious problem and will prove to the members that they are important to the club.

A - Address 'em

When a Sertoman who regularly attends meetings is absent, don't assume he or she will attend the next session; don't allow absenteeism to become a habit. Immediately after the meeting, the attendance committee chairperson should send a personal, handwritten message on a postcard letting the member know he or she has been missed, and expressing hope that he or she will attend the next meeting.

It makes members feel good to know other club members enjoy their company and miss them when absent. The best way to keep members in the habit of regular attendance is to pay immediate and personal attention to this important area. The postcard reminder is a simple, inexpensive means of encouraging attendance and preventing chronic absenteeism.

B - Buzz 'em

A friendly telephone call to the absent Sertoman immediately after the second consecutive missed meeting is the next step in successful attendance promotion. A member of the committee should place the call, keeping the conversation light and informal; don't make the absentee feel like a heel.

Tell the members that their fellow Sertomans have been thinking of them and are concerned about their absence. Build the importance by letting them know they are essential to the club, and that their regular attendance will help the club function more successfully. Let them know they're missing good fellowship and interesting programs. Stimulate their desire to be present at the next meeting by briefing them on the coming program. Attempt to obtain a commitment to attend; then place a reminder call before the next meeting.

C - Corral 'em

If the member doesn't respond to the postcard or telephone call, try the direct approach by visiting the home or office and having a talk with the individual. If the Sertoman is an old-timer, the committee member's task is to rekindle the interest and determine any legitimate reasons for non-attendance. Make arrangements to attend the next meeting with him or her, and arrange to provide transportation.

A new member's absenteeism usually may be traced to lack of, or improper, indoctrination. One should be reminded that he or she was elected to membership because the club sincerely believed he or she would be a significant contributor through active participation. Give candid answers to any questions. Arrange a hearty welcome, and acquaint the individual with veteran Sertomans, explaining to them the need for better understanding.

Make-Up Attendance

A member may make up an absence by attending one of the following meetings one week prior to,

or one month following, the missed meeting:

- A meeting of another Sertoma club
- A meeting of the club's board of directors
- A District Meeting
- Annual Sertoma Convention
- A meeting of another organization held at the same time and place as to require an absence from the club meeting, providing attendance as an official representative of the Sertoma club.

Attendance Enhancements

Bulletin

Work closely with the PR committee and club secretary to see that the program of the meetings is announced in advance and to give recognition to those with perfect attendance.

Meetings

The prepaid meal dues plan, through which members are billed for their dues and meals in advance at the beginning of each quarter or month, helps assure regular attendance. Members will make an extra effort to attend meetings when they know they already paid for the meals.

Work closely with the program and social committees to ensure that a variety of programs and entertainment are planned. Do not forget events that involve the spouses or the entire family as a means to help build attendance.

Calling Teams

Divide the membership list into "teams" and select the most dynamic members of each team as captain. Each team captain should call every member of his or her team at least the day before a meeting or event. The purpose of the call is to encourage them to attend. If a member has been absent, this is a good time to explain, "We've missed you and we look forward to seeing you again."

Contests

Contests alone will not solve absenteeism, but competition can be effective when used in conjunction with other attendance promotion, such as the calling teams. For special awards, check out the Sertoma Store at www.sertomastore.org for Sertoma merchandise. A chart, with the names of all members and their attendance records, can be a promotion for smaller clubs. Prominently displayed progress charts help.

An "autograph my card" contest encourages both attendance and fellowship. Each member receives a pocket-sized card with enough lines for each member's signature. A member may obtain only the signatures of Sertomans seated on his or her immediate left and right at each meeting, and no member can sign another's card more than once during the contest. At the competition's end, the person with the most signatures wins the prize.

An inter-club contest is a challenging affair. Scores should be computed on a percentage basis, with the losing club serving as host at a special inter-club meeting concluding the competition.

Recognition

Special tribute should be paid to members with perfect attendance records for one or more years. They should receive a Sertoma memento at an anniversary meeting or other significant club celebration.

Habitual Absenteeism

Occasionally, every club is confronted with the problem of a habitual absentee. Each case should be considered independently. If the member retains interest in the club, and he or she fulfills other obligations of membership, a club would be wise to keep the member on the roster. If the member has not fulfilled his or her financial obligations to the club, and shows no interest in maintaining membership, resignation should be sought.

Sick & Visitation Committee

Members of our clubs belong to the “Sertoma Family,” and this committee is charged with staying informed about Sertomans and their families. Work with the board of directors to establish a policy for sending flowers or a basket of fruit when a member is hospitalized. Determining club policy early on is important because once you begin gift-giving, it is difficult to change the policy.

In Case of Sickness

When a member becomes ill or incapacitated, the committee shares the information with the club at a club meeting and through the bulletin. Many clubs will send a “get well” card that is often circulated at a club meeting for members to sign. In many cases, the committee chairperson sends a card on behalf of the club. A club member should visit the sick member in the hospital or at home.

Death of a Member

From time to time, a club will lose a valued member. Expressions of sympathy are especially important. Please notify Sertoma Headquarters in the event of a member’s death. Headquarters would like the opportunity to honor the individual in the obituaries of the *Sertoman* magazine. Floral tributes are common in recognizing the passing of a member. Some clubs elect to make a contribution to the Sertoma Annual Fund in memory of the deceased Sertoman.

Social Committee

Clubs should have social events once each quarter. These functions help a great deal in establishing the identity of the club. They also reinforce member relationships. Making sure these activities involve the member’s family can enrich Sertoma fellowship. Incidentally, if you are planning an event that involves children, members without young children should be encouraged to invite a relative or neighborhood youngster to share in the entertainment and fun.

What about a budget? The club may plan that every member be responsible for the costs related to them and their guest(s). Whatever you decide to do, be sure to clarify up front what it is you plan to do and how the financing will occur. This will avoid any misunderstandings that might otherwise develop. Every event will have some administrative costs. There may be some

complimentary meal expenses for special guests, or you may have to absorb the cost of flowers or decorations for special events.

Social Program Ideas

There are a variety of project ideas that fall under this category. In December, consider planning a Sertoma holiday celebration involving members' families. Valentine's Day is another special occasion for your members and their special people. Mother's Day in May and Father's Day in June offer additional opportunities. In the summer, plan an annual club picnic. Other suggestions include Las Vegas nights, dances, plays and theater-related events, sporting activities, boating and fishing trips, educational trips, movie parties, etc.

Do not forget to use special Sertoma events as a means to create a special "social opportunity." The installation ceremony is a good opportunity, as is a club's annual awards banquet when the club honors the Service To Mankind and Sertoman of the Year recipients. Sertoma conferences and conventions are also excellent opportunities to involve family members.

House Committee

The smooth function of a Sertoma club often depends on the care and attention devoted to these duties. Subject to the approval of the board of directors, the house committee is responsible for the selection of a meeting location and insistent on certain standards by the meeting place management. Typically, this committee is chaired by the sergeant-at-arms.

The committee should survey prospective sites for a meeting place in the case of a new club or when a change in location is desired. In its survey the committee should consider proximity, cleanliness, parking, privacy, acoustics, quality of food and service, cost, entertainment, and any other special requirements. Such facilities are generally found in better hotels or restaurants. If the community in which the club is located seems to be without a meeting place of this type, the committee should investigate facilities used by other community organizations. Often found to be appropriate are church halls, school cafeterias, lodges, veterans' posts, vacant rooms above stores, or private homes of persons catering to special groups or tourists. The prospective meeting place should have kitchen facilities and rest rooms as minimum requirements.

Unless the club has adopted the dues program that includes "prepaid" meals, the meals should be priced to include tips to simplify payment of gratuities. The club should be extremely careful about entering into a contract with the facility management in which a definite number of servings must be guaranteed. If an estimate must be given, the number should be at least 10 percent below the actual number anticipated. Meal guarantees, if not cautiously estimated, can lead to financial trouble.

The committee, if so charged by the board, is responsible for arranging facilities for special meetings devoted to Sertoma club activities. These might be in connection with a special observance, award presentation or a number of other Sertoma club projects. It is the committee's responsibility to arrange for the site and transportation of all club paraphernalia to the meeting place. A key point to remember: The sergeant-at-arms or a designated member should be clearly

identified as the primary and official contact between the club and the meeting facility management.

Standards

The committee should establish certain catering standards. The management of the meeting place should be advised that attendants are expected to serve the food and perform their duties promptly, courteously and quietly. Simplicity of menus will help assure satisfactory catering. The committee must insist that the quality of food and service is maintained constantly.

Seating Arrangements

The committee is responsible for seating arrangements at club meetings. When special programs are planned, the committee should obtain seating instructions from the program committee or other appropriate committee. In planning seating arrangements, the committee should avoid contributing to the formation of special groups of tables.

The head table should be as far as possible from the room entrance, kitchen or other disruptive area. Placement of the speaker's table on a rostrum above floor level, visible from all parts of the room, is highly recommended. Arrange the speaker's table so that club officers, speakers and other distinguished guests are properly seated. On special occasions, place cards will simplify matters.

House Rules

The committee should draft a set of house rules for the conduct of members during meetings. After approval by the board of directors, the committee should be empowered to see that the rules are enforced. Requests by members for revision of the rules, or complaints regarding enforcement, should be referred to the committee. After careful consideration, these requests, with committee recommendations, should be referred to the board. The committee should settle complaints concerning food, service or house inconveniences. Disputes with the management of the meeting place should be handled in the same manner.

Decorations

The committee is responsible for table and room decorations at all club meetings or other functions. The committee should advise the management of the meeting place of any special assistance desired. For proper decorations at each meeting, the committee should arrange for display of the club banner, pennants, trophies and other awards; placement of the lectern, gong and gavel, flowers or other table decorations; and the proper display of the flag. Make sure all appropriate club identification is displayed attractively so guests will recognize immediately that it is a Sertoma club meeting they are attending.

Reception Committee

The reception committee, like the house committee, is typically chaired by, or works under the direction of, the sergeant-at-arms. There are three basic responsibilities:

- Greet members as they arrive for club meetings.
- Serve as the welcoming committee and greet all visitors and guests as they arrive.
- Make sure that new members are appropriately welcomed and introduced.

In fulfilling these three rewarding responsibilities, the committee will work very closely with the club leadership and other committees.

Club Ambassadors

Committee members serve as ambassadors of good will to cultivate a friendly atmosphere among members and guests. Further, this is the one committee in which every member should have an opportunity to participate, even if it is only to fill in for another member who is late or unable to carry out the assignment because of a scheduling conflict.

The reception committee's primary responsibilities are handled at regular club meetings. However, it will also be functional at other club events such as banquets, installation ceremonies, etc.

The Welcome

Two or more committee members should be stationed at the meeting entrance to greet club members, visiting Sertomans and guests. The greeters should encourage members to wear identification badges. Other committee members should circulate among the tables, making everyone feel welcome and promoting congenial mixing and the traditional Sertoma fellowship. There is no better way to encourage attendance than to demonstrate that a member's company at meetings is genuinely enjoyed by fellow members.

After the meeting begins, a committee member should remain near the entrance to greet and seat late arrivals. Since it probably involved extra effort for the tardy member to come at all, the designated member should show the club's appreciation that the individual has succeeded in attending.

New Members

The committee plays the major role in the rapid assimilation of new members. The new Sertoman naturally will lean rather heavily on his or her sponsor for the first few weeks, but a cordial and considerate committee can speed the day when the new member feels fully welcomed. The committee should greet new members individually and assist the sponsor with introductions to other members. Many clubs assign new members to serve several weeks on the reception committee to acquaint them with fellow members and club procedures.

Visitors & Guests

All visiting Sertomans and other guests should be welcomed heartily by the committee. Each visitor should be provided a guest's badge and invited to sign the guest register. Club members serving as hosts should present guests to a committee member at the door so that arrangements for seating and other courtesies may be made. Sertomans should be asked to assist the committee by taking care of these introductions well in advance of the start of the meeting.

When called upon, host Sertomans should introduce their guests to the club at a designated time during the meeting, giving the name and business affiliation of the visitor. The chairperson should introduce guests who attend the meeting without member hosts.

A visiting Sertoman's name, residence, classification, and club office or committee assignment

should be included in the introduction. This information should be obtained as the visitor arrives for the meeting. The committee member should also acquaint the visiting Sertoman or guest with the club's customs that will involve him or her. The committee should not attempt a personal introduction of each visitor to every member of the club. The guest should not feel that he or she is on display.

Dignitaries

If the visitor is a Division representative or other dignitary, the committee should provide a seat at the head table for him or her. The president or appropriate member should formally introduce visiting dignitaries during the meeting.

Inter-Club Committee

The purpose of this committee is to broaden acquaintances, strengthen fellowship among Sertomans, and encourage cooperation and communication between Sertoma clubs. The committee best fulfills this purpose by cultivating a close relationship between its club and other Sertoma clubs in contiguous territory. In some areas, such fellowship opportunities are a tradition encouraged by the District and well received by everyone. In other cases, members who appreciate this benefit or leaders who desire to advance inter-club relationships may assume the initiative.

A vital benefit is the educational opportunity presented to all of the participants. This is particularly important for new leaders or members who are planning to embark on the ladder of leadership. By meeting with members and leaders of other clubs, your representatives will have a chance to learn a great deal from others, thus becoming more familiar with the organization – its history as well as its traditions.

Types of Inter-Club Activities

There are a variety of inter-club activities that clubs can pursue in the quest for greater understanding and appreciation of Sertoma life. The inter-club meeting is an event involving two or more clubs. This is a friendly, relationship-building opportunity that can be perpetuated for many years.

Basic Inter-Club

The inter-club chairperson encourages the membership to visit other area Sertoma clubs and chairs the basic inter-club activity. The chairperson selects the date(s) membership will visit a neighbor club, then recruits at least five members to make the visit. Sometimes the date is coordinated in advance between the clubs. Many times it is a surprise.

Traveling Scroll

An interesting approach is the "traveling scroll" concept whereby the District creates a scroll and an incentive challenge. The scroll is moved "by a committee" from one club to another. This concept creates a great deal of fellowship, especially when the "surprise visit" occurs. The District challenge may involve giving points of credits for the larger number of members making the visit, the quickness of the visit (between meetings), the distance traveled, etc. A club may get the scroll several times during an administrative year.

In some Districts, the scroll is substituted by a special banner or even a unique gong. There have been cases where some members have conducted “gong raids,” the “borrowing” of a club’s official bell. Although this approach is humorous and often enjoyed, some find the “stealing of the gong” in bad taste. For that reason, it is best to use a scroll, a special banner or an item created for the purpose.

Inter-Club Joint Meeting

The inter-club joint meeting is one special event that involves at least two clubs. One club hosts the event; the other provides the visitors. The roles are alternated between visits, which may be held during the same year or from year-to-year. The unique approach to this plan is that clubs will learn much about each other’s traditions and habits. This is an excellent training opportunity for future leaders. Inter-club meetings or any similar functions require cooperation between the various committees of each participating club, working under the direction of the respective boards of directors. The following is a list of considerations as you plan a joint meeting:

- **Planning:** A date agreeable to all concerned must be selected in advance to assure sufficient time for careful and thorough preparation. The host club secretary, or other designated member, should send invitations to nearby District officers, past District officers and to the president and secretary of other area Sertoma clubs who are not participating in the event. To assure the fruition of plans, the committee must remain in close contact with the board of directors of the host club, committees of participating clubs, and other committees cooperating in planning the event.
- **Special Program:** Clubs find that Sertoma speakers and club topics are most suitable for inter-club meetings. Clubs should become familiar with speaking talent available among present and past Division officers, particularly those residing nearby. If notified in advance, these Sertomans generally welcome the opportunity to speak about Sertoma.
- **Meal Function:** Choose a meal menu designed to satisfy the most discriminating tastes. Keep the cost of the meal as reasonable as possible to remain within the range the members are accustomed to paying at their regular club meetings. However, the price should be sufficient to cover the cost of any complimentary meals, gratuities and other incidental expenses.
- **Letters of Appreciation:** On the day following the meeting, the committee, working with the host club secretary, should send appropriate letters of appreciation to all who assisted in making the event a success. Formal notes should be addressed to the presidents of all participating clubs and leaders in attendance, as well as to any others who contributed to the meeting.
- **Publicity:** Inter-club meetings are excellent sources of publicity, particularly if a prominent speaker is obtained. The host committee and committees from other clubs, working with the host club’s public relations committee, should alert the area news media of the upcoming event.

Special Programs

When its club plans a unique entertainment program, an unusual educational feature or an outstanding speaker, the committee should look for opportunities to include other clubs.

Exchanging Bulletins

Add your inter-club partner(s) to your club’s mailing list so that the president and/or secretary will receive your bulletin. Ask them to reciprocate. Consider adding every club in the area or District

to your mailing list.

Contests & Challenges

Explore the possibilities of friendly contests or challenges between participating clubs with your sponsorship, membership and social committees. For instance, schedule a membership-recruiting challenge. Which club will recruit the most new members in a 60-day period? Make it a “steak and beans” payoff. Explore the benefits of a joint fundraising project. Challenge another club to a softball game, golf, tennis or other type of athletic activity.

New Clubs

Welcome newly chartered clubs into the family of Sertoma clubs. Arrange for your club to have maximum representation at all new club Charter Banquets. These are important occasions for them and for Sertoma.

Incentives Committee

Sertomans should be rewarded for their service. An extensive incentives program is available from Headquarters. The specific guidelines and forms for these programs are found in the Awards & Reports section of this Manual. The program provides a variety of tokens of appreciation that may be awarded to the individual or to the club for special service.

Individual Recognition

A Sertoma club’s greatest asset is its membership – the men and women who work hard raising funds for our activities, dedicate themselves to successful sponsorships, attend meetings regularly, and enjoy the spirit of service and fellowship that is unique to service organizations. Focus early on the awards the individual member can earn.

A new member can begin working to earn the GEM Award on “day one.” This award can only be earned during the first year of membership, so use it as a means to motivate the new member to become active in the club. A key tool for the membership committee, this award is discussed the Growth & Retention section of this Manual.

The committee should confer with the club secretary regarding individual attendance records. It’s very rewarding to note “perfect attendance” trends by members. Once members place importance on club meeting attendance, they will enjoy tenured membership. In managing the attendance rewards, work closely with the attendance committee.

Presentation of Awards

The incentives committee is responsible for ensuring all awards are requested (generally through the club secretary) so that they may be received in a timely fashion.

Club Recognition

The chairperson should review the Awards & Reports section of this Manual. The incentives chairperson should encourage the club to pursue the new club awards. It is up to this committee to monitor a club’s achievements along this tract of performance, and to remind the club leadership of specific checkpoints along the way.

Monitoring is not a time-consuming process; it is worth the effort if your club can earn an award! Many clubs have missed the opportunity to earn recognition because no one monitored what the club was doing or needed to do to achieve the intended result. Club presidents can find themselves preoccupied with other administrative matters and need the assistance of the incentives chairperson. If you are ever in doubt, even if you may have missed a checkpoint, contact your District Governor or Sertoma Headquarters staff for clarification.

GROWTH & RETENTION

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PHILOSOPHY OF GROWTH

Recognizing the urgent priority of membership expansion, conservation and club building, the Board of Directors has adopted a Philosophy of Growth. The philosophy encourages every individual member to become actively involved in Sertoma's Growth Program each and every year.

The Philosophy of Growth advances five basic issues as follow: (a) that every member shall develop a new, positive attitude about growth; (b) that every member shall be encouraged to personally recruit at least one new member annually; (c) that membership conservation shall be given a new special priority at every level in the organization; (d) that every District is committed to the building of at least one new Sertoma club every year; and (e) that Sertoma leaders shall set the pace in the development and implementation of an ongoing, viable, planned growth program directed toward an aggressive, strategic new club-building program.

In furtherance of this philosophy, District and Region leaders, working in concert with the Executive Committee and Sertoma Headquarters, shall conduct an annual strategic planning session to develop and update a plan of action for growth which will include: (a) targeting New Club Development sites; (b) identifying potential New Club Development teams; (c) setting in motion hands-on action to successfully meet the New Club Development objectives of the philosophy; and (d) focusing on special membership expansion and conservation needs of clubs and Districts. This policy is of paramount importance to Sertomans everywhere.

Growth is a year-round process – based on a plan. Each segment of our growth endeavor will require the formation of special committees. Before setting your club's growth goals in cement, the incoming president, just prior to the start of the year, should meet with each committee to discuss ideas and develop a written plan of action. Once finalized, the president must share it with the board of directors, as the success of the plan hinges on board support. Club growth goals must also be shared and adopted by the club membership at the beginning of the administrative year.

Service organizations all over the world expend a great amount of time and effort addressing their greatest need and concern: MEMBERSHIP! The membership development challenge includes: recruitment, orientation, retention and club building. It begins with recruitment as a MUST for every Sertoma club if it is to survive or grow. Once the new member is recruited, he or she must be given a positive start. The New Member Orientation is an important tool to assist clubs in this area. Each New Member Kit contains the New Member Orientation disk. Encourage your new members to view the disk, as it contains interesting and important facts about Sertoma's history.

Your club should also consider the challenge of building a new club. Recruiting Charter Members for a nonexistent club is no easy task. Various club-building methods have been

tried. Not one of them is necessarily wrong. There are, however, established approaches on how to make it all happen quickly and more easily. Contact Sertoma Headquarters for a New Club Development Manual if your club is pursuing a club building project.

The key to a successful growth program at the club level is simply this: Set a specific goal. What is it that the club wants to accomplish? Clubs should identify specific needs in the area of membership development. Consider a club building project during the year. This section, along with the listed reference materials, is not a cure-all. Positive results require the commitment of the club members. Leaders must expend extra energy to achieve success in the area of membership development and growth. Sertoma's future depends on this important effort.

MEMBERSHIP DEVELOPMENT

It all begins with recruiting new members. Though regarded by some as a challenge, the fact is that it should be the easiest thing to do ... all one needs do is ASK! To facilitate this process, each club should develop a membership development plan to assist all of its members in understanding and participating in recruitment and mentoring of new members and in the retention of the current membership. Success in your club membership development program will give your club the confidence to take on a club building opportunity.

The president must work closely with the membership development team – the membership committee, chaired by the vice president of membership. As you develop your plan, you may want to consider assigning special tasks to committee members, such as recruitment, new member induction and orientation, mentoring efforts and retention strategies. The more effectively you involve members in these efforts, the more success you will enjoy.

To effectuate a growth plan, a Sertoma club will encounter a certain amount of expenses. Some of the related factors include the cost of complimentary meals, promotional materials, bulletin printing and mailing, special invitations, as well as other incidentals. It is essential that the club budget adequate funds for the growth campaign. Budgetary needs must be developed by the growth committee and presented to the board of directors for consideration.

Identifying New Prospects

Every quarter, ask each new member to suggest three potential members with whom he or she is familiar. Another excellent source of referrals is to solicit recommendations from membership candidates who may be declining your invitation. This effort must be a priority for club leadership; the leaders need to take the initiative in making it happen.

Sertoma also welcomes corporate members. List leading business and corporations in your community. Profile each one. Identify the chief operating officer; then, proceed to recruit the organization. It is extremely important that the corporation designate its representative

in your club by name so that you can follow up with the individual. Be sure to include the name of the individual on the New Member form.

The Art of Prospecting

A key for service club growth is the ability of the organization to implement an effective prospecting program. Prospecting can be, and generally is, done on an individual basis. This approach is only as effective as club members make it. The shortcoming of individual, independent prospecting is that results are registered only once something positive happens. In these times, when leaders of volunteer organizations are emphasizing the need for growth, “prospecting” takes on a greater priority.

A group approach to membership prospecting, when properly planned and implemented, can produce enthusiastic results. The key is to plan the program, then work the plan. The club president, supported by the board of directors, must be willing to commit the organization to a prospecting program. The club must be willing to dedicate a specific amount of time to this process at various times during the year. The membership committee should coordinate these efforts as a portion of the overall membership development effort.

When recruiting a new member, it is most important that the recruiter give the prospect a proper understanding of the membership expectations. Provide a profile of the club, to include: day, time, location and frequency of meetings, membership fees, dues and method of payment (and whether or not the club follows the prepaid meal plan), support of our Foundation. Do not forget the benefits – new friends; leadership training and personal growth opportunities; networking; making a difference your community; and an opportunity to impact Sertoma’s national efforts concerning speech and hearing issues.

Some recruiting ideas that work for many clubs:

- **Rush Parties:** Invite a number of potential members to a special membership meeting. Many clubs have had successful dinner or dessert parties. Suggestions for this type of function can be found on the Sertoma Web site, www.sertoma.org.
- **Team Recruiting:** Members are paired in teams and invited to canvas the community in an effort to recruit potential members.
- **Guests:** Make sure that every guest to a club meeting or participants at club events knows that the club is always looking for new members interested in SERVICE TO MAnkind. Have informational flyers at your meetings and events to send home with your guests. Headquarters has an easily-duplicated Fact Sheet on the Web site that you can customize for your club. Additionally, the **Sertoma & You** recruitment brochure, has been updated and is available at www.sertomastore.org or (877) 737-8662.

Prospecting & Recruiting Incentives

Sertoma provides recognition incentives for recruiting new members. These include the GEM (Good Enthusiastic Member) and Presidential Growth awards. Each new member is invited to build his or her own membership pyramid, beginning at the moment of induction. Complete guidelines and an award form can be found in the Awards & Reports

section of the Club Manual.

New Member Induction

Once the nomination has been received and has been published and approved by the club board of directors, the nominee is invited, by his or her sponsor, to join the club. Upon acceptance of the invitation, the president must schedule the date and time for the induction ceremony. The club secretary notifies all participants who are to be involved, and the necessary supplies are gathered.

The participants should include the new member, the new member's sponsor, the club president, the secretary, and the membership chairperson or inducting official. Many clubs take advantage of this opportunity and invite the District Governor to participate. Some clubs even invite the new member's spouse to attend the ceremony.

It is the sponsor's responsibility to meet as soon as possible with the future new member and review the induction process with him or her. At the same time, the sponsor should verify with the new member the biographical information that will be shared with club members at the induction. Information concerning protocol for a New Member Induction is under "Ceremonies" in the Sertoma section of the Club Manual.

New Member Orientation

Why Conduct a New Member Orientation?

The orientation is to introduce the newest members of the club to the other club members and to orient them to how the club works and what your club and Sertoma accomplish. You spent a lot of time and effort recruiting your new members, so obviously you want to keep them. Helping them understand why we meet, what we do and how they can get involved will help them continue to be interested.

When Should You Conduct the Orientation?

This varies from club to club, but at a minimum you should hold an orientation each quarter that you bring in a new member. It is better to have an orientation for just one new member than to wait until that new member drops out due to feeling not welcomed or needed.

Where Should You Conduct the Orientation?

Again, this will vary, but here are some guidelines. If your orientation is for only one or two individuals, you might want to make it a part of or the entire program at one of your regular club meetings. If you have several new members, you might want to make a ceremony out of it and have a special evening dinner meeting for all club members and spouses. Obviously, you will want to select an establishment that will provide you a private room to conduct your meeting. If this is at a location other than your regular meeting place, make sure that a podium, banners, flags, etc. are brought to the event.

Who is Involved in the Orientation?

You may want your program chairperson to set up the meeting. You should arrange for a presenter(s). The orientation will cover all areas of club business, so you may want to have a number of presenters to allow for a variety of speakers and presentations. The secretary, treasurer, sergeant-at-arms, sponsorship chairperson and the president make good presenters. Again, if you have several new members, you may want to invite your District Governor. Before inviting out-of-town dignitaries, decide whether you want them to be presenters and inform them of their discussion focus and length. All club members, new and old, should attend the orientation. A special invitation should be sent to members who seldom attend club meetings; it just might get them active again.

How Do I Organize This Event?

Basically, make and follow a plan. Depending on the number of new members and the location of the orientation, this will vary from club to club. If you just have a few new members and are including the orientation in your regular club meeting, most everything you need is in place. You will still need to send out invitations to invited guests and your club members.

Why not just rely on the club bulletin? Perhaps the bulletin editor doesn't have all of the new members on the distribution list! Even if it is your regular club meeting, you will want to make this a "special event." Select your presenters and ensure they know the area and amount of time for their presentation. Make sure your gong and gavel, club banners, flags, etc. are in place. Arrange for someone to lead in the pledge and invocation. If you plan to sing the Sertoma song or recite the Sertoma prayer, assure that copies of these are at each place setting so the new members and guests can join in and feel like one of the gang.

How Much Will This Cost?

Hopefully, your club adopted a budget at the beginning of the year, and your treasurer can advise on the amount you have to spend. Remember: If all of these new members bring in new members, you will be repeating this next quarter, so allocate your resources. If the ceremony is conducted at your regular club meeting, costs should be minimal. If you hold the orientation as a special event, you may need to charge existing members for the party, and comp your new members and invited guests. This is something your board of directors should decide before major planning gets underway.

What Should Be Covered?

Sample orientation handouts from various Sertoma clubs can be obtained from Sertoma Headquarters or from the Sertoma Web site, www.sertoma.org. Membership responsibilities are the key elements to share with the new members. This is one way to help them to more fully appreciate their commitment to the organization. New members often wonder what is expected of them. Again, do not forget the benefits they will enjoy.

- **Involvement.** People subscribe to a cause, generally, because of a desire to "get involved." This means pitching in when someone is needed to introduce a speaker, give the invocation, help the sergeant-at-arms, work on projects, etc. Members are expected to be part of the "work party" by sharing their time and talent. There are many ways in

which a member gets involved.

- **Attendance.** Being a regular attendee at meetings and club functions is important. Members should strive to attend as often as possible and to even seek “perfect attendance” recognition. When one misses a regular meeting, a “make-up” is encouraged by visiting a nearby Sertoma club, attending a board meeting or participating in another function that fulfills the “makeup” requirement.
- **Growth.** An easy responsibility for every member relates to growth. Encourage your members to bring in a new Sertoman quickly and as often as possible. Membership recruiting is a great habit to get into – and an important responsibility. Some members take seriously the responsibility by building a new club in another community.
- **Remit Dues.** Some clubs hesitate to address dues delinquency. This is a responsibility everyone should handle easily. Club officers shouldn’t have to chase a member down to collect dues.
- **Fundraisers.** A club’s sponsorships survive on the basis the organization is able to raise funds successfully. Members owe it to their club to be part of the action when it comes to planning and working events.
- **Brag about the club.** People are attracted to a service club because of its community involvement. Members should talk about their club and its projects and activities.
- **Fellowship.** The basic ingredient of a successful club rests on a good program of fellowship. Each one of us has something of value to offer the organization. Let’s enjoy what we do and the company of one another.
- **Sharing.** The talents and experiences of each member are so important and should be shared fully with one’s service club. Life-learned experiences can be easily adapted to volunteerism. Share and care.
- **Lead.** A challenging responsibility. Yet, in each person there is leadership talent. Service clubs are always looking for new leaders. Lead a telephone committee, chair a sponsorship or serve on the board. All it takes is a first step on one’s part and/or encouragement by an existing leader or member.
- **Enjoy the club.** The easiest responsibility each of us should accept fully is to simply enjoy our club and Sertoma’s premise. Members who enjoy their club share in the fellowship and workload, get involved by attending regularly, bring in new members, exercise their leadership abilities, raise funds, pay their dues, brag about the club and give new meaning to sponsorships.

You can create your own club handout by duplicating the Fact Sheet on the Sertoma Web site, www.sertoma.org. On the back, you can print your club information, such as fundraisers, sponsorships and meeting information.

Retention Strategies

Retaining a member involves keeping an eye on all aspects of the member’s experience with the club. The new Sertoma Retention Manual is included in the Club Manual CD. Please take the initiative to review and share this new material with your club members.

Retention Begins With Recruitment

- Prospects should be informed what is expected of them.
- Prospects should be informed of the *current* projects the club supports.
- Prospects should share interest in the types of projects and activities in which the club participates.
- Identify prospects that will satisfy club needs.

Retention Continues With Orientation

- Establish a regular orientation and education program, and conduct the orientation as soon as possible. If necessary, conduct a one-on-one program; don't wait months until another person joins.
- Make orientation special and fun. Television game shows are easily adaptable to an entertaining and educational orientation program.
- Promote and utilize the GEM and Mentor Awards program.

Retention Requires Involvement

- Identify the interests and talents of the new member, and identify the club projects in which the new member may have an interest. A program may be centered on the new member's interests.
- As soon as possible (the sooner the better), assign definite responsibilities to the new member, and encourage the individual to become involved in club activities. It's particularly important for younger members who may lose interest if they're not involved.
- Set an example by being involved.
- Start small. Give the new member a project with goals, plans and responsibility. Don't put the new member on a large committee in which the member becomes lost.
- Be careful not to overwhelm the new member with activities or projects; don't risk burnout.

Retention Involves Mentoring

- A personal visit by the club president or vice president of membership makes the new member feel welcome and important.
- Utilize the Mentor Award program. Complete guidelines and the Form 199: Mentor Award can be found in the Awards & Reports section of the Club Manual. Assign a member to be the new member's "buddy," having the responsibility of ensuring the new member comes to meetings and participates in club activities. When the new member misses a meeting, the mentor should call to say the member was missed.
- Institute a seating system that encourages members to become better acquainted with one other and prevents the formation of "closed groups" or cliques within a club. Avoid having a table where the same people always sit together. An unspoken message is conveyed to the newcomer that he or she is not welcome to "infiltrate" their group.
- Feature the new member in the club bulletin or newsletter. Publicize the addition of the new member in local publications.

Retention Results From “Buying In”

- Promote participation in the GEM Award program.
- Encourage the new member to recruit another new member. When the new member brings in another member, a feeling of belonging develops.
- Encourage the new member to articulate new ideas, projects or programs. Use them as resources in developing different and better ways of providing service, fundraising, or conducting the general business of the club.
- Encourage the new member to take the initiative in instituting a new project or program.

Retention is a Product of Strong Club Leadership & Sound Practices!

- Remember that those who belong to civic clubs are usually involved in many other activities. Their schedules are full.
- Select and train club leaders carefully.
- Leadership must be flexible and able to adjust to change.
- Keep meetings upbeat, positive and enthusiastic. Have an interesting and entertaining program or speaker. Club meeting programs are important and should be fun and educational. Have variety in club programs. No one wants to hear at every meeting a program speaker who is seeking money from the club or selling a product.
- The club should have regular meetings and board meetings and should avoid conducting club business in the presence of guests.
- Keep membership costs reasonable. Dues and meal costs should be affordable and as low as feasible. If membership cost is too expensive, the new member will leave.
- The dues structure should be flexible to accommodate members' needs. The member who can't attend every meeting may resent pre-payment for meals.
- The club should have regular communications with members; use the telephone, newsletters, e-mail or the Web site.
- The club should have regular social activities.

NEW CLUB DEVELOPMENT

Building New Clubs

Building a new Sertoma club is a fun and exciting project. The Sertoma New Club Development Manual, available free of charge through the Member Services Department, offers step-by-step instructions. Your District Governor, Director, Certified Trainers and Headquarters staff are available for additional assistance.

To begin the club building process, select a dedicated member of your club who is knowledgeable about Sertoma programs and who has a commitment to community service. This should be a member who is able to speak with feeling, show enthusiasm for Sertoma and instill excitement in the prospective new members. Assign a committee to assist with the organizational details.

Next, locate an area in or near your community that does not have a Sertoma club.

Contact key city officials and businesses. These contacts can give you valuable insight on prospective members and the needs of the community.

Through a series of well-planned organizational meetings, introduce the benefits of Sertoma to the prospective members and their community. Indeed, building a new Sertoma club is a challenge, but it is also a very rewarding experience for the existing club and members, and brings the benefits of a new civic organization to the community.

REBOC/REBAC

REBOC, Rebuild Your Own Club, and REBAC, Rebuild Another Club, are the Sertoma programs designed to assist you in evaluating and strengthening an existing Sertoma club. The REBOC/REBAC Manual, available free of charge through the Member Services Department or on the Sertoma Web site, contains information to guide you systematically through the necessary steps to rebuild a club. Your District Governor, Director, Certified Trainers and Headquarters staff are available for additional assistance.

The REBOC/REBAC Manual will lead your vice president of membership and membership committee through the process of defining your club's goals and mission. With a well-defined plan, your members will become more involved in club activities and sponsorships. They will also be more inclined to invite guests and prospective members to join your club.

Rebuilding and strengthening your Sertoma club, revitalizing your current membership, and adding the excitement of new members to your club will enhance the benefits of Sertoma to your community.

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SPONSORSHIPS

Sponsorships and service projects are how clubs carry out Sertoma's charitable mission of SERVICE TO MANKIND. The approved national sponsorships of Sertoma are grouped into five areas: our Foundation, Communicative Disorders (Hearing and Speech), National Heritage/Freedom and Democracy, Youth Programs and Service to Mankind.

Beyond the value our sponsorships provide the communities we serve, Sertoma benefits from the positive publicity sponsorships generate. Sertoma activities annually receive thousands of dollars worth of equivalent airtime on television, radio and in other media. Sponsorships also reinforce the philosophy of "Growth Through Service" by attracting new members. A club sponsorship committee will lead the club's sponsorships and service efforts.

Sertoma Foundation

The Sertoma Foundation is Sertoma's national charity. Money raised by our Foundation provides funds for many of Sertoma's Sponsorships and extends the charitable efforts of Sertoma clubs beyond the local community. Sertoma is responsible for administering existing programs and developing new programs in all sponsorship areas.

Role of Our Foundation

Our Foundation is the national charity for Sertomans in the United States. While every Sertoman is committed to the mission of Service to Mankind in his or her own community, being a Sertoman means you are a part of a larger organization. Our Foundation raises money for the programs of Sertoma.

Sertoma develops and implements programs across North America. These include scholarships for deaf and hard of hearing students, scholarships for graduate students studying audiology and speech pathology and Community Service Matching Grants for clubs that need extra assistance in fulfilling SERVICE TO MANKIND in their communities. Sertoma has implemented SERTOMA SAFEARS!, a national service project in which all clubs can participate.

While the Endowment is important for the future of the organization, the keystone of support for all Sertoma Sponsorships is the Annual Fund. Contributions each year from individuals, clubs, Districts and Regions support each of the programs of Sertoma. Contributions to the Annual Fund ensure that the Foundation is able to help Sertoma meet a variety of community needs. As Sertoma develops new programs, the Annual Fund is there to support the important programs identified by Sertoma.

The Foundation is funded by contributions from individuals, clubs, Districts and Regions and through planned or deferred gifts from individuals to ensure the future of our Foundation.

How You Can Participate

Each year, the Foundation solicits donations in two areas: the Annual Fund Drive and the Endowment Drive.

- Annual Fund – Donations to the Annual Fund ensure the Sertoma Foundation can support the programs of Sertoma International such as Community Service Matching Grants, Scholarships, the National Day of Service and the National Fundraiser. Clubs, Districts, Regions or individuals can make gifts to the Annual Fund.
- Endowment – Donations (both current and deferred) to the Endowment ensure the Sertoma Foundation can support the programs of International in perpetuity.

Giving Options: Memorials and Honorariums: Gifts can be made to the Annual Fund or Endowment in memory of an individual or in honor of an individual or club.

Matching Gifts: Please check with your company about matching gift opportunities that could greatly enhance your giving.

Gift Types: Our Foundation accepts gifts of cash, marketable securities and real and personal property, as well as planned gifts through your estate.

Donor Recognition

Donors to the Foundation, whether to the Endowment or the Annual Fund, should be recognized because of the importance of all of their gifts. Therefore, we have expanded our giving and recognition levels to the Annual Fund, and we have made the commitment to see that donations to the Annual Fund are recognized in our cumulative giving or Life Patron program. If you have any questions regarding the new donor recognition plan, please call Sertoma Headquarters at (877) 737-8662.

Medallions are adapted to recognize the following, in addition to the basic membership:

- 100 % Participation Medallion given for 100% of club members giving at or above the \$25.00 level
- Early Bird Medallion given for 100% club participation contributed before December 1st

Annual Giving:

Printed Recognition

Gift Societies – Listing in a gift society is based on total giving for the current fiscal year. Listings are managed the same for individuals, clubs, or division contributions. Example: A donor contributes \$100 to the Annual Fund (Fellow), \$300 to his/her pledge to the Building a Legacy Campaign, and four \$25 memorials for members of his/her club. His/her total giving for the year would be \$500 (Silver Gift Society), and he/she would be listed in the Annual Report as such.

Gift Society Levels:

Pewter \$50

Bronze \$100

Titanium \$250

Silver \$500

Gold \$1,000

Platinum \$5,000

Award Recognition:

Individual-

Annual Fund Pins: – provided for a single gift of \$100 or more in support of Annual Fund (exclusive of membership) – Fellow Level \$100, Benefactor Level \$500, Sponsor Level \$1,000

Club-

Medallion presented for giving to Annual Fund at Benefactor \$500 or Sponsor level \$1,000

Accumulated Lifetime Giving (Life Patron Program):

Requirements-

Donor must have made gifts to the Foundation totaling \$5,000 or greater (exclusive of membership). Any gift format approved by Foundation Policy will be credited toward the donor's accumulated giving, with the exception of planned or deferred payment gifts.

No gift can be used to calculate accumulated giving for more than one Life Patron recognition. For example, the gifts of an individual cannot also be counted by his/her club to determine Life Patron status. This program will recognize giving by individuals, clubs, and divisions.

Giving Levels for Recognition:

Distinguished Patron \$5,000

Life Patron \$10,000

Sapphire Life Patron \$25,000

Ruby Life Patron \$50,000

Emerald Life Patron \$75,000

Diamond Life Patron \$100,000

Presidential Life Patron \$1,000,000

Accumulated Lifetime Giving is for all gifts to the Foundation (Annual Fund or Endowment) over the course of a donor's lifetime. These donors will be listed in the Annual Report and will be recognized with the appropriate pin awards and events at the International Convention and/or Regional Conventions.

Volunteer Leadership Opportunities

Regional Coordinator:

The RC is appointed by the Sertoma President and sits on the Foundation Committee for a one-year term, renewable for a second year. The RC is dedicated to supporting the FDR network and ensuring that area fundraising goals are met.

Reports to Foundation Director of Development

Duties:

- Develops area goals in conjunction with FDR volunteers
- Assists FDR volunteers with meeting fundraising goals in area
- Reports quarterly to Headquarters on fundraising activities in area
- Sends quarterly newsletter to FDR volunteers

- Attends training sessions provided by Headquarters (in person or Web-based)
- Promptly sends all donations to Headquarters
- Coordinates Foundation activities at Regional Convention
- Oversees FDR training

Requirements:

- Has previously held or holds Foundation leadership role
- Is dedicated to the mission of our Foundation
- Contributes to Annual Fund
- Attends annual Sertoma and Division Conventions
- Maintains an e-mail address and checks mail weekly

Foundation District Representative:

The FDR is appointed by the Foundation for a one-year term, renewable for a second year. The FDR is focused on educating members on our Foundation's Annual Fund and cultivates, develops and solicits donors.

Reports to Foundation Director of Development:

Duties:

- Develops goals in each area in conjunction with RC volunteer
- Visits each club in area to educate members on the Foundation and solicit Annual Fund donations as defined by the development plan
- Reports quarterly to Headquarters and RC on Fundraising activities within area
- Sends quarterly newsletter to club presidents in area
- Attends training sessions provided by Headquarters (in person or Web-based)
- Promptly sends all donations to Headquarters
- Coordinates Foundation activities at Fall District Conference

Requirements:

- Is dedicated to the mission of the Foundation
- Is a Foundation member and donates to Annual Fund
- Attends Fall District Conference
- Maintains an email address and checks mail weekly

Communicative Disorders Sponsorships

National Programs

Sertoma's Board of Directors adopted Hearing and Speech as a Sertoma Sponsorship in 1963. Since then, Sertomans have expended millions of dollars and hours to help people with communicative disorders. These programs have staff direction and management in support of local club participation.

Adopt-An-Agency Program

The Adopt-An-Agency program establishes a relationship between Sertoma and a nonprofit hearing and speech facility. It is a practical way for a club to help a local organization and promote Sertoma's national mission of Commitment to Communication in every Community.

Sertoma's partnership with these agencies, known as Affiliates, expands awareness in the community to the pervasiveness of communicative disorders and the resulting impact on the lives of individuals and their families. In the future, we hope that all of our local Affiliates will be the vehicle to help those in need receive hearing aids or speech therapy at little or no cost.

More than 240 nonprofit organizations are currently affiliated with Sertoma. These include hearing and speech centers, speech pathology and audiology clinics, departments at universities and hospitals, schools for the deaf, speech, language and hearing associations, deaf service centers, school districts, etc.

Sertoma clubs can benefit greatly from the Adopt-An-Agency program. It provides a vehicle for membership recruitment, as well as community publicity and the satisfaction of knowing that the club is involved in credible Service to Mankind. Clubs support their Affiliates in many ways:

- Serve on the facility's board of directors
- Financial support of specific patients
- Purchase of equipment and supplies
- Volunteer assistance with screening programs
- Upgrading facilities
- Assistance in public education projects
- Direct financial assistance
- Volunteer support

Sertoma Affiliates must be a 501(C) 3 or tax status equivalent and they must be related to the hearing and speech mission of Sertoma International. With an annual fee of \$150.00 paid either by the facility or sponsoring club, Affiliates receive the many benefits listed below:

Benefits:

- Sertoma Purchasing Cooperative, through which Affiliates can buy hearing aids, batteries, therapy materials and audiology and speech pathology equipment from leading suppliers at discount prices. Each Affiliate can easily save thousands of dollars annually through the Co-op.
- Community Service Matching Grants, up to \$5,000 per fiscal year, are available to those Affiliates that qualify. The Affiliate must be sponsored by a Sertoma club who is a member of the Foundation. Grants have provided renovations for youth camps, hearing and screening equipment, program development and other projects.
- Professional Education Grants, up to \$400 per fiscal year, for Affiliate staff members to attend workshops, seminars and conventions to improve professional skills.
- Consultation by the Sertoma staff in helping Affiliates establish successful relationships with sponsoring clubs.

Scholarships:

Communicative Disorders Scholarships-

Sertoma's annual Communicative Disorders Scholarship Program, funded by the Sertoma Foundation, is for graduate students pursuing advanced degrees in audiology or speech-language

pathology from institutions in the U.S. These scholarships, worth \$1,000 each, are awarded in the spring to help offset the cost of tuition, books and fees incurred during the following school year. Sertoma's Communicative Disorders Scholarships Program provides more funds nationally for graduate level study in communicative disorders than any other single organization, including ASHA.

The scholarship application form is available on the Sertoma Web site, www.sertoma.org, or through the Finance Department at Sertoma Headquarters. Each applicant must be accepted as a full-time, in residence student in an audiology or speech-language pathology graduate level program at an ASHA-accredited institution or approved school. (See application for grade point average requirements.)

Deaf or Hard of Hearing Undergraduate Student Scholarship-
Since this program's inception in 1994, Sertoma has been the leading funder of the \$1,000 scholarships for deaf and hard of hearing students. Students who have a clinically significant bilateral hearing loss and are graduating high school seniors or undergraduate students pursuing four-year college degrees in any discipline are eligible for the \$1,000 scholarship. For detailed information and an application, please visit the Scholarships Section of the Sertoma Web site, www.sertoma.org.

Public Education Programs:
Sertoma National Service Project-
SERTOMA SAFEEARS!© ... to hear the future

Collaboration With WISE EARS!®
A Noise-Induced Hearing Loss Prevention Awareness Project

During May, Better Hearing & Speech Month, the nation's attention is focused on hearing loss. Sertoma designed SERTOMA SAFEEARS! educational materials for its clubs to support their activities in May and year-round. This educational and awareness program focuses on three areas: youth organizations/schools, workplaces and general awareness/home and recreation.

These materials promote the important message that NIHL (Noise-Induced Hearing Loss) is preventable, while the SERTOMA SAFEEARS! national service project additionally serves to reinforce Sertoma's position as the hearing and speech service organization.

With hearing loss becoming more common in the United States, awareness programs serve as an important means to educate the public about this important health issue. Sertoma clubs are encouraged to use the program during the month of May, but also year-round.

Sertoma partnered with the WISE EARS! Coalition to create a Sertoma service project closely aligned with our mission. The project enhances Sertoma's identity in order to spread our mission and attract new members to the organization. Participation requires minimal financial outlay and

time commitment, and the project can be a viable membership recruitment avenue for clubs. In addition, it is a program that clubs can expand or adapt to meet a variety of needs in communities.

SERTOMA SAFE EARS! is easy for clubs to implement. A committee should be appointed to organize the project. The committee should review the project manual and materials available; advise club members about the project; arrange for printing of materials; personalize handouts to be used with the club name and contact information; contact local radio and television stations for placement of the PSAs and the local newspaper(s) for placement of the newspaper insert eight weeks in advance of the project kickoff; and order an adequate supply of Giveaway Kits and Sertoma recruitment brochures.

For more information and to order materials, see the Sertoma Web site, www.sertoma.org, or call Sertoma Headquarters.

Local Program Options:

Hearing Aid Programs:

Sertoma Hearing Aid Recycling Program: S.H.A.R.P.

The Sertoma Hearing Aid Recycling Program helps needy people obtain hearing aids. Clubs collect used hearing aids, have them refurbished, and distribute them to people in need. If your club is interested in beginning a hearing aid recycling program, please contact Sertoma Headquarters.

Northwest Lions Foundation for Sight & Hearing: AUDIENT

Sertoma clubs can distribute Audient brochures to senior citizen homes, doctors' offices, anywhere people go, that tell them how to participate in a program to obtain low-cost hearing aids. Clubs can order these brochures with Sertoma information on them by calling (206) 682-8500 or by contacting Sertoma Headquarters. If you would like more information regarding this program contact the Sponsorships department at Headquarters.

Hearing Aid Purchase Program:

In cases where an individual cannot afford to buy a hearing aid, a club can raise the needed funds to purchase the aid. Sometimes a dealer will drastically reduce the price of the aid if he or she knows that it is for a charitable cause. Clubs can also contact local Sertoma Affiliates that may be receiving discounts through the Sertoma Affiliate Purchasing Cooperative.

Clubs should realize, however, that the dispenser's cost of fitting a hearing aid includes much more than the instrument itself. It includes the cost of ear molds, fittings, evaluations, follow-up counseling and aural rehabilitation.

Other programs a club might want to take part in would be a Hearing Aid Repair Program or a Hearing Aid Battery Program. In order for hearing aids to continue to do their job, they must be repaired on a regular basis, and batteries must be replaced. Contact your local hearing and speech resource personnel to determine the best way to organize such a program in your community.

Hearing Screening Programs:

Mobile Unit Hearing Screening: The prerequisite for a mobile unit hearing screening program is the availability of a mobile unit outfitted with the appropriate testing equipment and trained hearing and speech professionals to conduct the screenings. If your club wants to sponsor such a program, contact hearing and speech personnel in community hearing and speech agencies, audiology or speech pathology programs at a local university, public health departments, Easter Seal Society, state or local hearing and speech associations and medical societies. These people may be able to provide your club with information on a unit in the state or region that could be used for a few days or weeks in your area. Plan ahead. Scheduling is very important.

Youth: For many years, public and parochial elementary and secondary schools have conducted annual hearing screening programs. The tendency is to assume that all schools have such a program; however, this is not the case. Funding of such programs may have been reduced or eliminated in recent years. Sertomans can provide a very important service to young people in a community that does not sponsor such a program in schools. Hearing screenings can also be done at preschools. Contact your local preschools, day-cares or schools to see if they have such a program.

Senior Citizens: The incidence of hearing loss is very high in people over 65; yet, many senior citizens never seek audiological services that are available. The key to an effective hearing screening program for elderly people is seeking out those who need testing. Such a program can be organized through senior citizen groups, churches, nursing homes, retirement communities or community centers.

For more information about these programs, call Sertoma Headquarters at (816) 333-8300.

National Heritage/Freedom & Democracy

The Sertoma National Heritage /Freedom & Democracy Program suggests three areas of activities that include, but are not limited to, distribution of historical documents, contests for elementary and secondary students and flag displays.

Below are suggestions of what can be done to promote National Heritage during Freedom Week. Freedom Week is in February, usually the week the United States celebrates Presidents' Day. The month of February is a great time to conduct National Heritage projects and presentations.

- Distribution of historical documents, like the Bill of Rights, Declaration of Independence, Liberty Bell plaques (available through the Sertoma Store, www.sertomastore.com).
- Program Presentations.
- Kids' Bill of Rights - have students write their own Bill of Rights.
- Art Contest - a contest depicting each of the "rights" listed in the Bill of Rights.
- Sponsor citywide patriotic musical tour - distribute flags or pins during the event.
- Pledge of Allegiance in sign language - teach it to a class!
- Freedom Week Proclamation - ask a local official to proclaim a week Sertoma Freedom Week and then publicize it.
- Speech Contest - use a topic related to National Heritage
- Art Contest - from school age to senior citizens; all can participate.
- Essay Contest - Sertoma has several of these across the United States.

- Prayer Breakfast – could be held on Heritage Day to emphasize the existence and continuance of religious freedom.
- Civic Award Dinner – can be used as a kick-off or ending to an event; great place to recognize winners if you have Freedom Week contests.
- Naturalization Ceremonies – just being a part of one of these ceremonies is inspiring.
- Year-Round Flag Display – providing, and placing flags out for all patriotic holidays.
- Adopt a Service Man or Woman – send them monthly letters from home to encourage them.

Freedoms Foundation of Valley Forge

The Freedoms Foundation at Valley Forge, Pennsylvania, is a non-profit, non-political and non-sectarian organization which, since its beginning in 1949, has directed its efforts toward preserving and perpetuating the principles embodied in America’s freedom documents. Its national awards program recognizes individuals and organizations who “speak up for America” through words and actions supporting freedom and who seek to help solve the basic problems of the nation.

Freedoms Foundation is an opportunity for teens to experience and learn the history that made the United States great. Among the events and curriculum experiences teens encounter at Freedoms Foundation are speeches by and meetings with national living history representatives, such as George Washington, Thomas Jefferson and Abraham Lincoln. Additionally, they participate in activities designed to teach and demonstrate leadership, freedom and democracy, good citizenship and good government. These activities stress the skills exhibited by the founding fathers as they drafted the Declaration of Independence and other fundamental foundations of the United States. Freedoms Foundation teaches the same commitments that made America the greatest country on Earth, and that Sertomans make every day to keep it that way.

Youth Programs

Sertoma clubs serve youth in many ways. Sertoma youth programs include Serteen and Collegiate clubs and Sertoma Fantasy Sports Camps.

Serteen and Collegiate clubs are organized so young men and women may become active in providing service to their communities. These clubs first became part of the Sertoma family in July 1971.

The need for a strong youth program within the Sertoma family is evident in many aspects of life. Our local communities need youth to be active in serving mankind. While members of Serteen and Collegiate clubs serve others, they learn about themselves. Sertoma needs to invest in our nation's greatest resource – YOUTH – and help young people become better citizens of tomorrow.

Serteen Clubs

The Serteen club program is open to students 11 through 19. The program promotes the growth of individuals, good government, leadership, mutual tolerance and understanding among all people, and friendship and fellowship as opportunities for Service to Mankind. Serteen clubs are

organized in junior high, middle school, high school or in the community. Membership is non-exclusive – not limited by gender, culture, race or faith.

Serteen Sertoma clubs have their own constitution, bylaws, manuals, logos, individual and club awards, reports, newsletters, etc. They have a scholarship program funded by Sertoma. For Sertoma clubs interested in building Sertoma youth clubs, the Sponsorships Department offers a free brochure, "How to Build a Serteen Club –Ten Steps to Success," and 100 Serteen recruiting brochures at no charge.

Collegiate Clubs

Sertoma Collegiate club membership is limited to college-enrolled students. The program promotes the growth of individuals, good government, leadership, mutual tolerance and understanding among all people, and friendship and fellowship as opportunities for Service to Mankind. Collegiate clubs are organized on college and university campuses or in the community. Membership is non-exclusive – not limited by gender, culture, race or faith. Collegiate Sertoma clubs have their own constitution, bylaws, manuals, logos, individual and club awards, reports, newsletters, etc. They also have a scholarship program funded by Sertoma.

For information on building a Serteen or Collegiate club, or for a full Serteen or Collegiate Manual, please contact Sertoma Headquarters at (816) 333-8300.

Sertoma Fantasy Sports Camps

Many Sertoma clubs organize a camp to give hard of hearing and other challenged children an opportunity to learn sports and perhaps receive what participants have called a “life changing” experience. Sertoma members, coaches, and in many cases, professional athletes, work together to give challenged youth an opportunity to learn and play sports that would not be possible in many school and community leagues. For more information on starting a Fantasy Sports Camp in your area, please contact Sertoma Headquarters at (816) 333-8300.

Service to Mankind

Community Service Matching Grants

Sertoma’s Community Service Matching Grants program exists to stimulate and increase Sertoma club fundraising and sponsorship efforts. The funds for grants are made possible through the Foundation’s Annual Campaign. The program allows a club or consortium of clubs to apply on behalf of an Affiliate, Non-Affiliate, or a community. Clubs may also develop programs on their own. The grant program was broadened in 1997 to include not only communicative disorders projects, but also community service and National Heritage projects.

Grants range up to \$5,000 based upon \$1 awarded for every \$2 raised by participating clubs. A \$15,000 project requires a club to raise at least \$10,000. Sertoma would grant up to \$5,000. The amount that may be requested is dependent upon the level of Foundation support. A club may apply for up to \$5,000 if 100% of the active membership has given to the Annual Fund at the \$25 level or more, or up to \$2,500 if 50% of active members have given at the \$25 level or above.

ALL FOUNDATION SUPPORT MUST BE PAID PRIOR TO OR UPON SUBMITTAL OF THE MATCHING GRANT APPLICATION.

The process of evaluating Grant applications is designed to make the best use of available funds in support of the highest quality projects possible. Please consult the grant application on the Sponsorships page of the Web site, www.sertoma.org, for complete information on applying for a Community Service Matching Grant.

Deadlines: Application deadlines are strictly enforced. In order to be considered, grant applications must be received by Sertoma International no later than 5 p.m. Central Time on the published date. Clubs are encouraged to submit their applications early and to seek the support of staff to assure applications are properly prepared.

Service to Mankind Award Program

The Service to Mankind Award is the highest honor Sertoma can bestow on a nonmember. The award honors outstanding volunteer service to the community, which comes in many forms. Past recipients have included educators, foster parents, volunteer camp directors, activists – people who make a significant volunteer contribution to those in need.

The Service to Mankind Award was adopted in Asheville, North Carolina, at the 1954 annual Sertoma Convention. The first International Service to Mankind Award was presented in 1955 to a dentist from Albuquerque, New Mexico, for his exemplary community efforts.

Each club gives a Service to Mankind Award. Winning club entries are submitted for District-wide, then Regional competition. At the Annual Sertoma Convention, the national Service to Mankind Award recipient is honored. Sertoma provides for the national Service to Mankind Award recipient and guest to attend the Convention for the presentation.

FUNDRAISING

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FUNDRAISING

Non-Dues Revenue

Introduction

The success of any charitable organization in fulfilling its mission depends on its ability to access human and financial resources. This section looks specifically at developing non-dues revenues.

First, we must understand a club's other key revenue source – dues. Dues revenue covers the costs of personal activities and benefits enjoyed by a member. These include such items as lunches, social events or direct expense related to these or similar activities. Examples of benefits provided to a dues paying member include the ability to vote, hold office and to participate in Sertoma activities beyond the club level. Dues are not paid to allow someone to participate in service.

Non-dues revenues are those generated to support the service and philanthropic activities of the club. An advantage of non-dues revenue activities is that it provides a means to access the financial resources of many stakeholders throughout a community. The ability to generate non-dues revenue will not only allow a club to fulfill its mission, but also increase its ability to access additional human resources through new volunteers.

Getting Started

The start of a successful program begins with careful consideration of six questions. The questions should be addressed in the following order.

1. What are we raising money to support?
2. Why is it important – what difference will it make?
3. How much do we need to raise?
4. Who do we have to help raise the money?
5. Who would be interested in supporting this effort?
6. How will we raise the money?

The sequence is important. The need (what and why) will and should define the amount, be it for a one time project, ongoing annual support, or a multi-year project for capital or endowment needs.

The number of volunteers and the resources available to assist in the fundraising effort impacts both how and how much funding the club can raise. Is the defined amount reasonable for the current membership to raise? Do the strategies being considered require more volunteers or investment than available? If not then readjust, it is OK to stretch, but be realistic, a small success is much better than a large failure.

Not always an easy question to answer, but it is important to have a sense of who would support your event or activity. Not everyone is going to share your passion for the mission. Make it a priority to have a sense of who, how many and how capable and willing those individuals might be in supporting your mission or activity.

Finally, after all else is discussed, you can now define the best “how to” generate non-dues revenue. Careful evaluation and planning based on these six questions will greatly increase the potential for success.

This manual is designed to help a club with planning and evaluating sustainable non-dues revenue programs. Used in conjunction with the Sertoma “How-To Guides” and other resources, clubs will be able to develop more effective and successful revenue programs.

Terms and Definitions

To assist in making this a user friendly manual, it is important we share a common language. The following provides a brief description of terms and concepts covered in this manual and the majority of publications or trainings addressing the subject of generating non-dues revenue.

Non-Dues Revenue: All forms of revenue generated by the club other than dues and fees associated with individual membership.

Earned Revenue: These are revenues generated by the club from a tax-exempt exchange for goods or services. Sales of food (concession stands) and compensated efforts (parking cars at events) are two examples.

Contributed Revenue: These are revenues generated by the club from a tax-exempt exchange that can provide a charitable tax deduction for the contributor. These are typically what are thought of as “fundraisers” and would include special events, direct solicitation and charitable gaming.

Gross Proceeds: Also referred to as revenue, gross proceeds is the total dollars generated by an activity.

Net Proceeds: Also referred to as income, net proceeds is the total dollars generated by an activity, less all expenses.

Direct Expenses: Those costs that were incurred just to conduct a specific income producing activity. This topic is covered in detail in the Treasurer Manual.

Indirect Expenses: Those costs incurred in support of income producing activities, but not specific to one activity. An example is a portion of the cost of general liability insurance that covered multiple events. This topic is covered in detail in the Treasurer Manual.

Stakeholders: Stakeholders can be individuals, businesses, government agencies or other not-for-profits. They have an interest or “stake” in your club or its programs. For a club, members are a key stakeholder. Not all members of a community will qualify as a stakeholder for your fundraising activity, and each of your stakeholders is a stakeholder in other organizations or events.

Fundraising Formulas: There are several evaluation tools used in the fundraising community. Return on Investment (ROI) and Cost per Dollar Raised (CPDR) are two of the most common

and should be used to evaluate and track a club's activities. See Resources in this section for more details.

Requirements for Success

- Vision and Mission

There is no more critical requirement for success in creating a non-dues revenue program than having a clearly defined vision and mission.

A club must have a vision, or purpose of why the club exists. This needs to be specific, not just "service to mankind." That could be used to define any of the more than a million charities in the United States. The purpose states how the club serves mankind, such as "through support of organizations and individuals involved with speech and hearing concerns."

The mission defines how the club fulfills its vision or purpose. This is important as non-dues revenue is generated to support the activities of fulfilling the mission. Mission, like vision, needs to be specific. Examples might be "to provide a number of scholarships each year;" or "to provide program support for SYZ Hearing Center", "purchase equipment for a school;" or "to provide education and awareness programs on preventable hearing loss."

- Community Awareness and Understanding

Defining vision and mission is essential, however, without the community being aware of your vision and mission it is of little value. Research shows that one of the reasons people support a cause is their belief in the mission and values of the organization. Awareness of the mission is the first step in creating a belief. Special events provide a unique opportunity to help build awareness that provides a foundation for future solicitation activities.

There is a direct relationship to the amount of time and money one will contribute to the level of awareness and belief. So it is not enough to work just on making the community aware of your mission and vision. The club must develop an understanding of the many stakeholders in the community from which it seeks support. Is there enough general awareness to support a new event? Is there enough belief among some groups to support a major gifts event or solicitation? Do you know who they are and how to market to them?

There will also be those who will not share in the vision or mission of the club. For your mission, these are a "non-donor group" and it is not an effective use of time or resources to solicit gifts or involvement from these members of the community. Understanding your community and the stakeholder groups is an important requirement when planning and building a non-dues revenue program.

- Time and Money

Developing non-dues revenues requires an investment of time and financial resources. The number of active members and the available

financial resources will define the number, scope and type of activities appropriate for your club. The time and money invested is a critical benchmark to evaluate the success of any effort. A club must learn to evaluate and control the return on their investment (ROI).

For example: A club commits 100 man-hours of time, and invests \$1,500 in expenses in a fundraising project. After the project is complete the club generates less than \$500 in net non-dues revenue to support the mission. Many volunteers would feel their time is worth more than \$5 an hour or that in addition to their time, or that for every dollar spent, only \$.033 was raised to support the mission. Poor ROI can have devastating affect on your volunteers, so plan carefully when investing your limited time and money.

For success, be sure you are prepared. Have a clear vision and mission, make sure you know your potential stakeholders and they are aware of you, and finally make wise investments of time and money by carefully evaluating and selecting your projects.

Earned Revenue

Earned revenue strategies generate income that is tax-exempt to the club. These strategies do not provide any charitable tax benefit to the businesses or individual paying for the clubs product or service. In some cases, payments will be deductible as a business expense.

Strategies and Techniques

- **Compensated Service**

This is when the club provides service for a fee. The service or labor is completed by volunteers, and in return the club receives a payment. As long as there are no payments made to the volunteers, the proceeds are tax exempt to the club. Some examples of compensated service would include:

- Selling food or drink for a commercial vendor: Many professional ball parks provide an opportunity for not-for-profits to work in concessions for a percentage of the sales or for a flat fee. Other related types of activities might include parking cars, directing traffic or taking tickets for fee.
- Providing a service: A good example is a club that does casino nights for other organizations. These could be fundraisers or just a corporate event, but it is critical that these activities are not considered “charitable gaming” by the state. Car washes are another form of providing a service.

- **Selling**

Clubs may also sell a product. This can increase the risk and commitment required of the club, but can also increase the net proceeds. What can be sold is unlimited, but each type of product holds its own risk and reward. Some examples include:

- Food and drink, but unlike the compensated service, the club actually purchases and resells the product.
- Christmas trees, flags, fruit, nuts, coupon books and many other seasonal items can be purchased and resold.

- Advertising sales for club or commercial publications are another option. Examples include ad sales for a program or event the club is hosting, or selling ads for a special newspaper insert that provides both income and exposure.

Regulations & Risk Management

- Regulations and Risk Management – Compensated Services
 - Volunteers working in return for a gift or payment to the club, generates only limited concerns for regulation or risk management. The primary burden for risk management, health codes, and product liability will be on the organization or company that hires the club.
 - When providing a service such as a casino night or car wash, the club does have a direct liability. In the majority of cases this is covered by the Sertoma general liability policy. Please review the policy exclusions for any concerns, and contact the Sertoma agent with any questions. This information is found in the Insurance Section.
- Regulations and Risk Management – Selling
 - Major concerns for these, as with any activity, are risk management and license issues. If a club is the direct seller of food or beverage, especially alcohol, it must be aware of all state and local requirements. Application for a liquor license can be required by the state, county or city. It varies by state, and must be done early in the planning. Also, sale of alcohol requires a special insurance rider; contact the Sertoma agent as listed in the Sertoma Insurance Programs in the Sertoma section of the Club Manual well before you need to request an insurance certificate.
 - In some communities, charities must register to sell products just as any commercial vendor. Again, check with the state, county and city for any regulations or restrictions before committing to the activity.
 - The IRS tax-exemption deals only with the taxability of income to the club, and does not provide any relief or exemption from sales taxes. Requirements will vary by location and the nature of the product being sold. Check with your state department of revenue for specifics on your activity.
 - Some sales will be in conjunction with other activities. Your club might sell ads or merchandise related to other events. Even if included in other events, the same standards apply. Make sure to check before committing the club to a course of action.

Contributed Revenue

Strategies and techniques to generate contributed revenue are limited to those charities holding a 501(c)(3) tax exemption. Each Sertoma club has this exemption through Sertoma's group exemption. Specifics on how to manage this exemption is found in the Treasurer Manual of the Club Manual.

Full discussion of these techniques is beyond the scope of this manual, please refer to the Resources page or contact Headquarters staff for additional information, support and training options.

Direct Solicitation

An effective form of fundraising is to simply ask a business, foundation or individual for a charitable gift. Unlike any other of the forms of non-dues revenue, these gifts typically qualify as wholly tax deductible. A trait of these types of gifts is that other than a thank you or similar recognition, the donor receives no benefit.

These techniques are not the best starting point for clubs to build a charitable gifts strategy. As a club develops a clear mission in their community, builds recognition for the need, and identifies a target audience, these techniques should be considered. In addition, these techniques are not without investment and do require volunteers to be well trained and experienced in research, cultivation and solicitation.

Given the proper investment and time to develop, these efforts can produce a source of continuing and growing revenue.

Strategies and Techniques

Personal solicitation by mail, email, face-to-face and phone solicitation. Successful personal solicitation requires three elements to be successful:

- a strong and specific case of support (what the funds are for and the impact)
- a well crafted request (either written or verbal) that can reach the potential donor on a personal level. In the case of a verbal request an experienced and trained solicitor is essential.
- a targeted audience of potential or current donors. – You cannot mail or personally contact everyone, so a well defined target audience is critical to the best return on the use of time and money.

Issues and Requirements

- Segmentation: Effective direct solicitation targets the potential donor based on a variety of factors. Degree of interest, previous involvement and support, and knowledge of the need or organization.
- Record Keeping: Soliciting and accepting charitable gifts requires good record keeping. A club needs to track who and how individuals are solicited as well as provide appropriate receipts and recognition for the donors.

Grant writing is another effective form of direct solicitation. It is also one of the most competitive types of fundraising. Foundation, corporate and government agencies fund only a fraction of grant proposals received. To be effective, you must:

- Be prepared with a clear case of support: outline the need, the impact funding will have (be specific), clear budgets with no math errors, and how and who will manage the funds.
- Understand the donor. Grant makers usually have specific areas of interest and/or a limit on the types of organizations they fund. Do your research to make sure you are not wasting time soliciting the wrong organization.
- Follow the rules!! Every grant maker has a process they want followed. It might be a two page letter, a specific form or format. If it says no attachments, send no attachments. Requests that do not follow the guidelines are not considered or even reviewed.

- Be prepared to provide a written evaluation or report if the grant is received. Many foundations and government agencies will want documentation on the use and outcome of funds they grant. For larger grants they can request a separate audit as part of providing the funding.

Special Events

Special events can be very effective in building non-dues revenue for a club. There is an almost limitless variety and flexibility to meet the needs and interest of the community. They can require more human energy and risk more financial resources than other forms of fund raising. However, done properly they can yield multiple benefits not provided from other strategies, including:

- Increase public awareness of the club and its sponsorship
- Provide multiple volunteer roles to engage the varied interests of people
- Enhance volunteer and leadership development efforts
- Create recruiting opportunities
- Expand and strengthen donor relations
- Generate revenue

The down-side and equally real side of special events is that there are real risks involved.

Organizations suffer significant losses from events that, although wonderful in their conception, still failed in implementation or planning. Examples of these risks include:

- Weather - Outdoor events are always subject to Mother Nature. You can buy insurance to cover cancellation due to weather in some cases. This is usually costly and does nothing if a cold snap or rain just keeps the majority of people at home.
- Free Performers - Free is a relative term as many organizations have learned. Even if there is not a “performance fee” often time there are significant costs for expenses that might include food, travel and lodging for family or entourage members. Also, there is usually an understanding that they can cancel without cause or cost, leaving an organization with substantial expense and no event.
- “Murphy’s Law” - We would like to think no one would sue a charity. Unfortunately that is not true and poor risk management can devastate an event and the sponsoring organization. This is especially true if your event involves alcohol. Every aspect of the participants experience from when they park the car until they leave for home should be reviewed for potential risks.

- **Strategies and Techniques**

There are many good books on the subject in general and on specific events such as golf, black tie or auction events. In addition, several Sertoma clubs have provided information on their successful events that are compiled in the How-To Guides in this section of the Club Manual. Refer to the Resources page or contact Headquarters staff for additional information, support and training options.

Charitable Gaming

Charitable gaming continues to grow as a significant source of non-dues revenue for charities. In the last decade, annual receipts from charitable gaming passed the \$7 billion mark. Behind the

popularity of charitable gaming is a real issue for any not-for-profit using this technique – it is one of the most highly regulated forms of fund raising.

All techniques and strategies of gaming are accountable for federal regulation. In addition, state and local regulations and licensing issues can be significantly more restrictive. These vary greatly from state to state, so it is critical to understand those in your state. Failure to adhere to these laws can result in fines, loss of the tax exemption and even imprisonment.

The following list of concerns is not all-inclusive or representative of any particular state, but is provided as a representation of the types of issues involved.

- Regulatory concerns
 - Limits on those authorized to “work” charitable gaming activities including:
 - Limits on those who qualify as volunteers that can actually participate in the sale of tickets or operation on games.
 - Use of paid staff if allowed, increases the reporting requirements, and creates an additional tax issue for the club.
 - Minors are, almost without exception, excluded from working or participating in any charitable gaming activities.
 - Limits on types of games of chance are typically defined by the license or permit the club receives. An authorization for bingo may not allow a club to do a raffle or pull-tabs or a “poker” event.
 - Limits on the amounts of jackpots or value of prizes.
- Record Keeping and Reporting
 - At a minimum, the requirement is for a separate account that receives all proceeds and from which all expenses and distributions are made. In addition, there should be a detailed record keeping system for:
 - Supplies purchased and used to date
 - Daily and/or weekly reconciliations depending on the specific gaming operation.
 - Copies of all invoices and receipts related to operating any gaming activity
 - Names of all winners, with necessary information for withholding and information reporting
 - Form -2G is required for \$600 single winning pull ticket, and for \$1,200 bingo or slot machine play (not reduced by wager).
 - If winner does not or cannot provide a tax payer ID (social security number) in addition to the Form -2G the club must withhold 31% of the winnings.
 - Additional requirements are involved with larger winnings, and a club needs to be aware of all such requirements.
- Use of Proceeds

Both federal and state statutes impact the use of proceeds under the definitions of “lawful purpose expenditures” and for “charitable support.” These can vary greatly by state, but such statutes may:

 - Establish percentage of funds used for charitable purpose, either in support of the club’s tax-exempt purpose or require it contribute proceeds to other qualified organizations

- Require minimum payouts from gaming activities (100%, 45%, etc.)
- Define allowable period in which net proceeds are expended
- Limit percentage of allowable expenses as a percentage of gross revenue
- Define allowable expenses in operation of gaming activities

NOTE: Probably the greatest concern in this area relates to inurement and private benefit. It is critical that the club not engage in transactions that serve private interests more than insubstantially or that allow the club's earning to provide a benefit to any individual/s. Though this is true of all financial transactions of the club, special emphasis is placed on the record keeping and accounting of funds related to charitable gaming.

Stewardship

Accountability

The club must account for the proper use of the funds received. After allowing for appropriate expenses, the net proceeds must be used to support the exempt purpose of the organization. There is no list of approved expenses for "exempt purpose" provided by the IRS. Some are clear; gifts to other charities, including our Annual Fund. If in doubt consider the following:

1. Did the use of funds support or strengthen the ability of the club to fulfill its purpose and mission?
2. Did any member receive a personal financial benefit? (the answer should always be no)

Examples would include payment of club dues or meals at club meeting.

A more detailed discussion of these issues is found in the Club Treasurer Section of the Club Manual. Review that section and work with your Treasurer on accounting for your non-dues revenues.

Donor Relations

This is more than just thanking a donor, though that is easily the most important. It involves all communications related to promotion and reporting on fundraising efforts. It is important that:

1. When asked to participate or contribute, people clearly understand the need and purpose their support will address.
2. Every donor or participant receive at least one thank you (more than one is better.)
3. Every donor and participant receive or have easy access to a report on the how the funding made a difference in the stated need.

Evaluation & Reporting

All non-dues revenue activities are subject to public evaluation and review. The club should see that members understand these programs and can address any question from members of the community. The most common elements of evaluation include the following:

Community Impact

Community impact is, in the end, the purpose of any fundraising activity. Measuring impact is not a simple formula, as it will depend upon the stated need. Impact is stated in results, such as:

how many scholarships were generated, how many people fed, or home repairs made. To just state an amount raised, as net or gross, is of limited value unless understood in context of community impact. For the benefit of the volunteers, donors and the community, always evaluate outcome in terms of impact and not just dollars.

Cost per Dollar Raised (CPDR)

CPDR is found by dividing the total expenses by the gross proceeds. As example, the expense for an event is \$3,500 that generated \$8,700 the CPDR would be $3500/8700 = .40$. For that event it cost \$0.40 to raise \$1.00

Another presentation of this is as the percentage of fundraising costs. This percentage is calculated by taking the CPDR times 100. For the example above the percentage of fundraising cost is 40 percent.

NOTE: This is the most discussed and misunderstood evaluation tool. It is especially an issue when comparing organizations or events. Larger organizations will usually show much lower percentages than small organizations, due to having more resources. New programs will usually show a higher percentage than mature programs, due to start-up expenses. Special events and new donor acquisition programs have the highest percentages. Yet all these techniques are appropriate.

There are ranges for different types of activities, but there is no fixed percentage. It is important to evaluate each activity individually, and all activities in total.

Volunteer Time

There is one irreplaceable commodity in this world, time. Every moment a volunteer gives is one taken from family, business and self. It would be an error to not calculate the value of that time as part of the investment in any non-dues revenue effort. Collectively and individually the time commitment of each volunteer should be tracked. This is important for future planning as well as appropriate recognition of the volunteers' contribution.

Resources

Sertoma Contact Information

A wealth of information is available to our members by contacting Sertoma Headquarters:
infosertoma@sertomahq.org, www.sertoma.org Fax - (816) 333-4320
Phone - (816) 333-8300, Toll-free - (877) SER-TOMA - (877) 737-8662

City, County or State Information

Every city, county and state has different requirements for your fundraising activities. Be aware of any required permits or licenses required for issues such as liquor or gaming/gambling.

For city and county requirements, check with your local government offices. For state requirements, contact the Office of the Attorney General or the Secretary of State.

Helpful Web Sites to Explore

DISCLAIMER:

These Web sites are provided as a service and for informational purposes only. Sertoma has no responsibility for the content of such other Web sites and shall not be liable for any damages or injury arising from that content. Any links to other Web sites are provided merely as a convenience to members of Sertoma, and Sertoma makes no representations or warranties of any kind whatsoever for the content of other Web sites or for any products or services mentioned or offered on such Web sites.

Grant Web Site:

The Grantsmanship Center - www.tgci.com

The Grantsmanship Center, Inc. offers grantsmanship training and low-cost publications to nonprofit organizations and government agencies. This site offers a search engine on Community Foundations by State.

Golf Tournament and Hole-In-One Web Sites:

www.hio.com

www.holeinoneinc.com

www.hole-in-won.com

www.gtigolf.com

www.tournakit.com

Auction Web Sites:

www.readysetauction.com

www.auctionpay.com

How-To Books

Remember to check your local library or bookstore for a variety of special events publications.

How-To Guides

Name of Event or Activity: **Annual Sertoma Chili Cook-Off**
Number of Years Held: Annually since 1981
Single or Multiple Club Event: All Springfield, MO Area Clubs - 200+ Members
Description of Event: One day chili cook off competition.

The Annual Sertoma Chili Cook-Off is a one day event open to the public for chili tasting. Local companies, individuals, groups, etc... enter the Chili Cook-Off to cook chili during the day. They compete for prizes (trophy's) in: Best Chili, Best Booth, Best Costume, etc... Proceeds from the event benefit the Springfield Boys & Girls Club of Springfield, Mo.

Description of Volunteer Requirements

AUCTION: Organize Auction & Silent Auction Items. Display area at the Chili Cook-Off plus solicit donations for auction items.

BEER SALES: Order beverages and secure workers to serve beverages and man beverage stations on both levels. (3 beer stations)

BOOTH JUDGING: Judge Booths at Cook-Off and make up a scorecard listing judging criteria to be sent out to entrants.

CHILI JUDGING: Put Chili Teams in Categories by Random Draw - 10 Groups, Number and Distribute Chili Judging Cups, & Recruit volunteers to help with set up and paperwork in chili judging room.

CHILI CUPS / SPORKS: Ordering of supplies and have on site for event.

CLOSING COMMITTEE: **All Clubs Participate.** Remove all Sertoma articles from the Trade Center. Will need pickups and/or vans.

COAT CHECK: Obtaining workers to staff the coat check area... New for 2005.

CORPORATE SPONSORSHIPS: Solicit and Coordinate Corporate Sponsorships.

ENTERTAINMENT: Secure sound system, stage. Book and schedule entertainment.

INFORMATION BOOTH: Information booth set up in pre-event area with information readily available for booth entries, general public and contact with workers.

FISHBOWL: Secure Volunteers for Fishbowl distribution on Friday and Fishbowl pickup on Saturday.

FLOOR MAINTANCE: ALL CLUBS Police floor for safety concerns, trash pickup, spill cleanup and secure grease barrels.

FLOOR PLAN / BOOTHS: Diagram layout of booth space and trouble shoot during set-up and Cook-Off.

FOOD SALES: Purchase, Cook, and service hot dogs, chips, etc. Secure & schedule workers. (One food station)

I.D. / TICKET SALES: Secure workers to check I.D., sell beverage tickets and put wrist bands on those of legal drinking age. Will have a minimum of 3 stations.

KITCHEN AREA: Help Health Dept. in ensure all Cook-Off entries sanitize utensils and equipment before starting to cook on Saturday morning.

MATCHING GRANT: Apply for the matching grant thru Sertoma International deadline is January 31, 2005.

MERCHANDISE: Order T-Shirts, hats, etc. Recruit workers to sell merchandise on Friday and Saturday. Design, style & cost MUST be approved by the Chili Cook-Off Committee before merchandise is ordered.

OFFICE: Secure Liability Insurance, Liquor License, Solicitation License, Special Event License, Cashiers, office supplies (including chili cups, sporks & paper goods) plus handle all correspondence for entries & co-ordinate contact with the health department.

PARKING: Recruit workers to direct traffic, police handicapped parking areas and man satellite parking areas. Set aside reserve parking for bands.

PHOTOGRAPHY & VIDEO: Take photographs at the Chili Cook-Off. Get booth/team shots of each entry before doors open to the public (be sure name of booth is in photo), get pictures of each band, award ceremony, event action, etc. Videotape the event.

POSTERS / TICKETS: Obtain all information for the tickets and posters for printing.

POSTER DISTRIBUTION: Boys & Girls Club plus all Clubs and Club Members.

PUBLICITY: Do press releases, handle all press inquiries, PSA for TV and radio exposure and coordinate logo design for printing, advertising & t-shirts. Need spokesperson for interviews.

RAFFLE (50/50) SALES: Recruit workers to sell tickets (50/50, prize, etc.)

SECURITY: Call and secure security officers for Friday set-up and Saturday cook-off.

TICKET DISTRIBUTION: Recruit people to distribute tickets to major outlets (Dillons, Price Cutter, etc...) plus coordinate ticket distribution to each club for member sales.

TICKET SALES@ DOOR: Recruit workers to man TWO gates. Sell & take entry tickets, and hand out cups & sporks.

TROPHIES / CELEBRITY JUDGES: Order trophies and secure the celebrity judges.

Timeline/Guideline

Planning for the next year's event actually begins before the current one is held, however the actual meeting and planning begins approximately 6 months out.

Samples

#1 Chili Cook-Off Rules

#2 Team Instructions

#3 Entry Form

#4 Booth Judging Guidelines

#5 Entry Letter

25th ANNUAL SERTOMA CHILI COOK-OFF RULES & INFORMATION

BOOTH PROVISIONS

Booth area is approximately 8 ft. x 10 ft. (NOTE: all items related to your booth space **MUST** fit within your area... nothing is to be placed in the aisle outside of your booth). If your booth will require extra space allowance or you desire a specific location for your booth, please contact the Sertoma Office at 863-1231. **Requests for special allocations will be handled on a first-come first-serve basis.** A table will be provided for serving your chili to the public as well as an additional table for cooking. The tables are approximately 6 ft. long. You will need to provide your own tablecloths. Plastic spoons and small bowls will be provided at the door for the public to sample your chili. A pipe & drape backdrop, sage green and black in color, will hang behind your booth area. **10 Cook passes will be given out on Friday evening to the booth/team.** The cook passes are for booth members only. A fish bowl will be provided to each booth to collect contributions/donations from the general public. (NOTE: **ALL** Proceeds from the fish bowl count toward your People Choice.)

RULES

1. **No ingredients may be pre-cooked or treated in any way prior to the Chili Cook-Off.**
2. Each team is requested to prepare a minimum of five (5) gallons of Chili. Twelve ounces of chili will be required for judging purposes and the general public will be sampling your chili all day.
3. Chili for judging will be allowed to contain beans but **no extra toppings**. Chili samples served to the public may contain beans and any additional toppings on the side such as cheese, onions, etc. All condiments must be in individual pre-packaged containers. Toppings such as cheese, onions, etc. must be served with gloved hands or appropriate utensils, per the health department guidelines.
4. Chili for the Cook-Off is defined as any kind of meat or combination of meats (**USDA Approved**), i.e.: beef, pork, chicken, seafood, etc. (**absolutely no wild meat, including venison will be permitted**) cooked with chili pepper seasonings or spices and other assorted ingredients.
5. The number of members per team shall not exceed ten (10) people including the head cook. Regardless of the number of booth spaces, each team is limited to 10 cooks per team.
6. **Per our liquor license - no beer or alcohol can be brought into the Expo Center by teams. No Exceptions!**
7. **Team members are encouraged to use the MSU Alumni Parking Garage (corner of McDaniel & Jefferson) and use the shuttle buses on Saturday, February 24.**

EQUIPMENT NEEDED

1. Cooking Equipment - Bring whatever you will need to prepare your five gallons, or more of chili. Electrical outlets will be provided. (110 & 220 outlets will be available.) Don't forget spoons, knives, etc. **Please note: No open flame, propane or butane will be permitted by order of the Springfield Fire Department and the Springfield Expo Center. No enamelware cooking equipment is permitted by order of the Health Department. 220 Outlets are limited and there is a \$50 fee per each 220 hook-up.**
2. Each booth is provided, automatically, with two (2) 110 power outlets, with an average of 2000 watts per cord. **Please note:** the average size household electric skillet is approximately 1000 watts. **A power strip does not increase the power load... please plan accordingly.**
3. Electric crock pot, hot plate, etc... and heavy extension cords. (20 ft. recommended)

4. All ingredients for cooking your chili. The Health Department requires all meat and/or seafood and ingredients to be in the original packaging, stamped "USDA Inspected", **with proof of purchase. No wild game (including venison), home-canned or home-prepared items will be allowed. This will be checked and strictly enforced by the Food Inspectors. Once the Cooking Permit is issued to your team, your team may begin chili preparation.**
5. Coolers with ice to store meat and other refrigerated ingredients.
6. Small bottle of bleach.
7. Appropriate container to hold bleach water for sanitation of cooking utensils.
8. Quart-size water pitcher or a cooler with a spigot to dispense clean water as needed for hand washing. Locate hand washing equipment for easy accessibility in your booth area. Restroom sinks are not an acceptable substitute for the hand-wash station in the booth. All team members must wash their hands at the hand washing station inside the booth area upon returning to the booth.
9. Dish pan to hold dirty water after washing hands.
10. Hand Soap and Paper Towels.
11. Folding chairs for your team members.
12. Bring your own materials for booth decoration – banners, signs, costumes, props, tablecloths, etc.
13. Drop Cloths for the floor of your booth to catch any spills or leaks.

AWARDS

We are encouraging MORE competition between the teams with the different Entry Levels for the "People's Choice Award". 1st, 2nd and 3rd place winners will be recognized with trophy's in each People's Choice Entry Level, as indicated on the entry form (Corporate Sponsor, Sponsor, Business, Groups, Individuals). The award will be given to the top three (3) teams collecting the largest dollar amounts for their booth/team in each Entry Level. All teams are encouraged to begin collecting donations prior to the day of the Chili Cook-Off and to also have a fundraiser at the team's booth the day of the Chili Cook-Off event to bring in contributions. Good Luck!

"Chili Award" - 1st, 2nd & 3rd Place Trophies. Trophy is awarded to the top three teams in each chili group for the best chili according to the judges. (The number of chili groups is determined by the number of booth entries)

"Grand Champion Chili Award" - 1st, 2nd & 3rd Place Trophies. Trophy is awarded to the top three teams for the best over-all chili, according to the judges.

"Best Booth Award" - 1st, 2nd & 3rd Place Trophies. Trophy is awarded to the top three teams for the best theme, booth design, and decoration, according to the judges.

"Best Costume Award" - 1st, 2nd & 3rd Place Trophies. Trophy is awarded to the top three teams for the unique and appropriate way costumes support the theme of the booth, according to the judges.

"Showmanship Award" - 1st, 2nd & 3rd Place Trophies. Trophy is awarded to the top three teams for over-all presentation of theme, demonstrations, performances, etc. according to the judges.

"Judges Choice - Best of Show" a special recognition plaque and first choice of booth space at the 25th Annual Sertoma Chili Cook off is awarded to the team based upon the top score of the Booth Judges.

2006 SERTOMA CHILI COOK-OFF INSTRUCTIONS FOR TEAMS:

SPECIAL NOTICE FOR ALL BOOTH PARTICIPANTS

ALL Chili Booth Participants are **REQUIRED** to keep ALL hair restrained. This can be done with a hair net, ball cap, etc... **NO HAIR** (ponytails, etc.) can be out of the restraints... **NO EXCEPTIONS!**

1. Advance ticket sale money and any unsold tickets will be picked up at your booth on Friday evening, by a Sertoma Official with a specially marked envelope
PLEASE NOTE: Be sure that your booth name and number are on the envelope that is picked up by the Sertoma Official. **REMEMBER:** this money IS applied toward your People's Choice Award.
2. Our liquor license prohibits anyone from bringing in their own alcoholic beverages. No minors will be allowed to purchase or consume alcoholic beverages. ID's will be checked. Wrist bands will be issued to purchase tickets for alcoholic beverages. Wrist bands must be worn to purchase alcoholic beverages, **NO EXCEPTIONS!** This will be strictly enforced by Liquor Control.
3. You have been assigned your booth space in advance. **DO NOT CHANGE BOOTHS WITHOUT PERMISSION FROM THE FLOOR MANAGER**
4. Please remember to bring everything you need for cooking your chili and decorating your booth. Don't forget extension cords, cooking utensils, etc.
5. The Food Inspectors will be checking all of your ingredients. **ABSOLUTELY NO** wild game (venison, etc.) or home-canned or home prepared items will be allowed.
6. **NO** gas, propane or open flame cooking will be allowed as per the fire code inside the Springfield Expo Center.
7. **NO** painting of any kind inside the building!!!
8. **NO** hay, straw, sawdust or shavings shall be kept unless flame proofed.
9. **NO** helium balloons of any kind are allowed in the Exposition Center.
10. Your team will be issued 10 Cooks' Passes on Friday afternoon. Do Not Lose the passes as replacements are not available. Without the passes your team members will have to pay to get in. It is your responsibility to distribute the cook passes to your team members.
11. Please turn your auction items into the auction area on Friday evening. You will be issued a receipt for your item(s). Put this receipt into your fish bowl, as donations to the auction are counted toward your Peoples Choice Award.
12. Please park your vehicles in MSU Alumni Parking Garage after you have unloaded.
13. Grease barrels will be provided to use to dump cooking grease, etc. Dumping grease in any facility sink(s), etc. is prohibited!
14. Your team will be issued a fishbowl (on Friday). Put the fish bowl on your front table during the event, on Saturday, to collect contributions/donations. The fishbowls will be picked up by a Chili Cook-Off official. The contributions/donations will be counted and applied toward your Peoples Choice Award. **NOTE:** Be sure any and all auction receipts are put into the fish bowl.
15. You must bring your chili for judging to the chili judging room by the specified time on Saturday morning. You will receive a specially coded cup from the Chili Judging Committee on Saturday morning to put your chili sample in for judging. No other container will be accepted.
16. Booth judging will begin at 10:00 AM.
17. Each team must furnish one judge to judge chili on Saturday. The judge should report to the chili judging room at their assigned time on Saturday morning.

18. Each team has been issued a 1/2 oz. chili ladle for serving chili to the public. Your chili will last longer if you give out a small amount (last year nearly 8000 people were in attendance). Remember the public will be sampling other chili in addition to your chili.

19. The Sertoma Chili Cook-Off and the Springfield Expo Center are not responsible for lost or stolen articles. Please do not leave your booth unattended.

20. Our contract with the Springfield Expo Center mandates that everyone be out of building by 9 PM on Friday and 6 PM on Saturday. All equipment, props, etc. **MUST** be removed from your booth on Saturday evening – no exceptions! If your booth leaves large props (items built for your booth) the Expo Center may send you a bill for tear down and removal cost at their current billing rate. **PLEASE** remove **ALL** of your equipment and props.

NOTICE.... LOADING & UNLOADING

ABSOLUTELY NO LOADING OR UNLOADING will be permitted at the St. Louis Street entrance. This is due to the configuration of the new Expo Center. Your cooperation is essential if the event is to be successful.

All loading and unloading of Chili Cook-Off booth materials and equipment **MUST** be done thru the loading area of the Expo Center which is on Trafficway Street.

ALL material coming thru the overhead doors into the new Expo Center **MUST** be brought in on **FRIDAY**. The overhead doors will not be open on Saturday until the event is over. Please plan accordingly.

PARKING: We encourage the booth participants and volunteers to use the MSU Alumni Center parking garage (located at the corner of McDaniel & Jefferson) for parking on Saturday. We will have a shuttle bus operating back and forth during the entire day.

25th Annual Sertoma Chili Cook-Off
ENTRY FORM



SATURDAY - February 25, 2006 (Set-Up & Cook's Party - Friday, February 24)

Springfield Exposition Center

Entry Fee: \$100 per booth space (8'X10') \$_____ Pick Own Location Fee: \$25 (per entry) \$_____

Pick your own location - all others will be assigned after January 12, 2005

NOTE: Each booth includes two 110 electric power receptacles (average 10 amps per outlet)

Add \$50 For 220 Electrical Hook-Up \$_____

Deadline: February 1, 2006 Late Entries - \$150 per booth space TOTAL ENCLOSED \$_____

(Make Checks Payable To: Sertoma Clubs of Springfield)

PEOPLES CHOICE ENTRY LEVEL (check one):		Corporate Sponsor* _____
Event Sponsor** _____	Business _____	Church/Civic/Non-profit Group _____ Individual _____

Team Name: _____

Sponsored by: _____

Contact Name: _____ Phone: _____

Fax : _____ E-mail address: _____

Mailing address: _____

City: _____ Zip: _____

Team Members - (10 maximum - 1 minimum - Including Head Cook)

- | | |
|----------|-----------|
| 1. _____ | 6. _____ |
| 2. _____ | 7. _____ |
| 3. _____ | 8. _____ |
| 4. _____ | 9. _____ |
| 5. _____ | 10. _____ |

RETURN TO:
Springfield Sertoma Clubs
Springfield
318 S. Campbell
Ozarks,

Proceeds Benefit :
The Boys & Girls Clubs of
SPONSORED BY: Heart of the

Springfield, MO 65806
Christian County
Call: 863-1231 or Fax: 863-0602

Springfield, Queen City,
& All Star Smiles Sertoma Clubs

Web Page: www.sertomachilicookoff.com

* Corporate Sponsor – minimum \$1000 cash donation

** Event Sponsor – minimum \$250-\$999 cash donation

Sample #4

2006 Chili Cook-Off Booth Judging Guidelines

Each judge will award 1 to 5 points in each of the categories:

BOOTH: Theme, Banner, Logo, Setting/Decorations

COSTUMES: Creative, Colorful, Unique and Appropriate to Theme

SHOWMANSHIP: Enthusiasm shown by all team members and special effects

Points will be totaled and then ranked in each of the award categories to determine the First, Second and Third place winners in each of the three categories.

NOTE: Judges will choose a booth for “JUDGES CHOICE - BEST OF SHOW”. This award will be based on a combination of all three areas. The prize will consist of a special plaque and first choice of booth space location for the 26th Annual Sertoma Chili Cook-Off in 2007.

BEST BOOTH AWARD

Booth numbers must be clearly displayed. The THEME should be obvious throughout the whole booth. A Banner with the team name and theme should be eye-catching. A LOGO appropriate to the theme should be displayed on the banner and perhaps elsewhere in the booth and/or on the costumes. The over-all SETTING and DECORATIONS of the booth should be colorful, eye-catching and should carry off the theme.

COSTUMES

The COSTUMES must be **creative, colorful, unique and appropriate** to the over all theme. The more team members who are in costume, the better the score will be.

SHOWMANSHIP

The team’s (all members) ENTHUSIAM must be present and sustained throughout the day. SPECIAL EFFECTS is where teams can be especially creative. This would be something that the team does or has that would not be ordinary and expected... something that really makes the booth stand apart from the rest in the minds of the judges.

SCORING

- “0” - CHARACTERISTIC WAS NOT IN EVIDENCE
- “1” - MINIMALLY PRESENT - HARDLY NOTICEABLE
- “2” - PRESENT BUT NOT IMPRESSIVE
- “3” - AVERAGE BY COMPARISON TO OTHERS
- “4” - ABOVE AVERAGE
- “5” - MUCH BETTER THAN MOST - EXEMPLARY

Sample #5

Dear 2005 Chili Cook-Off Participants & Friends:

This year we are celebrating the 25th Annual Sertoma Chili Cook- Off. Several of you have been with us for many of these years and we are certainly looking forward to a big celebration this year. With your help we will have raised over \$1,000,000.00 for the children of our community over these past 25 years.

If you participated in the Chili Cook-Off last year... Thank you! And we would like to invite you back for the 25th Annual Sertoma Chili Cook-Off. Enclosed you will find an entry form and other information for the event to be held on February 24 & 25, 2006 at the Springfield Expo Center, located at 625 St. Louis Street in Springfield, Mo.

If you have not been with us for a while or this is your first Chili Cook-Off, we certainly invite you to participate with us this year for the 25th Annual Chili Cook-Off. We would love to have you join us during this celebration year.

Thanks to all of you, we had a successful 24th Annual Cook-Off in 2005 which raised \$110,000! This money will be used to build and equip a teen center at the new Springfield Boys & Girls – Henderson Unit, which is set to break ground in early 2006 at Grant Beach Park.

This year at the Chili Cook-Off, all of the booths will be located on the showroom floor level of the Expo Center. The floor plans for this year are similar to last year but with a few changes. Floor plans are enclosed or you may view them at the Sertoma office. If you wish you may come by and pick out your booth location(s) any morning, Monday thru Friday, 9 to 11 a.m. **Booth selections are on a first come, first serve basis.** Entry fee is \$100 per 8X10 booth space plus an additional \$25 for those wishing to pick their own location. The \$25 "PICK OWN LOCATION" is *per entry*, not per booth, i.e.: for 2 booths your total would be \$225 (not including 220-volt electric). Keep in mind even with the "PICK OWN LOCATION" it is still on a **first come, first serve basis**. Entries not wishing to "Pick Own Location" will be assigned a booth space on or after February 1, 2006. After February 1, there will be a late entry fee of \$150 per booth space. There is a \$50 charge per 220-volt electrical outlet hook-up, this is an increase passed along to us from the Springfield Expo Center.

Please remember, our primary objective for the Sertoma Chili Cook-Off is to raise funds for the Boys & Girls Clubs of Springfield. The proceeds from the 25th Annual Chili Cook-Off will be used to help complete the gymnasium at the new Henderson Unit which will be built at Grant Beach Park in 2006.

We encourage every team to go out and have fun with this annual event and help us to raise monies for this worthy cause. The People's Choice AWARD has been divided into different entry levels. Check the LEVEL for your booth entry, if you have a question about the booth levels, please call the Sertoma office

If your team/business is interested in our **Sponsorship Program**, please contact the Sertoma office for information. This is a great way to get your team/company name in front of many potential customers (last year we had approximately 8000 people in attendance). The Sponsorship Program allows your team/company exposure through banners, T-shirts, posters, website listing and advertising.

A welcome packet will be sent to each entry. This packet will contain more information on fundraising ideas for your booth, Chili Cook-Off tickets, rules for the event and Health Department regulations.

Thank you again for your continued support we hope to see you in February!

Sincerely,

Nick Burlison & Kathy Staudt
Sertoma Chili Cook-Off Co-Chairs

Name of Event or Activity: Sertoma Holiday of Lights
 Number of Years Held: Annually since 2002
 Single or Multiple Club Event: Multiple - District Event
 Description of Event: Drive-thru Christmas Light Display

The event consists of 25 to 30 different Christmas light displays (some animated and some stationary.) Potential exists for more displays in the future. The displays are set up in a pattern along approximately 1 ½ mile tract of land through a city owned park in Lancaster, Pa. Vehicles drive through the park, there is no stopping or parking and walking through the displays. A \$10.00 donation per vehicle requested (note it is a city owned public park, therefore we can not charge an admission we can only request a donation be given.) The show runs from the Friday after Thanksgiving through December 31st.

DESCRIPTION OF VOLUNTEER REQUIREMENTS:

The planning committee exists of at least 9 members.

CHAIRMAN

The overall responsibility of organizing the committee, overseeing the show set-up, operation and tear down, as well as the financial aspects of the event. (This is such a huge undertaking that the chairman should rotate out each year, but should remain on the committee in an advisory capacity.)

CO-CHAIRMAN

Assist the chairman in every way possible and carry out the duties as directed by the chairman. Become familiar with the overall operation. Be ready to step in as chairman the following year. With the assistance of the chairman, appoint successor as the next years co-chairman.

TREASURER:

Along with the chairman and co-chairman, assist in setting the budget for the event (expenses and revenues expected, based on previous years results and financials.)

Set up the banking needs with an approved banking facility (type of account, night deposits, check authorizations etc.)

Recruit and set-up schedule for treasurer needs for each night of the events operation (best scenario is to have someone work the event a week at a time - Sunday through Saturday.) Make sure all serving as weekly treasurer are familiar with the procedures to be followed for recording all volunteer hours worked, number of vehicles that drive through the event and the amount of each nightly deposit, as well as the deposit procedure.

SPONSORSHIPS (2)

One person oversees and coordinates the sponsorships for the event program which is distributed to each vehicle attending. This person would get assistance from others in soliciting ads for the program (at levels set by the committee.)

Example:

\$100	Business card size
\$250	One quarter page
\$500	One half page
\$800	Full page
\$1000	Front (inside) or rear cover (outside)

NOTE: The front cover page is always saved for the event sponsor which contributes the amount set by the committee (\$5000 or \$10,000) to be the main sponsor, if you decide to go that route.

The second person in this slot, works on soliciting and getting in-kind contributions that are needed to make the event a success;

Example:

Restaurants or caterer's supplying food for the set up & tear down crews, businesses supplying equipment for set up, traffic control or professional services (deemed necessary by the committee.)

This person will coordinate the size of the ad's placed in the program, based on the value of the in-kind donation and will coordinate same with Sponsorship #1 person (all of which is approved by the Chairman and co-chairman.)

TIMELINE/GUIDLINE

The set-up process takes approximately 3 to 4 days, depending on the days you designate for the set up and number of volunteers you have. Best use of volunteer time is a weekend. If possible, start set up on a Friday afternoon, work through Saturday and Sunday, then you may only need Monday and Tuesday for odds and ends.

Example: Our event set-up took over 700 person hours and spanned 6 days, however we started on a Sunday and as each day passed our volunteer base dwindled, ideal number of volunteers for set up is 30 to 35, (This number does not include the light vending company representatives, under contract, sent to assist with the set-up, in particular the animation boxes.)

THE SHOW

The show runs for approximately 40 days, depending where Thanksgiving day falls in the calendar year. The show opens on Black Friday, the day after Thanksgiving, and closes on December 31st (New Years Eve). Our set-up needs 8 volunteers per night to operate: One person designated as the show manager; one treasurer; 3 to 4 people for traffic direction and control and 2 to 3 people to collect contributions, handout programs and count the vehicles as they pass through the park. These assignments could vary depending upon your lay out of the light show and the area in which it is set. (More specific duties for each of the above volunteers can be made available upon request.) The show managers responsibility is to travel throughout the park, making sure all lights are operating, traffic keeps flowing and that no one stops and exits their vehicle to walk around, etc.

Show hours:

Sunday through Thursday 6:00 PM to 9:00 PM

Friday & Saturday 6:00 PM to 10:00 PM

TEAR DOWN

The dismantling of the show, light displays, electrical cords, boxes, support posts, guide wires etc. can be completed with 20 to 25 volunteers in approximately a day and a half.

Hours: in excess of 350 person hours

Total volunteer hours for 37-day show, plus set up and tear down - 2050 person hours

ADDITIONAL ITEMS TO CONSIDER

Insurances permits (from city or county) if publicly owned park or area

Sertoma International Insurance coverage - Special Events - General Liability Supplemental Application.

Safety issues - proper signage stating restrictions, such as No Stopping or Exiting Vehicles.

Communications systems - music and/or announcements.

Security - traffic control on public access roads or highways.

Utilities - electricity, a huge amount of electrical sources are necessary because of the power needed to operate all the light displays.

Make sure you have arrangements for trash containers, restroom facilities available for public and volunteers.

Parking is not an issue for our specific show, but if you allow people to park and walk through the displays then you will need to supply protected parking areas.

Contract with lighting display company DO NOT sign multiple year contracts - go with year to year.

Program printing - get at least three bids unless you have someone who will print it for free (in-kind ad in the program.)

Advertising - if possible, employ an agency that is community minded and will donate their time and efforts to the cause.

SAMPLES:

#1 & #2 Correspondence letter to city officials

#3 Solicitation letters

#4 Thank you letter to volunteers

#5 & #6 Television advertisements and PSA's

Sample #1

September 22, 2005

Lancaster City Bureau of Police
Traffic Division
West Chestnut Street
Lancaster, PA 17603
Attn: Sgt. Gary Metzger

Reference: Sertoma "Holiday of Lights" Project - Long's Park, Lancaster, PA

Dear Sgt. Metzger:

As per our previous telephone conversation and as requested by your office, I am officially requesting the assistance of the Lancaster City Bureau of Police for traffic control and security during the above event.

The dates of the event are:
Friday, November 25, 2005 through Saturday, December 31, 2005.
The show hours will be: Sunday through Thursday 6:00 PM until 9:00 PM
Friday and Saturday's 6:00 PM until 10:00 PM.

In previous years, we have had a uniformed person at the main entrance of Harrisburg Pike working in conjunction with our volunteers inside the park to keep traffic flowing smoothly. On the busiest nights, generally Fridays and Saturdays, traffic has backed up on the Harrisburg Pike similar to our Bar-B-Q event.

Please feel free to call me with any questions you may have and a time for us to sit down and meet. I can be reached at my office 299-5555.

Thank you for your attention to this matter and I look forward to working with you on this venture.

Respectfully,

Steve Hohenwarter
Vice President
Sertoma International
Member Lancaster Sertoma Club

Sample #2

EAST & WEST CENTRAL PENN DISTRICTS
SERTOMA INTERNATIONAL

November 14, 2005

TO: Ms. Charlotte Katzenmoyer
FR: Steve Hohenwarter
Lancaster Sertoma Club
RE: Holiday of Lights-street lights in the park
CC: Holiday of Lights File
Deb Martin, Long's Park Superintendent

The following are the street light pole numbers that we are requesting to have turned off during our Holiday of Lights show, throughout the park.

The show will run from Friday, November 25th through December 31st, 2005.

These street lights are from our show entrance thru the exit, but exclude the two streetlights at the front entrance (one on each side of the circular driveway) as well as the street light at the petting zoo and the street light directly across from our contribution booth (at the entrance to the horse patrol stables.)

The following are the street light pole numbers we need to have turned off:

39622-S26820	39712-S26920	39573-S26912
39631-S26824	39700-S26926	39559-S26913
39641-S26831	39687-S26931	39531-S26919
39648-S26839	39670-S26966	39521-S26917
39657-S26845	39660-S26976	39514-S26910
39673-S26839	39650-S26986	395__-S26__9
39688-S26842	39637-S26992	
39701-S26852	39620-S26987	
3971 -S26860	39608-S26981	

Ms. Katzenmoyer, I was told that you would to notify PPL regarding this matter, that is why I have directed this correspondence to you. If you have any questions please feel free to contact me at 299-5555.

Respectfully

Steve Hohenwarter
Vice President, Sertoma International

Sample #3

Dear Business Owner,

Returning in 2005, by popular demand is the "Holiday of Lights in the Park" project at Long's Park in Lancaster. The dates are:

Friday November 25th through Saturday December 31, 2005.

The show hours will be: **Sunday through Thursday - 6:00 PM until 9:00 PM**

Friday and Saturday - 6:00 PM until 11:00 PM.

This year the show is being produced by a number of Sertoma Clubs in the South Central Pennsylvania area, led by the Lancaster Sertoma Club and the Sertoma Club for Hospice of Lancaster County. In addition, many clubs from the East and West Central Penn Districts of Sertoma International will also participate. While **Hospice of Lancaster County** continues to remain a benefactor of the project, other organizations will benefit as well: **Domestic Violence Shelters, Fantasy Baseball Camp for Deaf Children, Support for Cancer victims and family members, Methodist Children's Home, Schreiber Children's Rehab Center, 4 Diamonds Club, Lancaster Cleft Palate Clinic and Kid's Kamp to name a few.**

As a business owner in the community and a Sertoman, I am asking other business leaders to help support this worthwhile endeavor by purchasing a **Sponsorship Ad** in our program booklet. The program is a full size 8 ½ X 11 booklet and will be done in news print ink and paper style. Based on historical data, this program will be distributed to **approximately 20,000 people** during the period of the show.

The Ad's are as follows:

Full page	8 ½ X 11	\$750.00
Half page	8 ½ X 5 ½ or 4 ¼ X 11	\$500.00
Quarter page	4 ¼ X 5 ½	\$250.00
Business Card size	2 X 3 ½	\$100.00

Should you wish to participate as an Ad Sponsor, we ask that your camera ready company logo and check, made out to Sertoma East/West Central Penn District be sent by September 30, 2005 to: **Steve Hohenwarter, C/O Morris Maintenance, Inc. 133 N. Concord Street, Lancaster, PA 17063.** Should you have any questions please feel free to contact me at **717-299-5555.**

We thank you in advance for your considerations and look forward to your company's participation in this endeavor, "Making Life Worthwhile Through SERVICE TO Mankind."

Yours in Sertoma,

Steve Hohenwarter
Vice President
Sertoma International
Member Lancaster Sertoma Club

Sample #4

January 10, 2006

Tara Wiley
3 My Road
Delta, PA 17314

Reference: Sertoma “Holiday of Lights” Project – Long’s Park, Lancaster, PA

Dear Tara:

I am taking this opportunity to thank you for your volunteer efforts in helping our local Sertoma Clubs conduct a successful “Holiday of Lights” Show in Long’s Park. We would not have been able to accomplish our goals without your invaluable effort.

The Sertoma Organization appreciates your willingness to assist us in furthering “Service to Mankind” and again we thank you.

Yours in Service,

Steve Hohenwarter
Vice President
Sertoma International
Member Lancaster Sertoma Club

Hospice Sertoma Festival Of Lights

:30 Television
December 2005

VIDEO	AUDIO
<p>Existing "ooh ahh" footage throughout spot</p> <p>Holiday Of Lights logo with Super: Long's Park, Lancaster (Rt. 30, across from Park City)</p> <p>Certified Carpet Logo w/ "Happy Feet"</p> <p>Sun.-Thurs. 6pm-9pm Fri.-Sat. 6pm-10pm</p> <p>Supers: Hospice Of Lancaster County Sertoma's Kids Kamp Sertoma's Speech & Hearing Van Domestic Violence Shelter S. June Smith Center</p> <p>Repeat Festival Of Lights logo</p>	<p>("Happy Holiday" Music Bed)</p> <p>It's the talk of the town! THOUSANDS of twinkling lights and breathtaking holiday displays!</p> <p>Yes, back by popular demand, it's the spectacular <i>Holiday Of Lights</i> throughout Lancaster's Long's Park, brought to you by the good folks at Certified Carpet.</p> <p>The whole family will enjoy this wonderful holiday drive-through-the-park experience!</p> <p>You can see the <i>Holiday Of Lights tonight</i> through December 31st.</p> <p>A ten dollar per vehicle donation is appreciated. Proceeds benefit Hospice and these organizations.</p> <p>Happy Holidays! ... And see you tonight!</p>

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Specialists



600-J Eden Road

Crooked Oak Business Park

Lancaster, PA 17601

(717) 569-5000

fax (717) 569-6010

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Hospice Sertoma Festival Of Lights

(:15) Television

November/December 2005

Version B to run on Thursday, November 24 ONLY!

VIDEO	AUDIO
Existing "ooh aah" footage throughout with super: <p style="text-align: center;">Starts Friday! 6pm to 10pm</p>	("Happy Holiday" Music Bed) In just one more day, the whole family will enjoy THOUSANDS of twinkling lights and breathtaking holiday displays!
Holiday Of Lights Logo with super: <p style="text-align: center;">Long's Park, Lancaster (Rt. 30, across from Park City)</p>	Yes, back by popular demand, it's the fantastic <i>Holiday Of Lights</i> at Lancaster's Long's Park, brought to you by the good folks at Certified Carpet.
<p style="text-align: center;">Certified Carpet Logo with "Happy Feet"</p>	Drive through, and ENJOY!
<p style="text-align: center;">Super: Just 1 More Day!</p>	In just one more day!!!

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Name of Event or Activity: Down to Earth Lawn & Garden Show
Number of Years Held: Annually since 2002
Single or Multiple Club Event: Single Club – 20 Members
Description of Event: Two day lawn & garden show

Although the Chattanooga Sertoma Club had only twenty-two members in 2001 when the idea of the show was conceived, we were confident we could have a successful show. However, we did consider a joint effort with another club with similar numbers but dismissed the idea after a very convincing presentation by the chairman.

It is very important that the club, particularly with low numbers in membership have, at the least, several members who are 100% dedicated to the show's success. In our case, the show chairman, an avid gardener, was convincing. If that dedication is absent, then a joint venture with another club or dismissal of the idea should be considered.

Because the show is so well organized, we have not been short of manpower. During show time all members have a duty to fulfill, and by working in shifts, no one is overworked. However, the most enduring work is soliciting the exhibitors over several months prior to the show.

The show opened for a 2-day event in March 2002 at the Chattanooga Choo Choo and it was a success, in part, because they shared our compassion. It has remained the only show in the community devoted exclusively to the lawn and gardening enthusiasts.

Because of the Choo Choo's kindness, the expense of the facility was kept to a minimum. Incidentally, the Marketing Director was already a devoted member of the club. That truly paid off because the advertising cost (newspaper, TV and billboards) took a big bite out of the seed money the club had allocated to the show. Nonetheless, a profit was made and the club was able to make a sizeable contribution to the local Speech and Hearing Center.

The first show was a sell-out, in part, because . . .

- a) of the limited space (a blessing)
- b) the direct mail campaign was successful in recruiting exhibitors
- c) the advertising attracted a decent crowd.

During the first three years, our largest advertising expense was billboards, with smaller sums spent on TV and newspaper. However, because of a conflict in the 3rd year with the billboard firm, the expense for billboards was cut dramatically and the use of the newspaper was increased. Better use of the newspaper proved to be a wise decision. It enabled us to develop a close relationship with the writers of the gardening section, therefore, benefiting from articles and pictures of the show that were priceless. The 5th Annual Show in March 2006 will be promoted without the aid of billboards and with increased newspaper advertising.

A major reason to discontinue billboards and increase the use of newspaper was due to a survey taken of the visitors at the 2005 show. The results showed that 52% attending the show learned of it from the newspaper, 12% from TV, 15% from billboards and 8% from radio. Only 15% surveyed learned of the show via billboards, whereas the billboards represented 45% of the total advertising cost. The remaining 5% learned of the show from friends or garden centers where posters were displayed and handouts given to customers.

The 2nd Annual "Down to Earth" Lawn and Garden Show was moved to a much larger location with plenty of free parking and easily accessible from all main roads (including the interstate). It wasn't until the 4th show that we filled the space consisting of 100 booths (10' x 10') and 47 exhibitors promoting their services and products exclusively for the gardening enthusiasts. Incidentally, the exhibitors are encouraged to sell their goods. Although all space was sold out in the 4th year, it is not anticipated that we will explore larger accommodations because it is believed quality exhibitors and exhibits are more important than a larger number of exhibitors. And, too, the selection of facilities is limited.

Because of the additional increase in cost for the facility (we have use of it for 5 days – 2 for exhibitors' move-in, two for the show and one for move-out) the expenses have increased, however, the advertising cost will be less for the upcoming show. Again, compassion is playing a large role in the expense and use of the new facility. We pay for only the two days of the show.

In addition to the exhibits, the Master Gardeners conduct seminars on various subjects of gardening and this has resulted in an increase in attendance. The 2006 Show will also include several “stations” staffed by local Garden Societies to answer questions and sell their goods, i.e., roots, rhizomes and plants. As with the Master Gardeners’ seminars, these will be featured in the advertisements. There is no cost to either of these groups.

Near the close of the 2005 show, the exhibitors were given an opportunity to reserve space for the 2006 show. This resulted in about 85% of the exhibitors “penciling” in their reservation. Most wanted the same location and several wished to be located next to their favored participant. Approximately 70% of the **original** exhibitors will be in the 2006 show. It has become a little “family of friends”.

The first “recruitment” letter (exhibit “A”) was mailed to the 2005 exhibitors in the middle of September. Remember when soliciting anything, there seems to be more procrastinators than those who quickly respond. The second letter (exhibit “B”) was mailed in November to those who had not responded. And the third one (exhibit “C”) was mailed the first week of January. Also, at this time, the first letter (exhibit “D”) will be mailed to businesses that did not participate in the 2005 show. We always give the past participants the first opportunity to choose their space.

Volunteer Requirements

Two members perform all the work until the week of the show and they are responsible for:

- a) Recruiting exhibitors
- b) Printing tickets, signs, etc.
- c) Posting the show on the Calendar of Events in magazines, websites, TV stations
- d) Preparing PSAs for later use for newspapers, radio and television
- e) Assigning and organizing the locations of the exhibitors

Two days prior to show time, the exhibitors begin moving in to set up their exhibits. Some exhibitors spend hours building their displays, especially those who build ponds. During this time additional Sertoma members are busy supervising the curtain hangers, hanging signs in the booths listing the exhibitors’ names and needed options, i.e., tables, chairs and electrical drops. And, of course, they are on hand to assist the exhibitors in any way they can. The options are placed in the booths by the arena personnel. Signs are posted in the street medians leading to the event as well as banners, furnished by Coca Cola, that are hung across the main artery leading to the arena. The city government provides this service free.

Saturday – the first day of the show – calls for all club members to work in shifts to staff the ticket sales, food and beverage concession, Sertoma information booth, public relations and the sale of tickets for prizes that have been donated by merchants. Door prizes collected from merchants, restaurants, exhibitors, etc. are given away throughout the show. However, higher-end items, i.e., bikes, mowers and sod are used to raise additional revenue.

As mentioned earlier, the arena (city owned and operated) is responsible for the chairs, 8’ folding tables and electrical drops (at an additional cost to the club which we pass along to the exhibitors). The arena also furnishes the communication system and security. We do furnish the arena proof of insurance via the policy provided by Sertoma International.

Budget

Booth sales	\$11,500
Ticket sales	9,100
Food & Beverage	930 (most of the merchandise was donated)
Raffles for donated items	420

Total Revenue	\$21,950
Advertising	\$ 3,600
Facility	4,313
Curtains (for booths)	1,647
Food & Beverage	110 (paper goods were left from previous shows)
Misc. expenses	300

	\$ 9,970

The club retained \$3,271.98 (15%) for the Operating Fund.

Our primary beneficiary of the proceeds is the local Speech and Hearing Center with other disbursements made to other local charities.

Direct mail continues to be the driving force for recruiting exhibitors. We also get good response from our web site (www.sertomachattanooga.com) where additional information and the floor plan can be found.

In summation: A 10' x 10' booth sells for \$250, two for \$400 and \$100 per booth for each one over three. We provide one chair and table for each booth as needed. Additional items are \$1 per chair, \$7 per table and \$15 per electrical drop. This is our cost from the arena. Fortunately Chattanooga is not "union country."

We give free tickets to radio and television stations for their help in promoting the show. They in turn give them to their audience in various promotions. It is believed that it's good publicity for the show. We make every effort to:

- a) Appear on all TV Talk Shows,
- b) Post the show on "Calendar of Event" gardening websites, magazines and exhibitors' websites
- c) Place posters in churches, restaurants and exhibitors' businesses.

The 2006 Show is expected to be a sell-out. Exhibitors are planning their displays in December and many are making major changes from their past ones. Attendance at the 2005 show was almost 3,500 and I'm anticipating 5,000 in March 2006. We've never figured out whether or not the weather conditions play a role in the attendance. Good weather and people want to work in their garden. Bad weather and they – hopefully – want to visit our show. Who knows?

Personal Note: This was my idea and while most members and exhibitors call it Curtis' show, it could never have reached this point without the cooperation of the members, the Marketing Director of the Speech and Hearing Center, and the exhibitors. I will hit 80 in a couple of weeks after the show and it still excites me to see the show progress.

Samples:

- #1 Registration Form
- #2 Letter to vendors
- #3 Newsletter
- #4 Handout
- #5 Vendor Handout

Sample #1

Return This Form

- Please reserve ____ booth(s). I prefer the same location as last year if available.
- I will need ____ chair(s) @ \$1 each in addition to the one supplied with the booth.
- I will need ____ 8' folding table(s) @ \$7 each in addition to the one supplied with the booth.
- I will need ____ 120v electrical drop(s) @ \$15 per drop.

Complimentary tickets will not be furnished. Have your staff identify themselves at the ticket sales table.

Final invoice will be due in February for the balance.

Name _____ Firm _____

Web Site _____ Email Address _____

Include \$100 deposit made payable to Downtown Sertoma Club and mail with form to:
Downtown Sertoma Club, 519 Meadowlark Trail, Chattanooga, TN 37412

Return This Form

- Please reserve ____ booth(s). I prefer the same location as last year if available.
- I will need ____ chair(s) @ \$1 each in addition to the one supplied with the booth.
- I will need ____ 8' folding table(s) @ \$7 each in addition to the one supplied with the booth.
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Complimentary tickets will not be furnished. Have your staff identify themselves at the ticket sales table.

Final invoice will be due in February for the balance.

Name _____ Firm _____

Web Site _____ Email Address _____

Include \$100 deposit made payable to Downtown Sertoma Club and mail with form to:
Downtown Sertoma Club, 519 Meadowlark Trail, Chattanooga, TN 37412

Sample #2

Down to Earth Lawn and Garden Show

Sponsored by The Downtown Sertoma Club

Although the 2006 Show is not until March 18th and 19th, we are in the early stages of assigning booth space. We have taken into consideration your wishes from last year and have penciled you in the location as shown on the floor layout.

In order for this reservation to be etched in stone, we will require a deposit of \$100 that will be refundable up to February 1, 2006. Please mark the appropriate request below.

We hope to get the assignments completed early so we can avoid the confusion caused to a few of you last year and allow us to have a directory for the visitors.

I wish to reserve the unit(s) as shown. My deposit of \$100 is included.

In addition to the unit(s) indicated, I will need a total of () chair(s), () table(s) and () 120v electrical drop(s).

I prefer the following location: _____

Company Name: _____

Comments: _____

Please make your check payable to: Downtown Sertoma Club.

Curtis Revels

P.S. All prices remain the same as 2002.

519 Meadowlark Trail . Chattanooga, TN 37412 . Voice/Fax: 894-3532 . curtisrevels@bellsouth.net
www.sertomachattanooga.com

"Down To Earth" Lawn and Garden Show Newsletter

November 2005

We have plans to add two new features to the show on March 18th and 19th that should have an impact on you.

Several gardening societies will be grouped up front of the building in a section we will call ASK ME! They will have representatives to answer questions on their respective "product". The Dahlia and Rose Societies have already signed up and we anticipate having several more.

As in the past, the Master Gardeners will conduct seminars both days of the show. These events will be featured in our advertising with the hope of attracting a larger attendance. Our newspaper advertising will be "stepped up" this year and with this being our 5th year, we firmly believe we will have the largest attendance yet. We plan to do a number of other things suggested by you folks to assure this happening.

We will publish a Directory of Exhibitors to handout when the tickets are sold. In addition to the listing of all the Exhibitors and their locations, the schedule of the Master Gardener's topics will be also listed.

Because we want all Exhibitors listed in the Directory, it is very important that we make booth location assignments as early as possible. As this is written, about 80% of the space has been assigned. As we have done in the past, exhibitors from the previous year have been given first choice before space is offered to businesses that have not participated in the past.

We will mail offers to these firms beginning November 15th. The location you had last year will continue to be reserved for you until then. Please use the form below to reserve your space. We look forward to working with you again.

Curtis Revels, Exhibitor Coordinator

* * * * *

Firm Name _____

I wish to reserve the same location I had last year.

I prefer the following location: _____

I will need a total of () chairs(s), () tables(s) and () 129v electrical drop(s).

Please make your check payable to: Downtown Sertoma Club. The \$100 deposit is refundable up to February

Sample #4

5th ANNUAL
“DOWN TO EARTH”
LAWN AND GARDEN SHOW
(Devoted exclusively to the lawn and gardening enthusiasts)

Proceeds Beneficiary: The Speech and Hearing Center and other local charities

SHOW DATES

March 18th & 19th
(Sat. & Sun.)

SHOW HOURS

Sat. – 10am – 7pm
Sun. – 12pm – 5pm

MOVE-IN

Thurs. 16th – 8am – 7pm
Fri. 17th – 8am – 9pm

MOVE-OUT

Sun. 19th – 5pm – 7pm
Mon. 20th – 8am – 12pm

LOCATION: CAMP JORDAN ARENA IN EAST RIDGE, TN (Chattanooga)
Exit 1 at I-75 (Ringgold Road Exit)

EXHIBIT SPACE

Each Unit: 10' x 10'

(Includes Curtains, Backdrops, 8' Table & 1 Folding Chair)

COST (2001 prices)

1 Booth: \$250 - 2 Booths: \$400 - (Add \$100 for each booth over 2)

FREE Parking

2005 Attendance: Approx. 4,000

Expanded Advertising

Sales Made From The Floor

No Conflict With Other Shows

Food & Beverage Concession

FREE Seminars By Master Gardeners

“ASK ME” Stations Staffed By Garden Societies

Complete the attached Reservation Form and mail today for your choice of location

For more information: www.sertomachattanooga.com

Curtis Revels – (423) 894-3532 (voice & fax) – e-mail: curtisrevels@bellsouth.net

Sample #5

"Down To Earth" Lawn and Garden Show

Presented by The Downtown Sertoma Club

Reservations are being taken for the 2006 Lawn and Garden Show. This will be our 5th annual show and the fourth one in the Camp Jordan Arena in East Ridge.

Here's a brief recap of the results of the 2005 Show -

Nearly 4,000 single-minded-purpose gardening enthusiasts attended the Show

Over 46 businesses exhibited

The entire floor space was sold out.

During the show, many non-exhibitors requested to be in the 2006 show

The Sertoma Club donated nearly \$15,000 from the proceeds of the show to the Speech and Hearing Center for more advanced testing equipment

Now, here is what you can expect for 2006 -

As this notice goes out, there are only 19 booths left to be sold

The Master Gardeners will offer FREE seminars

Several Gardening Societies will conduct FREE Q & A's

Exhibitors are encouraged to sell from the floor

Advertising of the Show will be at a high level - 28 TV channels - Radio - Newspaper Websites - Exhibitors' promotions - Coke sponsored Banners

The prices (Exhibitor's cost and Entrance cost) are the same as in 2002

The Speech and Hearing Center's Hearing Test Vehicle will offer FREE testing

This is the only show in town that is exclusively for the gardening enthusiasts. If your products or service relate to gardening - then, you will benefit by participating in this show.

Please complete the Reservation Form and mail now.

We look forward to an even GREATER show together!

Curtis Revels, Exhibitor Coordinator

P.S. Read what some previous exhibitors said about the Show.

It is only natural that I am biased, so read what some of the exhibitors (some since the first show) have told us.

"Our company does 100's of trade shows each year nationally. The Chattanooga Sertoma Lawn and Garden Show is a real asset to our yearly schedule and considered one of our better shows."

Sam O'Neil/Happy Feet Therapeutic Insoles

"This was the second time we did the Show. I was pleased with the first year and this year was even better."

Linda Barry/Rustic Greenhouses

"I am covered up this summer from jobs gotten from the Show and some are year round. I get jobs every year from the Show. Put me down for four booths this year. I had just two last year."

Jeff Chambers/Chattanooga Landscape and Pressure Washing

“We really enjoyed our first year with you guys. Everything was organized and fun. What better way for us to advertise than by helping charities. “
Emily Dykstra/Bursting Blooms Landscape and Design

“Good show! My first. I learned a lot and may do things differently next year and will definitely participate. The “Down to Earth” Garden Show is the only event to directly connect Chattanooga residents with the best area Green Industry Companies. If you are in this Service Industry in Chattanooga, you need to be there”
John Nettle/The Ornamentor

“From our first show – your first show in 2002 – we have made tractor sales that make our being there more than worth the cost and time. Sign us up for 2005.”
Brian Perrin/Homestead Lawn and Tractor

“This show is not even over and I’m already making plans for the next one.”
Don Walley/Don Walley’s Landscape Borders

Past Participating Exhibitors

Ace Hardware * Advocare * Action Rental & Sales * Barker Tractor * Beaty Fertilizer
Backyard Gazebos * Blue Daisy Co. * Blue Ribbon Foods * Brainerd Medical Associates
Bursting Blooms Landscape * ChemLawn * Chattanooga Landscaping * Chris Family Chiropractic
Cherokee Landscaping * Coffman Chiropractic * ConCreations * Crabtree Farms * Cutco
Don Walley’s Landscape Borders * Decorative Concrete Solutions * Dixie Gutter * ETC * Electric Power Board GW’s
Flowers * Goodner’s Equipment * Garden Chick * H & L Nursery * Homestead Lawn & Tractor
Holcomb Garden Center * Grasshopper * Gutterguard * Happy Feet Therapeutic * Hewitt Lawn Care
I’ll Keep You in Stitches * John Deere * Mouse Creek Nursery * Master Gardeners * Morris Family Chiropractic
Murdock’s Wood Products * Mt. Airy Iron Works * Nature’s Artist * Nature’s Pro * North River Nursery
North River Nursery Two * Ooltewah Nursery * Organic Solutions * Possum Creek Herb Farm * RKM Sales
River City Outdoors * Rustic Greenhouse * Southern Living at Home * Sawhorses Unlimited
Signal Mountain Nursery * Smoky Mountain Metal Arts * Stovall of Chattanooga * Snapper * Serenity Now Ponds
Sims Sod Farms * Sew Rite * T.A.S. Enterprises * The Little Green House * The Water Garden
Tennessee Gardener * The Barn Nursery * Thompson Landscaping * The Ornamentor * Twelve Oaks Turf Farm
Varnell Nursery * Vertical Gardens * Wall Works * Windwood Gardens
Wild Birds Unlimited * Woodcrafts * Varnell Nursery

Name of Event or Activity: Oktoberfest
Number of Years Held: Annually since 1981
Single or Multiple Club Event: Single Club – 40-50 Members
Description of Event: Three day party with music, dancing, food and beer.

At the Citrus Sertoma Club in Crystal River Florida, we put on an Oktoberfest every year. Yea, it is in October. The idea originated back in 1981 when the club was looking for a good way to raise funds and entertain the community at the same time. The Oktoberfest was the answer. It is a three day party complete with Music, Dancing, Eating and maybe a BIER or two. We also have a Carnival on the property to give the youngsters something to make them happy.

How do you put on an Oktoberfest? Good Question. The very first one was back in sixteen eighty something and was a wedding reception for the daughter of the sitting German Kaiser at that time. It lasted for over sixteen days, but then, he had a lot more money than we do.

Most important steps in the planning of an Oktoberfest:

1. Select a Chairperson and a Co-Chairperson
2. Select heads for the various necessary committees to make the Fest a success
3. Plan the Fest for the first weekend in October (or any other weekend)
4. Plan on starting the process in July
5. Locate an appropriate site for the Fest
6. Have good Public Relations and get it into the papers and radio/TV

THE COMMITTEES

Chair and Co-Chair

Publicity (Radio-TV)

Manpower (Club membership)

Entertainment (A German Music Band)

Food (Try to keep it German)

Beverages (Beer and soft drinks)

Set up (Site get ready team-- membership)

Road Signs (Responsible for placing your own signs along local roadways)

Sanitation (According to your local statutes)

Concessions (Other club involvement)

Cleanup (Keep tables clear and trash under control during the show)

Permitting (Must secure all licensing necessary to put on this type show)

Treasurer (Controls the flow of funds)

Security (A must for your own as well as the public's safety and peace of mind)

Emcees (A must for any type of show)

50/50 (An hourly affair)

Attendance (mans the entry gate and issues passes to qualified persons)

COMMITTEES EXPLAINED

CHAIR AND COCHAIR

Set an agenda for the first committee meeting - all members invited:

1. Select the various committee leaders
2. Explain the duties of each committee
3. Have committee leaders select their backup and workers

PUBLICITY

1. Must be familiar with the local media and willing to speak and bargain with the executives of the various media. The more exposure you get, the larger your turnout will be. You should also print up posters to have your members display in as many local stores as possible.
2. Another method of publicizing is to make up road signs and display them at strategic locations around your site. Special permitting for use of highway right of ways is necessary to post this type of sign.
3. As always, the best way to get word out is by word of mouth, talk it up with all of your friends and neighbors. If they don't know it is happening, they won't be there.

MANPOWER

1. This chair is responsible for rallying the membership to the point where they will all be willing to take part in the Fest. A successful Oktoberfest involves a lot of club support. You can expect to need at the very least, 20 persons at all times.
2. It is also the responsibility of this chair to place the membership in positions where they will be best suited, according to their talents. Some folks can't cook, some won't serve beer etc.
3. Speak to your membership and find out just who fits where and try to put everyone where they want to be.

ENTERTAINMENT

1. It's an Oktoberfest, so try to get a band which is very familiar with German Music.
2. Any other "volunteer" entertainment is always helpful: Clowns, Unicyclists, **Clean** Comedians etc.
3. You will be responsible for securing living accommodations for the entertainers if they are not local.
4. Most importantly, negotiate for the best price for services that you can get.
5. If possible, contact a Carnival operator. They will usually set up and operate on your site and normally give anywhere from 20 to 40 percent of their net profit. This is mainly for the children.

FOOD

1. This is a German show, so stick with German foods. We serve Knockwurst, Bratwurst, Cheddarwurst, German Potato Salad, Potato Pancakes, Pickles, Sauerkraut, French Fries and whatever else you think may fit in. A good supply of individual packets of salt, pepper, ketchup, mustard and Mayonnaise is a must.
2. A separate small tent (20'x30') is necessary for a kitchen area.
3. You will need a fairly substantial kitchen to get all of this cooked. You will need a large grill, a two basket deep fryer, a large steam table (on a trailer) at least four "preparation tables" and a good trash receptacle. Be sure that you have a commercial type can opener for the Sauerkraut and pickles. Extra pots and pans are also recommended.
4. A normal year for us is 3,500 guests for the weekend. Not all eat and drink, but most do. Cash drawers are a must and the treasurer will make hourly pickups at each station. You will have to make a good "Guesstimate" to determine just how much of each food item you will need. I suggest planning about 1,500 to 2,000 for the first year.
5. Pricing will be up to you. Remember that it is for charity, so charging higher than normal prices is acceptable, with an explanation to the crowd.
6. We normally sell the Wurst as a sandwich on a hero roll as well as in a foam dish with Potato salad or pancake, and Sauerkraut and a slice of pickle. Potato pancakes and pickles can also be sold separately as snacks.
7. In pricing your food, make sure that all prices are in increments of a quarter. i.e. Price items like \$4.75 and not \$4.95. This will make it much easier to make change.

BEVERAGES

1. This is easy to plan for, but busy when the show starts.
2. You must get a permit from your state for a three day period to vend alcoholic beverages. This is inexpensive, but absolutely mandatory.
3. You will also need a permit for "On premises open container". This is usually issued by City or County officials. Check your area to determine what is appropriate.
4. You will have to have a fenced off area. This area, which includes the large show tent, will be the only area where consumption of alcohol will be permitted.
5. **Be sure to submit the Sertoma International Insurance Programs Special Event – Liquor Liability Supplemental Application.**
6. You will want to start with about 20 to 25 kegs of beer, making sure that you have at least two types. (This is another area that you will have to "Guesstimate" needs.)
7. As with the food, pricing will be up to you. Remember that it is for charity, so charging higher than normal prices is acceptable, with an explanation to the crowd. You have to be the final judge in this area.
8. You can expect to pay about \$49.00 for domestic and \$80.00 imported for each keg of beer.
9. We charge \$2.00 for a 12 oz. cup of Domestic and \$3.00 for imported (go easy on the head).
10. See permitting for location of the Beverage tent.

SET-UP

1. Plan on starting your set-up the Sunday before your scheduled opening. Tents will take 1 day, fencing another. Kitchen will need the better part of three days. Beer tent will need only a few hours.

2. The first task of the set-up committee is to secure a location for the event. It should be a large area with room for parking a lot of cars and setting up shelters.
3. Secure all necessary permits for the use of the property, including liability insurance. Be sure to complete all necessary forms for the Sertoma International Insurance Programs.
4. Make arrangements for the rental (usually about \$3,000.00) or purchase (usually around \$20,000.00) of a tent large enough to hold a crowd of at least 500 people.
5. For a rented tent, the company will set it up. For a purchased tent, you will have to supply the necessary labor yourself. This involves at least 15 people and almost 3 hours to complete. The company from which you purchase the tent will assist you in the first set up.
6. Temporary fencing must be installed around the area where you will allow consumption of alcohol.
7. A stage is also a necessity for the success of the Fest. Your entertainment will perform here and all announcements will be made from here. A flat bed truck of at least 24 feet in length should suffice for this. Try to get a "skirt" to hide the undercarriage of the truck or any other device you secure for a stage.

ROAD SIGNS

1. We made our own signs shaped like beer steins. They are about 3' wide and 4' tall. They are mounted on a pressure treated 2x4 and buried about 2 feet in the ground.
2. Check with your local government about the use of the Right Of Way on local roads for placing signs. You will need some form of permission to do this.
3. If you use State Highways, you must contact the state for permission, if you use County roads, you must contact the County for that permission.

SANITATION

1. This is the most necessary part of the Fest. You must be able to keep everything as clean as possible at all times.
2. Local Port-A-Potty companies will be able to supply you with enough port-a-potties for your event. They will need an estimate of the number of guests you expect in order to supply the proper amount of potties.
3. This company should also be able to supply you with cardboard trash disposal containers and plastic bag liners for them.
4. An onsite dumpster is mandatory for containment of your accumulated trash.
5. Make sure that the Port-a-Potty company comes every day to clean the potties.

CONCESSIONS

1. You may also consider Concessions. Other Sertoma clubs or outside organizations in your area may like to take part in the Fest. We charge an entry fee of \$100.00 for non-Sertoma groups. Sertoma clubs should be admitted free. You may also consider a surcharge of a percentage of the groups net income.
2. You can also use these other organizations as labor sources for your event. If the outside groups contribute a lot of labor, you may want to consider free entry for them as well.
3. Concessions should be limited to only one 8 foot long table. They should not try to vend anything that is in direct competition with your menu or beverage list.

CLEANUP

1. You will need people to patrol the area to control trash buildup. Most people dispose of their own trash, but you will always have those who do not. A good idea is to make a donation to a local youth group to do this for you.
Check your local ordinances about youth assisting in areas where alcohol is being consumed.
2. This is an ongoing task and must be monitored constantly. You will lose the crowd if you let trash pile up on you.

PERMITTING

1. As was mentioned, permits must be secured for the vending of alcohol. This is a state Requirement.
2. Also needed is the aforementioned open container permit. This is a local ordinance.
3. Make sure that you have ample insurance. Sertoma International Insurance Programs provide liability for individual clubs in the amount of \$2,000,000.00, but try your very best not to need it. There will be additional charges for the liquor coverage.
4. You must also check with your local government to determine if any special licensing is necessary for the use of the property, or to stage your planned event.
5. It is a very good idea to check with other groups in the area to make sure that you are not conflicting with any plans they may have for the weekend you select.

6. You must check with your local authorities to determine where the Beer tent can be located. In our area it cannot be a part of the main tent and must be at least 20 feet away from the main tent.

EMCEES

1. The most important player will be your EMCEE. It will be up to him/her to keep the crowd involved at all times when the band is not playing.
2. He or she must be a very personable and outgoing person. Knowing the area and the habits of the crowd is a big help.
3. The Emcee will be in charge only when the band takes a break. Usually this is the last ten minutes of every hour.

HOURS OF OPERATION

1. We normally open to the public on the following schedule:
Friday 5:00 pm until midnight
Saturday Noon until Midnight
Sunday Noon until 5:00 pm
2. Be sure that your Sunday opening time is after the permitted time for the sale of alcoholic beverages. If you happen to live in a "dry" county, you will not be able to sell the beer.

TREASURER

1. Normally this will be your club treasurer
2. You will need seed money from your treasury to make change on day 1. This will be in the area of \$3,000.00 and should include a large amount of quarters, ones, fives and tens. As mentioned in the FOOD section, make sure that all your prices end in increments of 25 cents.
3. The treasurer should have at least two assistants. They will be needed to make cash pick ups at all stations every hour on the hour. Make sure that you have cash bags available for this task.
4. For security, a night drop deposit should be made each night. The local police will usually accompany the person making the drop.

SECURITY

1. Check with your local police to see if there are any requirements making it necessary for the police to patrol your site while you are open. There will be a fee for this if it is required.
2. Make arrangements to have at least two persons stay overnight on site to safeguard against vandalism and any other form of trouble.

50/50

1. We have an hourly 50/50 drawing at our Fest. The drawing is for cash and prizes as well.
2. We contact all local merchants for donations of gift items or certificates to the Fest in exchange for advertisement and goodwill they will receive as the gift packages are given to the lucky winners.
3. You will need at least 4 persons to sell the tickets for each hour give away.
4. Check with your city, county and state to see if permits are required for this type of gaming.

ATTENDANCE

1. Responsible for the sale of admission tickets. We charge \$1.00 for adults. Children 12 or under are free. All Handicapped persons and members of the Clergy are also free at our Fests.
2. A good count of attendees must be kept for the purpose of your next O-FEST purchases.
3. Some means of marking entrants should be used for the purpose of recognizing anyone seeking re-entry to the show. Children's stamp pads have easy wash off ink. We use a different color for each day and usually a different picture.
4. It is a good idea to have a menu in the Entry Tent for the purpose of letting the public know what is available to eat and drink inside.

Name of Event or Activity: Rubber Duck Race
 Number of Years Held: Annually since 1996
 Single or Multiple Club Event: Multiple Clubs – 3 Topeka, KS Sertoma Clubs
 Description of Event: Duck Race

Thousands of rubber ducks are “adopted” for a \$5.00 donation each. Each duck has a numbered sticker on the bottom that corresponds (via computer program) to the person who adopted it. The ducks are dropped into a waterway, the first 10 ducks across the finish line win great prizes – the grand prize can be anything but needs to be a real draw – ours is a car each year; other prizes have been travel, shopping sprees, movie passes, entertainment packages, bicycles, electronic equipment, furniture, and more. These prizes are all given away. You do not have to be present to win.

There is also a chance at a Million Bucks (insurance policy is purchased) for a particular duck in the water. The event is promoted at nominal cost to Sertoma by media donation from radio, TV, newspaper, on-line and billboards. We have a web-site for duck adoptions sponsored & created by our on-line newspaper. Sponsors donate all the prizes. Cash sponsors are secured to underwrite costs of putting on the event. Other activities can occur at the event such as a carnival, hot air balloon rally, 2K ‘waddle’ (walk) & more.

Volunteer Requirements:

Steering committee consists of 10 main committee chairs & the following suggested number of members on each committee:

- Event Co-Chairs – in charge of the entire production 2 people total
- Legal – provides legal advice, secures liability ins. etc. 1 person
- Treasurer – handles all financial transactions 1 person
- Accountant – prepares tax returns, advises/assistance treasurer 1 person
- Prize Chair – secures top grand prizes and door prizes for event day 5 people
- Cash Chair – secures cash sponsors to underwrite cost of event 8 people
- Media/PR – secures donated media, coordinates event promotion 2 people
- Sales – in charge of all adoptions/sales of ducks 6 people
- Race Day – in charge of land & water logistics at the event, 2 in charge
 (1 land logistics chair, 1 water logistics chair - LOTS of others
 & as many volunteers as we can get! This committee is also responsible for
 shipping of ducks, all activities going on race day, set-up of event, stage,
 tents, signs, securing race day volunteers & clean up
- Data Entry – handles all computer entry of duck adoptions 1 person
 (until the last week, then 3-4 people)

Each of the committees has several members, depending on situation and need. Preparation for the event, including tagging 10,000 ducks, requires approximately 40 volunteers. Race Day – over 75 volunteers are needed, which includes Sertomans, high school volunteers, representatives from some of the sponsorship beneficiaries, etc.

Operating the event:

Event Co-Chairs: In charge of every single committee. The buck stops here. Plans monthly steering committee meetings & maintains minutes of the monthly meetings, sends out agenda and notices, ensures committees are functioning. Maintains the Master Planning Calendar to ensure all things are done timely.

Sertomans raise funds through this event primarily for Big Brothers/Big Sisters. They receive one-half the net proceeds – Sertoma clubs divide the other half. BBBS provides key people race day to run all children’s activities as well as in the pre-planning during the months prior. These are really the only non-Sertoma partners. Assistance is received from a few smaller beneficiaries and sponsors but the main planning and implementation is done by Sertomans. Sertoma owns the franchise and can determine at any point, where the funds go. We have stayed with BBBS all 10 years so far, as they provide a well-recognized, established charity that the community knows. But at any time, we could change that.

Budget:

The goal each year (which we have always met) is that all costs to put on this event are underwritten completely by cash corporate sponsors – so that every duck adoption is profit. Annual goal for cash sponsors is between \$25,000.00 and \$30,000.00.

Revenue examples:

Cash from corporate sponsors, merchandise sales, duck adoption donations, booth rental from vendors and food booths. Our typical net profit is between \$35,000 and \$45,000 annually.

Expenditure examples:

Rental of ducks. \$0.52 per duck x 10,000 (mandatory minimum) = \$5200.00. This is a fixed cost, part of the franchise obligation with the parent company.

Printing of 100,000 adoption papers - self-mailer envelope, adhesive, consecutively numbered, 3-color and hard to find a printer who can do all this. We get a large portion of adoptions through the mail so the self-mailer is imperative. Cost is about \$4000.00.

Media - while over \$50,000 is donated - we now have to pay about \$1000.00 a year for that promotion value. Still money ahead!

Some years we get the "Million Dollar Duck" underwritten by a sponsor - if not, it costs us \$2500.00. We feel it's important enough to the promotion and excitement provided for a chance to win a million dollars - & even if we have to pay for it - it's worth it. So that cost has to be factored in.

Most years our grand prize vehicle is donated - if not - money has to be built into the budget to pay for a portion of a car, lease fee, etc. Can be up to \$4,000.00. Usually it's either nothing or very nominal but something to keep in mind. All other prizes are completely donated.

Our race includes a carnival - costs us about \$2500.00. It is completely free for the kids to participate - so this is also a great community event for families - not just a fund raiser.

Trolleys - we pay for 2 city trolleys that provide free trolley rides from remote parking lots to the event - cost to us is about \$800.00.

We have to pay the county parks & rec dept 3% of our total adoptions up to a cap of \$1500.00 for all the services they provide - both on and off the water, such as the barge they built for us to drop the ducks, personnel to help in the water, place and provide picnic tables, port-a-potties, trash receptacles (including carrying out the trash after the event) and much more. This is more than worth the cost for what they give us.

Large tents, a stage, port-a-potties, band, other such race day items - about \$1,000.00.

Shipping of the ducks to and from our location to the next duck race city - varies, usually about \$700.00.

Merchandise - we sell ducky merchandise - usually make a profit but you have the initially expense - can be up to \$2000.00 depending on what you get, t-shirts, rubber ducks, caps, etc. Once they are sold for twice what we paid - we get our money back. Could take a few years to sell it all though.

We own two giant inflatable ducks. One (12') cost \$4500.00 - the other (20') cost \$6500.00. They were paid for/underwritten by a sponsor who paid for them over two, 3-year periods so they were a 6-year sponsor. Now we own them and there is no expense to us.

We own two duck costumes - initially the expense was about \$1000 each - after the initial year of purchase - no cost.

Sponsor plaques - about 50 sponsors - \$550.00 for the plaques.

There is a conference each year for duck racers around the country. The duck race budgets for two people to attend to pick up great ideas and learn from others. Cost is about \$1500.00 for air, hotel and registration for both.

There are other costs that vary from year to year, depending on what is sponsored. These are just the basics.

Timeline/Guideline:

See “Master Planning Calendar” – it says it all!

Each committee chair creates a notebook of their contacts, timelines and duties, then passes it along to their successor. Event Chairs maintain a master book of similar info.

Issues to Consider:

Insurance, liability and permit requirements. This event is held at a lake in our community. We provide (thanks to being a member of Sertoma International and it's NO cost to us!!) a copy of the liability insurance rider to the county parks & rec, to our mall (when we sell ducks there), and anyone else that requires a copy. This is easy to obtain from Sertoma's liability carrier. No other insurance is required, as we don't sell liquor at the event, the risk is low. No permits required.

There is no electricity in the area where we hold the event (unfortunately) so all vendors (and us!) have to supply their own power, i.e. generators. There is no water there either so we have port-a-potties. This doesn't seem to cause a problem as we've been there 10 years and haven't had complaints. Even though we sell food/drink, we do allow families to bring in coolers if they want. There are adequate trash receptacles throughout the area, provided (and emptied) by our county.

Parking is in two lots on either side of the cove where the event is held. It is accessible by a walking path, or you can take the free trolleys running all day. Most folks like the trolley, a treat for the kids to ride.

Logistics/security: we have 12 two-way radios to keep in touch with the major players on race day, such as parking, volunteer check-in, set-up logistics, etc. The county provides us with a golf-cart type vehicle for the logistics chair to use all day. We have had sheriff's patrol the parking lots on horseback, and also volunteers in the parking lots, but have not had any security problems.

Food vendors pay \$50.00 for a booth. We limit it to a few so they can all be successful. Non-profits and crafters do not pay a fee – it just lends itself to a bigger event. We have incorporated a “duck waddle”/walk for families to walk around the lake prior to the race.

We partnered two years ago with a hot air balloon rally – same day – same general location, as soon as our event concludes, theirs begins – a nice draw for both events.

Sample #1 – Planning Calendar

Sample #2 – Cash Sponsor Proposal

Sample #1

ANNUAL TOPEKA DUCK RACE PLANNING CALENDAR
(2nd Sat. in September)

September:

Mail letter to winners with their affidavit & prize certificate
Thank you letters (if not already sent) to sponsors
Remittance of checks for outstanding bills
Delivery of sponsor plaques not already picked up
Wrap-up meeting/celebration for last year's race
Confirm with City Parks & Rec that we can get the stage for the next year!

START AGAIN FOR NEXT YEAR !!!

October:

Initial steering committee meeting for next year
Committee appointments made
Notify Great American Duck Races of next year's race date
Notify the County Parks & Rec of next year's race date
Notify appropriate publications of race date
Send in entry for Christmas parade when received

November:

Contact large prize and cash sponsors to secure commitments
Prepare proposals accordingly
Committees begin working & report back to steering committee
Obtain media commitment from radio, TV, newspaper, mall, billboards, on-line
Get commitment from Jostens on posters
Meet with BBBS about their participation
Contact organizations who will be helping us adopt
Get a car commitment!
Work with Nzone Sportswear in Manhattan to design a 'theme' artwork for the t-shirts
Use this same artwork for adoption certificates, posters, on-line, etc.

December:

Steering committee meets only once, committee's progress, sponsor contacts continue.

January:

Attend International Quackers Conference, check inventory of merchandise to purchase at reduced rate at conference
Contact Hollywood Theatres regarding movie prize tickets
Finalize cash and prize sponsors
Meet with organizations that will be helping sell
Confirm with Restaurant for the VID party

February:

Ks. Avenue downtown signs (contact Downtown Topeka Inc. in conjunction with Topeka Parks & Rec put up by end of August)
Finalize sponsor commitments - get logos
Work on initial draft of adoption papers
Confirm with shipper for upcoming race
Arrange for the two 20' x 40' tents with Roger Bennett
Book (2) trolleys (City Transit) & re-confirm band shell (city Parks & Rec)

March:

Work with Jones/Seel/Huyett on artwork for adoption certificate
Send artwork to printer for adoption certificates
Secure entertainment/band/ etc. for race day
Send out letters to crafters soliciting participation
Send letters to food vendors soliciting participation

Confirm that BBBS is obtaining children's activities items, petting zoo, face painters, carnival, mascots, etc.
Work with adoption teams coordinator to confirm who is participating,
Arrange for training of sales volunteers
Complete & submit application for booth space at Spirit of KS Festival

April:

Provide artwork to Jostens for Posters
Sales team - Coordinate volunteers from schools, before school is out
Determine "named" items that sponsors can still sponsor (for late entries)
Contact major employers about Duck Days in June or after
Work with Wal-Mart on ideas for promotions & "wish list"
Coordinate with schools for volunteers for Race Day

May:

Follow up letters to crafters, food vendors & entertainment
Follow up with Executive Director at BBBS to reconfirm children's activities
Confirm we have t-shirts & other merchandise
Disseminate adoption certificates to youth before school ends

June:

Make sure Media chair is working with all media re: promotions
Obtain scaffolding (White Star) & generators (Ks Air National Guard) needed
Confirm PA system for stage (band usually brings their own)
Coordinate volunteers for July 4th weekend - (sales committee)
Coordinate volunteers for race day, BBBS, Sertoma, Boy Scouts - others?
Coordinate Sertoma volunteers for weekend adoptions at Mall and other locations commencing after July 4th.
Get Sertomans to volunteer to distribute posters/certificates to sponsor locations
Organize "Duck Days" at employers (particularly Jostens the 1st part of June)
Obtain insurance binders for Shawnee County, West Ridge Mall - others?
Call Topeka Parks & Rec by 6-15 to remind them to put up Ks Ave Banners by mid-July
Confirm air boats etc. for race day (if needed)
Coordinate 4th of July parades
Provide information to media about kick-off
If sponsors have not paid cash pledges - send 2nd billing

July:

1st part of month:

4th of July kickoff
Put vehicle in the mall (if allowed)
Work with media on contest and ideas to 'get the word out'
Compile list for plaques, determine what/where to order, contact company, provide items for sponsor plaques
Mail letters of invitation to Mayor & County Commissioners to attend race & VID party

Mid-Month:

Kansas Ave Banners up by 7-30
Reconfirm with shipper
Confirm generator/scaffolding, etc.
Send out bills to unpaid sponsors
Inventory duck merchandise to ensure we don't need to order more

End of Month:

Continue to restock adoption certificates at sponsor locations through August
Obtain, review & sign contract from Shawnee County
Make sure all signs and individual sponsor banners are printed

Obtain door prizes including those from Wal-Mart (they bring to race)
Provide information to media regarding entertainment and events race day
More duck days at employers – all month long
Have VID party invitations printed
Confirm with Pizza Hut free pizza for tagging
Confirm with Pepsi free drinks for tagging & race day volunteers
Order Million Dollar Duck policy
Secure folding chairs (300) and tables (25) for tents race day – KS Expocentre
Send adoption certificates & letter to prior prize winners
Mail Million Dollar application with fee

August:

First part of the Month:

Mail out first *Quack Chat* publication to all sponsors at least 1 month prior to event
Secure 40+ volunteers for duck tagging party
Reconfirm trolley & band shell
Obtain sponsor banners for “named sponsors” from those supplying their own
Obtain “wish list” items from Wal-Mart
Take donuts to radio, TV, newspaper as thanks and encouragement to promote
Early August, get VID party invitations from printer, mail to corporate sponsors, reconfirm with restaurant
Radio-a-thons – coordinate (media chair)
More duck days at employers
Make sure media is aware of duck tagging
Send final confirmation to crafters/vendors & entertainment with parking pass and instructions/map etc.
Promotions kick into full force
Obtain any new sponsors’ vinyl 4 x 4 banners for scaffolding towers (Platinum & Gold sponsors only)

Mid-August:

Send out 2nd *Quack Chat* to sponsors
Take adoption certificates for newspaper insert to newspaper
Put duck-o-rated ducks in mall
Secure emcee for stage, if necessary
Work on stage script
Prepare list of door prizes
Secure tickets for door prize drawing & bucket to put them in
Confirm duck balloon placement around town, notify media
Take duck tags to tagging (retain numbers from list for computer!)
Obtain all signs needed for race day, ensure we have everything to erect
Confirm with GAME & Land/Air where ducks are coming/going
Confirm generators/scaffolding
Have Quacker Backer large paper sign made – Topeka Blue Print

End of August/first of September:

Obtain adopted certificates periodically from Mall
Retrieve souvenir ducks from W.R. mall displays and vehicle, to sell at race
Make sure we have Million Dollar Duck numbers (1 week prior)
Mail map of vendor locations to crafters and food vendors, finalize details on entertainment, times, etc. (if applicable)
Make up prize certificates/affidavits for winners (include SS#)
Confirm that Wal-mart is providing ice for race day
Pick up folding chairs & tables from (Expocentre) day before race
Finalize all plans for final blitz at the mall day before race
Make sign for Door at VID restaurant “Private Party 1:00 – 3:00”
Pick up sponsor plaques/gifts, take to restaurant with sponsor list
Arrange for someone to answer phones race day morning at Duck Central

FRIDAY NIGHT RALLY:

Get something like movie tickets as incentive to buy families of ducks
Secure volunteers for Huff & Puff glow
Take Sertoma Aprons & clip boards for sales at Huff/Puff
2 cash boxes (at least)
Adoption certificates
**Keep a tally of what is adopted Friday night!!

RACE DAY:

“RACE DAY” adoption certificates **designated box!!**

Take air horn to start race
Take script for stage
Take vehicle
Take door prizes
Take door prize tickets/container
Take vendor map
Take all merchandise/ cash boxes, etc.
Scissors, stapler & staples, string, hammer, pliers, cutters, knife, scotch tape, duck tape, cash boxes & change, marking pens, dozen pens, Sertoma aprons, clip boards, heavy duty stapler, bungee cords, plastic fasteners
Million Dollar Duck info for phone call
Clipboard & paper, pen by cell phone
Take Rubber Ducky musical tape
Take Coolers/ice/pop for volunteers
Ice water for volunteers
Take any other prizes
Take all signs & banners
Tables & chairs for under tents

EVENING OF THE RACE:

Call all top winners

Following Monday – ensure that ducks are ready to ship to the next racers (make sure they are labeled !!)
(This is water logistics job) but event chairs oversee to make sure.

Whew – we made it!! 😊

The 10th Annual



Big Brothers & Big Sisters of Topeka

SERTOMA GREAT TOPEKA DUCK RACE

(September 10, 2005)

Website: www.topekaduckrace.org

COX COMMUNICATIONS, INC.

We invite COX COMMUNICATIONS, INC. to “get in the swim” at the 10th Annual *Sertoma Great Topeka Duck Race* which will be held September 10, 2005. **ONCE AGAIN this year – we are ‘teaming up’ with the Huff & Puff Hot Air Balloon Rally – same date & location – for a bigger than ever event. Each event will draw the crowd for the other, and it’s a win-win! Say “yes” to involvement in this community-wide event!

To “plunge in” as one of our Top Duck Sponsors for this year’s race, COX COMMUNICATIONS, INC. is invited to participate as a sponsor at any of the levels stated below, or we can ‘customize’ a sponsorship package suitable to you. We do not have to be confined by the parameters of what works for others. The customary sponsorship opportunities are divided into the following categories:

- \$10,000.00 and above for Platinum Level
- \$5,000.00+ for Gold Level
- \$3,000.00+ for Silver Level
- \$1,500.00+ for Bronze Level
- \$500.00+ for Rubber Ducky Level
- Under \$500 – “Quacker Backer” Level Sponsor

We also have “Named Sponsorship” opportunities such as sponsoring The Stage, The Children’s Carnival, “The Million Dollar Duck”, and much more. If you are interesting in hearing more about being an “Exclusive Named Sponsor” of one of these areas, please let us know and we will provide more detailed information about that sponsorship.

We will provide COX COMMUNICATIONS, INC. as one of the top duck sponsors in a category listed above, the unique opportunity to market your company through our “egg-citing” media promotions which currently exceed a \$100,000.00 value to our sponsors, as set forth below, as well as showing your company’s commitment to the needy in Topeka.

The 2004 Duck Race was “egg-ceptional”! Because of sponsor generosity, more of Topeka’s kids, elderly, and needy have benefited than ever before – over \$230,000 has been given back to the community since the duck race began 10 years ago!

The Sertoma Great Topeka Duck Race is Topeka’s premiere community event that is both a “fun” event, as well as a “fund raising” event benefiting the youth and elderly in our community, coordinated exclusively by the SERTOMA CLUBS OF TOPEKA. Our “ducks are in a row”! Sertoma has the exclusive franchise in a 60 mile radius of Topeka – there will be no other duck race here – other than the one in which YOU are a sponsor!

Each year, The Duck Race gives away 10 top prizes, including a vehicle as the grand prize for the first duck across the finish line! ***We have just secured the grand prize: a *Classic 1966 Ford Mustang!* Two years ago when we gave away a vintage Mustang - it created so much excitement we sold out of ducks! Obviously that is our hope again this year! There is also a sponsored Million Dollar Duck and many other great prizes. Proceeds from The Sertoma Great Topeka Duck Race are donated back to our community's youth as well as the elderly. This is a volunteer driven effort with no paid staff. Sertoma Clubs of Topeka are honored to lead this community collaboration.

BENEFITS TO YOU:

- 100,000 adoption certificates containing YOUR COMPANY's logo, circulated throughout Topeka and surrounding communities
- Newspaper ads
- On-line advertising listing Top Duck Sponsors
- Race Day programs naming Top Duck Sponsors
- Posters displayed in high traffic areas throughout the community
- 8-foot "Quacker Backer" display board listing sponsors Race Day

There are other sponsor benefits depending on your level of involvement, which we will detail when we call. When your company "takes the plunge" and becomes involved in the Duck Race, we provide you with an excellent opportunity to exhibit your company's commitment to Topeka's youth and the elderly, while allowing us to promote your company with the promotions set forth above. Sponsor inclusion and frequency is commensurate with the level of giving, which we will review with you in detail.

MARK YOUR CALENDARS !

To thank our Corporate Sponsors, we will once again be sponsoring a VID (Very Important Duck sponsor) Corporate Party just prior to the race. This would be a great opportunity to invite your corporate PR person (plenty of fun photo opportunities), your regional management (no need to be shy about the fact that you care about Topeka's youth and elderly) or your senior management (excellent lesson about corporate responsibility). Timberline Steakhouse hosted this wonderful party last year.

So, 'take the plunge!' Make your tax 'deductable' contribution to this great event!

We will be calling you soon. If you have any questions in the interim, please contact Julie or Dan Hejtmanek, Event Chair, at 235-5678. Thank you.



Name of Event or Activity: Quiz Nite
Number of Years Held: Since 1996
Single or Multiple Club Event: Single - Women's Sertoma Club of Venice
Description of Event: One day event.

The Women's Sertoma Club of Venice, Florida has been doing Quiz Nite for about 10 years now. The original idea came from British pubs where they host these events regularly. Once people get there for the first time, you will have them hooked. People really enjoy this event - it is fun and a money maker, as well.

DESCRIPTION AND MEMBER RESPONSIBILITIES OF EVENT

The club solicits players from various other clubs, organizations, businesses and individual persons. For \$60.00, a team of 4 players can reserve a table.

There are nine categories of questions and we divide them up in three sets. Answer sheets are given to each table, then after each round, the answer sheets are exchanged with another table and answers are revealed and sheets are scored.

On the answer sheet, there is a place at the bottom where the teams put a checkmark beside the category in which they think they will score best. If, in fact, they do receive the highest score in the category they have picked, they are given double credit for that category.

Try to title the categories so that they sound tricky - for example, "Country Music" might actually be music from various countries, not the country music genre. When I first began writing the quizzes, I spent a great deal of time at the library, but now with the Internet, it is fairly easy - just Google trivia in whatever field you wish, and you can get a multitude of questions.

You can also create categories based on your personal interests. I am a huge dog lover and have bred Shelties for many years, so you can always be sure that there will be a dog category. I usually go to the library to get an AKC dog book, take pictures of some of the more exotic breeds and have them identify those breeds.

We have found that the best time to have these events is on a Sunday afternoon. We send mailings to most of the other service clubs in the area. We have a distinct relationship with our local newspaper, The Venice Gondolier, so they are most helpful in advertising for us. We contact the Social Editors of both of our papers to get that information to the public. We also invite the Social Editors to our event.

We have each member bring a potluck dish so that we can serve food. We also sell beer, wine and soft drinks. We charge \$2.00 for wine and beer and \$1.00 for pop and water.

We secure door prizes from various businesses and hand out numbered tickets at the door. We collect whatever door prizes we can - we ask all the club members to get us a door prize - from restaurants, hair dressers, massage therapists, whatever - and as each table member is checked in, he or she receives a ticket - then we draw for the door prizes after each round during the quiz.

We also have someone circulating, selling 50-50 chances. Fifty percent goes to the winner and fifty percent to the club.

Our budget is very low because we get the facility donated. We try to get the wine and beer donated, so we only have to buy pop and water. In my club, we try to get everything donated that we can, and we have found that if we designate a certain charity as the recipient of funds, it really helps with the contributions.

THE COMMITTEES

Chair - Oversees all committees
Publicity - Newspaper and mailings
Manpower - (Set-up and clean-up) All club members
Food & Beverage - All club members

Treasurer
Emcee – Quiz Master
50/50 Drawing

ITEMS TO CONSIDER

Check with your city, county and state concerning permits or inspections required to sell or serve food items – especially home-made or potluck dishes.

Check with your city, county and state concerning the requirements for a gambling license for the 50/50 drawing.

Check with your city, county and state concerning permits to sell or serve alcohol. This is inexpensive, but absolutely mandatory.

Be sure to submit the Sertoma International Insurance Programs Special Event – Liquor Liability Supplemental Application.

Name of Event or Activity: Sertoma Casino Party
Number of Years Held: Since 1958
Single or Multiple Club Event: Single Club - Broad Ripple, IN
Description of Event: Casino party - for entertainment purposes only

Casino Parties

The Sertoma Club of Broad Ripple (Indianapolis) was chartered in 1958, and the decision was made to have casino parties be the means of fundraising. It would be very difficult to put together instructions on how to start such an activity. An easier and perhaps more useful way is to document our "Do's and Don'ts" learned over the years to conduct entertaining and successful casino parties.

The casino party is almost always in combination with another event of the client's: a social or company dinner/program, a convention or conference, birthday celebration...just about any time people are drawn together and some form of entertainment is needed. Games played include Blackjack (multiple tables), Caribbean Poker, Red Dog, Roulette, Crap Table, Wheel of Fortune, and Poker (Texas Hold'Em).

A large number of parties are scheduled throughout the year, with December being the busiest month. The Casino party is held at a site selected by the client, usually a hotel, country club, banquet facility, business office space, etc.

Committees:
Equipment and Repair
Supplies
Contracts
Marketing
Pit Bosses

The number of volunteers needed at a given party is dependent on party size. One pit boss and a couple of workers to handle the check-in / check-out table are always required.

The number of dealers, croupiers, etc. -about 15 for a party of 100, about 33 for a party of 250-300, as more gaming tables are used.

Budget:

Revenue/income is the fee contracted for each party, based on number of playing hours and size of party. Fee is collected at party.

Expenses include purchase or building casino equipment (gaming tables), procurement of gaming supplies (cards, chips, raffle tickets, etc.), materials and repairing equipment, transporting equipment to party site and set-up/tear-down, "vests" (our uniform), brochures, printing, web site.

Timeline:

Contracts can be arranged from a year in advance to a month before a party (if we have an opening on that desired date).

Worker sign-ups are started 4 weeks before party date.

Set-up equipment and prepare area the day of party (responsibility of pit boss and a few helpers).

Workers arrive at the party ½ hour before start. Each party usually last 2 hours. For the normal worker going to a party near-by, total time spent (home to party to home) is about 3 to 3 ½ hours.

Marketing is done primarily via contacts with previous clients (many repeat clients); visiting hotels, country clubs, banquet facilities and discussions with their personnel; and web site. Our "business" is well established....referrals and repeat clients give us a lot of business. We regularly make visits to party "sites" as event planners at these facilities many times are asked by one of their clients for ideas of what entertainment can they get after a dinner they are arranging, or for a convention they are going to have at that facility, etc. Make sure these event planners know who you are and what you do!

Do's

Ensure the club is large enough, and the membership is committed. A possible starting point (especially for a small club) is to have a few card games like Texas Hold'Em and blackjack tables as the sole venue. Another big advantage with this is minimal equipment cost.

Have a strong marketing individual. Have brochures, business cards, and rules pamphlets. Make visits to hotels, country clubs, banquet halls, etc. and talk to their "Director of Events". Give them a folder with all of your material.

Keep in touch with previous year's clients. A phone call or letter every 6 months is good.

Have a contracts manager who maintains the master party calendar and finalizes contracts. He works with the client to settle on a contract. The fee can be based on number of planned attendees and length of the party.

Have a "pit boss" responsible for the entire party once he receives the assignment. He works with the client, gets workers, sets up equipment, runs the party, and obtains the payment.

Have a professional-looking dress code or outfit.

Use sign-up "folders" to get staffing for each party. Circulate at regular meetings starting 3-4 weeks in advance.

Have the members properly trained to play the game they are working. Consistency among dealers is important! Have refresher training sessions.

Distribute a certain quantity of chips or play money to each player at a Sertoma-manned check-in table. This is their entry "money".

Give the players a good time! Relationships between a dealer and the players at his table need to be professional, entertaining, respectful, cordial, and fun **all at the same time**.

Teach players how to play a game at the table if they don't know how. Remember, this is fun and entertainment.

Convince the client to provide some prizes at the conclusion....players redeem chips for tickets for drawings or vouchers used in auctions. The interest level is significantly raised when they are playing for "something" with their chips! It's the client's job to conduct the raffle or auction.

A casino party of 1 ½ to 2 hours is best.

Don'ts

Don't use the party as gambling. Don't even use that word on any business card, pamphlet, brochure, or contract. Use the event as **entertainment**. Don't allow any money to be used anywhere.

Don't make a habit of renting equipment....this can be very expensive. Make your own as soon as possible or buy old/used equipment and refurbish it. Have an equipment maintenance and supply committee. Have means to store and transport the equipment.

Don't rent or loan out your equipment to others.

Don't give out chips or play money at the game tables. Players must use the check-in/check-out table to do this.

Don't feel it's necessary to follow all rules at all times as at real casinos. For example:

- (1) simplify craps to not take odds or place bets.
- (2) pay 2:1 for a blackjack to give the player a bigger advantage.

Don't forget that commercial professional competition will likely be nearby. Stress to the client that his money will go to local charities.

Don't take out-of-town parties unless they can be staffed and the client accepts a higher price to cover travel expenses and additional volunteer hours.

Don't expect large "profits" immediately. Start up costs will be high, marketing takes time to develop, and referrals take time to occur.

For more information, visit our web site at: www.broadripplesertoma.org

Name of Event or Activity: Wine Tasting / Silent Auction
Number of Years Held: Annually since 2003
Single or Multiple Club Event: Single Club – 79 members
Description of Event: One day wine tasting /silent auction

Start planning your event at least 6 months in advance. If you are planning more than one wine tasting fundraiser, make sure there is at least 3 months between each fundraiser.

1st Committee Meeting:

Decide on a name, place, date, programs, time and price for the event. Discuss how many tickets to print and who/how to solicit food donations. Tickets should be printed one month before the event and can be sold immediately. Tickets should be printed with all the pertinent information.

Wine:

Chairman of the event should go to the local liquor/wine dealer and find out if they will sponsor a wine tasting function for a non-profit fundraiser. If so, secure a date well in advance to hold the event. The liquor/wine store will then get with the wine distributors and find out how many will donate their wine for the event at no cost to Sertoma. The liquor/wine dealer will hopefully get new customers and orders from the people who will attend the event.

Liquor License:

You must have the event at a place that has a liquor license. If not, you can apply for a “One Day Special Event Permit” that is issued by the state, usually available at your City Hall. The liquor/wine dealer will require a copy of the permit and a copy of the State Affidavit if you hold the event at a place without a liquor license. Please contact the Sertoma International and our Insurance provider to have them issue a certificate of Liability Insurance for the event.

Silent Auction:

Solicit donations from the community. Make sure to properly acknowledge the donor and provide a receipt for a tax credit.

Food:

Solicit donations for food to be served with the wine. One week before the event, determine if more food needs to be purchased.

Tickets:

Disburse to all members and encourage them to sell to neighbors, friends or anyone they think might be interested in the event.

Advertise:

Radio, newspaper, or TV at least 3 weeks in advance. You can make flyers to advertise and hand out to people, stores, restaurants and companies that you solicited for donations for the silent auction and wine tasting.

Supplies:

Paper plates, napkins, fork, knives, spoons, tablecloths, toothpicks, water, flower arrangements, theme decorations, trays for the food and wine glasses. Anticipate the approximate number of people you think will attend. Put your Sertoma name on the glass.

Programs:

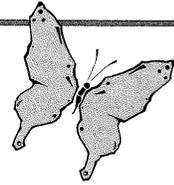
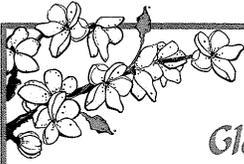
The program should include; a listing of the silent auction items, wines being tasted (with space for attendees to make notes) thank you to donors and information about your wine dealers with possible order form.

Volunteers:

You will need volunteers to:

- record and make a bid sheet for all silent auction and food donations
- pick up auction items, food and supplies
- make a list of all wines to be tasted
- provide acknowledgement letters for donations
- record contact information on all donors in case you decide to do this again.

MAKE SURE THERE ARE NO MINORS IN THE AREA WHERE ALCOHOL IS BEING SERVED



Glencagle Sertoma presents

Spirits of Spring

*A Wine and Beer Tasting
with Silent Auction*

*Come enjoy a selection of Spring Wines,
Microbrews & International Beers
plus an assortment of delectable delights from local merchants*

Friday, April 7th • 6:00 – 8:30 pm

Tri Lakes Center for the Arts
304 Hwy 105 • Palmer Lake

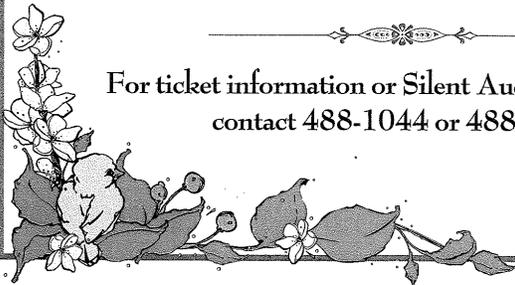


Libations courtesy of
**The Wine Seller
Monument**



—
\$30 per person • \$50 per couple
Proceeds to benefit Tri-Lakes Cares
and other local charities
—

For ticket information or Silent Auction Donations
contact 488-1044 or 488-0653



Gleneagle Sertoma presents

Spirits & Spring

A Wine and Beer Tasting
with Silent Auction

Donation Tracking Sheet	
Auction #	
Date	
Sertoma Contact	
Donor	
Address	
Contact	
Contact's Phone #	
Contact's Title	
Item Description	
Retail Price	
Comment	



Spirits of Spring

Silent Auction Bid Sheet

Item: Ceramic Collectible Horse

Donated By: Folk Art Galleries

Retail Value: \$50.00

Item No: 27

Opening Bid: \$25.00

Please bid in \$2.00 Increments

	<u>Name</u>	<u>Bid</u>
1.		\$25
2.		
3.		
4.		
5.		
6.		
7.		
8.		
9.		
10.		
11.		
12.		
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17.		

MISSION ACTIVITIES

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Freedoms Foundation of Valley Forge

Your Sertoma club, like any charity, exists for its mission. If not, we are just a social organization, not worthy of our tax status or our claim of Service to Mankind. The mission of every Sertoma Club is the root of our name – service. How your club enacts that mission should consist of two parts.

First is the shared effort of all Sertoma Clubs in our national mission. It is what defines and brands your service club as a part of Sertoma; the national organization. The Sertoma mission is Hearing Health, and you will find details on how to participate in the following section. Sertoma's program activities have been designed to allow every club a means to share in the national mission, without negative impact on their local mission activities.

Local activities are the second element that defines a Sertoma Club's mission. These range from historic preservation, to clothing and food drives, to youth programs, and of course, many have a local hearing health focus. Several local mission activities do have national support such as Serteens, and National Heritage – but many others are truly local.

Regardless of how you approach mission, it is the combination of national and local activities that brand and define your club both locally and as part of a national service effort.

National Hearing Health

Sertoma's Board of Directors adopted hearing health as Sertoma's national mission in 1963. Since then, Sertomans have expended millions of dollars and hours to help people with hearing health issues. These programs have staff direction and management in support of local club participation.

Adopt-An-Agency Program

The Adopt-An-Agency program establishes a relationship between Sertoma and a nonprofit hearing health agency. It is a practical way for a club to help a local organization and promote Sertoma's national mission.

Sertoma's partnership with these agencies, known as National Affiliates, helps our clubs expand Sertoma's mission, spread the awareness of noise induced hearing loss and helps individual patients locally. Through our local National Affiliates, the hope is to one day be able to provide hearing aids to those in need at little or no cost.

More than 200 nonprofit organizations are currently participating in the program. These nonprofits include hearing health agencies, audiology clinics, departments in school districts or universities, hospitals, schools for the deaf, deaf service centers, hearing associations, etc.

Sertoma clubs can benefit greatly from this program. It provides a vehicle for membership recruitment, as well as community publicity and knowing that the local community is benefiting from the service you give to the agency. Clubs can support their National Affiliates in many ways:

- Serve on the facility's board of directors
- Financial support of specific patients or equipment
- Volunteer assistance with screening programs
- Volunteer with the agency at a health fair, and use Sertoma's **SAFE**Ears! program
- Direct financial support
- Upgrading facilities

National Affiliates must be a 501(c) 3 or tax status equivalent, and they must be involved in the hearing health mission of Sertoma. With an annual fee of \$200, paid either by the facility or the sponsoring club, National Affiliates receive the many benefits listed below:

- Community Grant Program, starting July of 2009, each Affiliate can apply for a grant from \$2,500 to \$5,000, per fiscal year. This new grant program will allow our Affiliates to apply directly for grants to support new equipment, program supplies, development of new programs, hearing and screening programs and information research.
- Professional Education Grants, up to \$425 per fiscal year, for National Affiliate staff members to attend workshops, seminars and conferences to improve professional skills.
- Sertoma Purchasing Co-Op, through which National Affiliates can purchase hearing aids, batteries, therapy materials and audiology and speech pathology equipment from leading suppliers at discount prices. Each National Affiliate can save through the Co-Op.

SAFEEars...to hear the future!®

Collaboration with **WISE EARS!**® - A noise-induced hearing loss (NIHL) prevention awareness project from the National Institute of Deaf and Communicative Disorders.

During May, Better Hearing & Speech Month, the nation's attention is focused on hearing loss. Sertoma designed Sertoma **SAFE**Ears! education materials for its clubs to support their activities in May and year-round. This education and awareness program focuses on three areas: youth organizations/schools, work places, and general awareness at home and recreation.

These materials promote the important message that NIHL is preventable, while the SAFEears! national service project additionally serves to reinforce Sertoma's position as the national hearing health not-for-profit.

With hearing loss becoming more common in the United States, awareness programs serve as an important means to educate the public about this important health issue. Sertoma clubs are encouraged to use the program not only during the month of May, but year-round.

Sertoma partnered with WISE EARS! Coalition to create a Sertoma service project closely aligned with our mission. The project enhances Sertoma's identity in order to spread our mission and attract new members. Participation requires minimal financial outlay and time commitment, and the project can be a viable membership recruitment avenue for clubs. It is a program that clubs can adapt or expand to meet a variety of needs in communities.

SAFEears! is easy for clubs to implement. A committee should be appointed to organize the project. The committee should review the project manual and materials available; advise club members about the project; arrange for printing of materials; personalize handouts with the club name and contact information; contact local radio and TV stations for placement of PSAs and the local newspaper(s) for placement of the newspaper insert, eight weeks in advance of the project kickoff; and order an adequate supply of Giveaway Kits and Sertoma recruitment brochures.

For more information and to order materials, see the Sertoma Web site, www.sertoma.org or call Sertoma Headquarters.

Scholarships

Communicative Disorders Scholarships

Sertoma's annual Communicative Disorders Scholarship Program, funded by the Sertoma Annual Fund, is for graduate students pursuing advanced degrees in audiology or speech-language pathology from institutions in the U.S. These scholarships, worth \$1,000 each, are awarded in the spring to help offset the cost of tuition, books and fees incurred during the following school year. Sertoma's Communicative Disorders Scholarship Program provides more funds nationally for graduate level study in communication disorders than any other single organization, including ASHA.

The scholarship application form is available on the Sertoma Web site, www.sertoma.org, or by calling Sertoma Headquarters. Each applicant must be accepted as a full-time, in residence student in audiology or speech-language pathology graduate level program at an ASHA-accredited institution or approved school. (See application for grade point average requirements.)

Deaf or Hard of Hearing Undergraduate Student Scholarship

This program began in 1994, and Sertoma has been the leading funder of \$1,000 scholarships for the deaf and hard of hearing students. Students who have a clinically significant bilateral hearing loss and are graduating high school seniors or undergraduate students pursuing a four-year college degree in any discipline are eligible for the \$1,000 scholarship. For detailed information and an application, please visit the Scholarships section of the Sertoma Web site, www.sertoma.org.

Local Hearing Health Programs

The local club may want to be involved in hearing health locally through some of these other programs:

Sertoma Hearing Aid Recycling Program: S.H.A.R.P.

The Sertoma Hearing Aid Recycling Program helps low income individuals obtain hearing aids. Clubs collect used hearing aids, have them refurbished and then redistribute them to individuals. If your club is interested in beginning a hearing aid recycling program, please contact Sertoma Headquarters.

Northwest Lions Foundation for Sight & Hearing: AUDIENT

Sertoma Clubs can distribute Audient brochures to senior citizen homes, doctor's offices, etc., to inform them about participating in a program where low cost hearing aids can be obtained. Clubs can order these brochures with Sertoma information on them by calling (206) 682-8500 or by contacting Sertoma Headquarters.

Hearing Screening Programs:

Mobile Unit Hearing Screening: The prerequisite for a mobile unit hearing screening program is the availability of a mobile unit outfitted with the appropriate testing equipment and trained hearing health professionals to conduct the screenings. If your club wants to sponsor such a program, contact hearing health professionals in your community. Professionals in this field may be able to provide your club with information on a unit in the state or region that could be used in your area.

- Youth screenings: You may think your public or private schools provide or have conducted such screenings. This may not be so. Sertomans can provide a very valuable service to young people in a community that does not currently have screenings. Hearing screenings can also be done at preschools and daycares. Contact your local school to see if such a program is provided for.
- Senior Citizen Screenings: The incidence of hearing loss is very high in people over 65, yet many seniors never seek audiological services. The key to an effective senior screening program is to seek out those who need testing. Such a program can be organized through senior

citizen groups, churches, nursing homes, retirement communities or community centers.

Annual Fund

All of the national programs of Sertoma are supported by the Annual Fund. Money raised through the Annual Fund allows Sertoma to extend its charitable efforts beyond the local community. Sertoma is responsible for administering existing programs and developing new ones.

While every Sertoman is committed to the mission of Service to Mankind within their own community, being a Sertoman means you are a part of a larger organization. The national organization has developed and implements all of the hearing health programs, scholarships, SAFE Ears! and Adopt-An-Agency Program, and manages and administers all of the other local national mission activities through support from the Annual Fund.

While our endowment is very important to the longevity of our programs and future of our organization, the keystone of support for all Sertoma Mission Activities is the Annual Fund. Contributions each year from individuals, clubs, Districts and Regions support each of the programs of Sertoma. Contributions to the Annual Fund ensure that Sertoma is able to help meet a variety of community needs. As Sertoma develops new programs, the Annual Fund is there to support the important programs that are identified.

How You Can Participate

Sertoma solicits gifts to the Annual Fund each year through direct mailings to each member, through visits of your local Fundraising District Volunteer and at each major gathering your Sertoma Club or Sertoma Division may have.

Every gift you make can be made in memory or honor of some individual or club. Matching gifts from the company you may work for will greatly enhance your giving to the Annual Fund. Sertoma will accept gifts of cash, marketable securities and real and personal property, as well as planned gifts through your estate.

Recognition of Donors

Donors to the Annual Fund are recognized in the Sertoman during the current year's giving, in the Annual Report, and at the Annual Sertoma Convention. Special recognition is made to individuals who give a gift to the Annual Fund of \$100. They are known as "Fellows" and receive a pin. Donors of \$500 dollars are known to be Benefactors and \$1,000 gifts are recognized as Sponsors. Each of these individuals will not only receive the Fellow pin, but a tab recognizing them at the higher level. Gifts from Clubs are also recognized at the Benefactor and Sponsor levels. The club will receive a medallion for their contribution. In addition, the membership of a club can receive a 100% Club or 100% Early Bird Club medallion if every active member of a club gives \$25 or more to the Annual Fund. If all of the member gifts are received before December 1st of any fiscal year, the club will receive the 100% Early Bird medallion.

Volunteer Opportunities

As you can see, the Annual Fund is very important to the life blood of Sertoma's programs. The Annual Fund only makes the above programs available through the hard work of the volunteers that support this effort. The Development Committee, a sub committee of our national board, oversees the fundraising efforts of our FDRs (Fundraising District Representatives) on the local basis. The Committee members also oversee the FDRs training, help with their local efforts and help solicit Annual Fund gifts at the Region meetings. Our FDRs are the frontline volunteers who directly solicit gifts to the Annual Fund. If you are interested in participating in either of these positions, please call the Development office at Sertoma Headquarters, (816) 333-8300.

Supported National Programs

Every club must decide what it will do locally to spread Service to Mankind. Nationally, Sertoma's focus is hearing health. What will the club do locally? What are the needs of your community? What interests your community? What interests your membership? Below are other programs in which your club may wish to participate, that are supported through the Sertoma Annual Fund.

Service to Mankind Award Program

The Service to Mankind Award is the highest honor Sertoma can bestow on a nonmember. The award honors an outstanding volunteer's service to the community.

The Service to Mankind Award was adopted in Asheville, North Carolina at the 1954 annual Sertoma Convention. The first National Service to Mankind Award was presented in 1955 to a dentist from Albuquerque, New Mexico for his exemplary community efforts. Past recipients have included educators, foster parents, volunteer camp directors, activists – people who make a significant volunteer contribution to those in need.

Each club can give a Service to Mankind Award. Honorees can participate in the National program by having their story submitted at division levels. See the Sertoma web site (www.sertoma.org) for details and application information.

Local Club Mission Activities

Youth

Serteen and Collegiate Clubs were organized so teens and young adults may become active in providing service to their communities. These clubs became part of the Sertoma family in July 1971. Sertoma believes it is important to invest in our future and one of our greatest resources – our youth.

Serteen and Collegiate Clubs

These programs promote the growth of individuals, good government, leadership, mutual tolerance and understanding among all people, friendship and fellowship as opportunities for Service to Mankind. Serteen clubs are organized in junior high,

middle, or high schools or directly within the community. Membership is non-exclusive - not limited by gender, culture, race or faith. Both Collegiate and Serteen Clubs have their own constitution, bylaws, manuals, logos, awards, reports, newsletters, etc.

Serteen Clubs are open to students 11 through 19 years of age. For Sertoma Clubs interested in building a Serteen club, the Missions Activities departments offers 100 free brochures of “How to Build a Serteen Club - Ten Steps to Success” or 100 free Serteen recruiting brochures.

Collegiate Club membership is limited to college-enrolled students.

For more information on these programs or to see a full manual, please go to the Sponsorship section of Sertoma’s Web site and look under Serteen or Collegiate Clubs, or call Sertoma Headquarters (816) 333-8300.

Sertoma Fantasy Sports Camps

Several Sertoma Clubs organize a camp to give deaf or hard of hearing and other challenged children an opportunity to learn sports and perhaps receive a “life changing” experience. Sertoma members, coaches, and in many cases, professional athletes, work together to give challenged youth an opportunity to learn and play sports that would not be possible in many school or community leagues.

National Heritage/Freedom & Democracy

Three areas of activities suggested for this program: distribution of historical documents, contests for elementary and secondary students and flag displays.

Below are suggestions of what can be done to promote National Heritage during Freedom Week which is in February, and usually the week we celebrate Presidents’ Day. The whole month of February is a great time to conduct these projects and presentations.

- Distribution of historical documents, like the Bill of Rights, Declaration of Independence, Liberty Bell plaques (available through the Sertoma Store, www.sertomastore.org)
- Program Presentations
- Kids’ Bill of Rights - have students write their own Bill of Rights
- Art Contest - a contest depicting each of the “rights” listed on the Bill of Rights. It can be any age - school age to seniors.
- Sponsor citywide patriotic musical tour - distribute flags or pins during the event
- Pledge of Allegiance in sign language - teach it to a class!
- Freedom Week Proclamation - ask a local official to proclaim a week Sertoma Freedom Week - then publicize it.
- Speech Contest - use a topic related to National Heritage
- Essay Contest - Sertoma has several of these across the United States

- Prayer Breakfast - could be held on Heritage Day to emphasize the existence and continuance of religious freedom
- Civic Award Dinner - can be used as a kick-off or ending to an event; great place to recognize winners if you have Freedom Week contests or activities.
- Naturalization Ceremonies - just being a part of one of these ceremonies is inspiring
- Year-Round Flag Display - providing and placing flags out for all patriotic holidays
- Adopt a Service person and send them monthly letters or emails to encourage them.

Freedoms Foundation of Valley Forge

The Freedoms Foundation at Valley Forge, PA, is a non-profit, non-political and non-sectarian organization which, since its beginning in 1949, has directed its efforts toward preserving and perpetuating the principles embodied in America's freedom documents. Its national awards program recognizes individuals and organizations who "speak up for America" through words and actions supporting freedom and who seek to help solve the basic problems of the nation.

Freedoms Foundation is an opportunity for teens to experience and learn the history that made the United States great. Among the events and curriculum experiences, teens encounter at Freedoms Foundation, are speeches by and meetings with national living history representatives such as George Washington, Thomas Jefferson and Abraham Lincoln. Additionally, they participate in activities designed to teach and demonstrate leadership, freedom and democracy, good citizenship and good government. These activities stress the skills exhibited by the founding fathers as they drafted the Declaration of Independence and other fundamental foundations of the United States.

AWARDS & REPORTS

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INTRODUCTION

EVERY MEMBER OF SERTOMA IS A PRICELESS ASSET!

Sertoma's "Incentives & Recognition Program" is designed to recognize outstanding performance in community service, individual achievement, effective leadership performance and collective efforts by Sertomans and Sertoma clubs.

The club secretary is responsible for the success of the Incentives & Recognition Program provided for clubs and for individual members. Thus, club presidents must provide adequate support to the secretary to ensure timeliness in reporting, as well as accuracy.

To better manage and evaluate the effectiveness of each, Sertoma Sponsorships are monitored at Sertoma Headquarters. Concise information is needed. Awards and reporting forms have been modified for easier reporting.

Each award notification must be received at Sertoma Headquarters by the date established by the Board in the award guidelines. The Headquarters staff will administer all awards, including Service To Mankind, Sertoman of the Year, and any other awards so designated by the Sertoma President.

Recognition is effective in direct proportion to the time it takes to recognize achievement. It is important that award requests be expeditiously forwarded to Sertoma Headquarters. Your Headquarters staff will forward official incentives to the next higher level of leadership for presentation. Sertoma leaders must present these awards with the dignity they deserve. This will create a lasting remembrance for a "job well done"

Following is some basic Sertoma information necessary to complete several reports and forms:

Fiscal Year: The Sertoma fiscal year is July 1 through June 30.

Official Membership: The official membership count for the fiscal year is determined by the members listed on the club's roster as of July 1. Clubs need to notify Sertoma Headquarters as soon as a membership change occurs

New Members: A new member is an individual who has not been a member of Sertoma for the past 90 days or longer. A \$20 processing fee will be assessed to the club for each new member. This fee includes the cost of the New Member Kit.

Your Sertoma Headquarters staff is always available to assist you with any questions you may have concerning awards or reports.

Awards Summary

<u>Award</u>	<u>Time Period</u>	<u>Deadline</u>	<u>Form</u>	<u>Send To</u>
<u>Individual Awards</u>				
GEM Award	First year of membership	As completed	Form 200	Sertoma Headquarters
Mentor Award	1 year	N/A	Form 199	Sertoma Headquarters
Service Award	Cumulative	As completed	Form 206	Sertoma Headquarters
Leadership Award	Fiscal year	As completed	Form 205	Sertoma Headquarters
Tenure Award	Cumulative	As completed	Form 207	Sertoma Headquarters
Fred J. Kuehne 1 st Timers Award	Convention	Friday Session		1 st Timers Chair
Distinguished District Governor	Fiscal Year	7/10	Form 198	Sertoma Headquarters
<u>Club Awards</u>				
Sertoma Mission	Fiscal year	07/10	Form 225	Sertoma Headquarters supporting documents
Sertoma Member Services	Fiscal year	07/10	Form 235	Sertoma Headquarters supporting documents
Sertoma Market Development	Fiscal year	07/10	Form 230	Sertoma Headquarters supporting documents
Sertoma Circle Of Excellence	Fiscal year	07/10	Form 240	Sertoma Headquarters supporting documents
<u>Division Awards</u>				
Service to Mankind Club	Fiscal year	12/01	Entry Format	District Governor
District	Fiscal year	01/15	Entry Format	Sertoma Director
Regional	Fiscal year	03/15	Entry Format	Sertoma Headquarters
National	Fiscal year	Presented at annual Sertoma Convention		Judging Committee
Sertoman of the Year Club	Fiscal year	12/01	Entry Format	District Governor
District	Fiscal year	01/15	Entry Format	Sertoma Director
Regional	Fiscal year	03/15	Entry Format	Sertoma Headquarters
National	Fiscal year	Presented at annual Sertoma Convention		Judging Committee

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GEM AWARD

(Good Enthusiastic Member)

PURPOSE: Recognize new members for club involvement during the first year of Sertoma membership.

Award: Member receives recognition pin.

Furnished By: Sertoma

Awarded To: Individual.

Awarded By: Club.

Time Period: First 12 months of membership.

Deadline: Must be submitted by end of quarter following completion.

Eligibility: Any new member in good standing.

Requirements: Use Form 200: GEM Award. Awarded upon completion of the following:

1. Be formally inducted into a club.
2. Attend a member orientation meeting.
3. Serve as a committee member.
4. Attend club meetings regularly.
5. Work on club projects for 20 hours.
6. Attend a club board of directors meeting.
7. Attend a PAC, District Meeting, Regional or Annual Sertoma Convention.
8. Support the Sertoma Annual Fund.
9. Sponsor a new member.

Rev. 03/09

EFFECTIVE 07/01/07 THRU' 06/30/10

MENTOR AWARD

PURPOSE: Recognize members upon completion of assisting new member through the first year of membership and obtaining the GEM Award. The new member must achieve GEM.

Award: Member receives recognition pin.

Furnished By: Sertoma.

Awarded To: Individual.

Awarded By: Club.

Time Period: First 12 months of new Sertoman's membership.

Deadline: Must be submitted by end of quarter following completion.

Eligibility: Any member in good standing.

Requirements: Use Form 199: Mentor Award. Awarded upon completion of the following:

1. Attend member orientation meeting with new member.
2. Attend club meetings regularly with new member.
3. Attend one club board of directors meeting with new member.
4. Attend one of the following with new member:
PAC, District Meeting, Regional or Annual Sertoma Convention.
5. New member being mentored must achieve GEM.

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EFFECTIVE 07/01/07 THRU' 06/30/10



Mentor Award

Club #: _____ Club Name: _____

District: _____ Region: _____

Signature of individual completing form: _____ Date: _____

Deadline: Must be submitted by end of quarter following completion.

Purpose: Recognize members upon completion of assisting new member through the first year of membership and obtaining GEM Award. The new member must achieve GEM.

Qualifications

Award: Member receives recognition pin

Furnished By: Sertoma

Awarded To: Individual

Adwarded By: Club

Time Period: First 12 months of new Sertoman's membership

Eligibility: Any member in good standing

Requirements

Member Name: _____

Sponsored Members Name: _____

- Attend orientation meeting with new member
- Attend club meetings regularly with new member
- Attend one club board of directors meeting with the new member
- Attend one of the following with new member
PAC, District Meeting, Regional or Annual Sertoma Convention
- New member achieved GEM

Member Name: _____

Sponsored Members Name: _____

- Attend orientation meeting with new member
- Attend club meetings regularly with new member
- Attend one club board of directors meeting with the new member
- Attend one of the following with new member
PAC, District Meeting, Regional or Annual Sertoma Convention
- New member achieved GEM

Distribution

Sertoma Headquarters and one copy retained by club.

Effective: 07/01/07 thru 06/30/10

SERVICE AWARD

PURPOSE: Recognize members for continued service to the organization.

Award: Member receives recognition pin.

Furnished By: Sertoma.

Awarded To: Individual.

Awarded By: Club.

Time Period: Upon completion of recognized levels of Sertoma service.

Deadline: Must be submitted by end of quarter following completion.

Eligibility: Any member in good standing.

Requirements: Use Form 206: Service Award. Accomplishment of outstanding service to the organization through Sertoma Service as defined below:

Any volunteer service performed by a member supporting the Sertoma club's approved sponsorships and/or fundraising activities.

Recognition Levels:

1. 50 hours of Sertoma Service.
2. 100 hours of Sertoma Service.
3. 200 hours of Sertoma Service.
4. 300 hours of Sertoma Service.
5. 400 hours of Sertoma Service.
6. 500 hours of Sertoma Service.
7. 1000 hours of Sertoma Service.
8. 2000 hours of Sertoma Service.
9. 3000 hours of Sertoma Service.
10. 4000 hours of Sertoma Service.
11. 5000+ hours of Sertoma Service.

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EFFECTIVE 07/01/07 THRU' 06/30/10



Service Award

Club #: _____ Club Name: _____

District: _____ Region: _____

Signature of individual completing form: _____ Date: _____

Deadline: Must be Submitted by end of quarter following completion.

Purpose: Recognize members for continued service to the organization.

Qualifications

Award: Member receives recognition pin

Furnished By: Sertoma

Awarded To: Individual

Adwarded By: Club

Time Period: Upon completion of recognized levels of Sertoma service **Sertoma Service prior to 7/1/2007 was applied to the Gold Eagle Award Program and should not be included in the Sertoma Service Award.**

Eligibility: Any member in good standing

Deffinition

Sertoma Service: Any volunteer service performed by a member supporting the Sertoma club's approved sponsorships and fundraising activities.

Requirements

Member Name: _____

Recognition Levels:

- 50 hours of Sertoma Service
- 100 hours of Sertoma Service
- 200 hours of Sertoma Service
- 300 hours of Sertoma Service
- 400 hours of Sertoma Service
- 500 hours of Sertoma Service
- 1000 hours of Sertoma Service
- 2000 hours of Sertoma Service
- 3000 hours of Sertoma Service
- 4000 hours of Sertoma Service
- 5000+ hours of Sertoma Service

Member Name: _____

Recognition Levels:

- 50 hours of Sertoma Service
- 100 hours of Sertoma Service
- 200 hours of Sertoma Service
- 300 hours of Sertoma Service
- 400 hours of Sertoma Service
- 500 hours of Sertoma Service
- 1000 hours of Sertoma Service
- 2000 hours of Sertoma Service
- 3000 hours of Sertoma Service
- 4000 hours of Sertoma Service
- 5000+ hours of Sertoma Service

Distribution

Sertoma Headquarters and one copy retained by club.

Effective: 07/01/07 thru 06/30/10

LEADERSHIP AWARD

PURPOSE: Recognize Sertomans for exemplary club leadership.

Award: Member receives recognition pin.

Furnished By: Sertoma.

Awarded To: Individual.

Awarded By: Club.

Time Period: Fiscal year just completed.

Deadline: Must be submitted by end of quarter following completion.

Eligibility: Any member in good standing.

Requirements: Use Form 205: Leadership Award. Awarded upon completion of required leadership commitments.

Mandatory Requirements:

1. Must attend Regional Convention or Annual Sertoma Convention.
2. Support the Annual Fund.
3. Must chair a functioning committee of the club.

Must Complete at Least Four (4) Additional Requirements:

1. Serve as a member of the Board of Directors in your club.
2. Actively participate in a speech and hearing function of the club.
3. Participate in a New Member Orientation.
4. Lead or assist in a training function for your club.
5. Participate in a Division training function.
6. Attend a PAC or District Meeting.

Rev. 03/09

EFFECTIVE 07/01/07 THRU' 06/30/10



Leadership Award

Club #: _____ Club Name: _____

District: _____ Region: _____

Signature of individual completing form: _____ Date: _____

Deadline: Must be Submitted by end of quarter following completion.

Purpose: Recognize Sertomans for exemplary club leadership.

Qualifications

Award: Member receives recognition pin

Furnished By: Sertoma

Awarded To: Individual

Adwarded By: Club

Time Period: Fiscal year just completed

Eligibility: Any member in good standing

Mandatory Requirements

Member Name: _____

- Must attend Regional Convention or Annual Sertoma Convention
- Support the Annual Fund
- Must chair a functioning committee of the club
 - Must complete at least four (4) additional requirements
 - Serve as a member of the Board of Directors in your club
 - Actively participate in a speech and hearing function of the club
 - Participate in a New Member Orientation
 - Lead or assist in a training function for your club
 - Participate in a Division Training function
 - Attend a PAC or District Meeting

Member Name: _____

- Must attend Regional Convention or Annual Sertoma Convention
- Support the Annual Fund
- Must chair a functioning committee of the club
 - Must complete at least four (4) additional requirements
 - Serve as a member of the Board of Directors in your club
 - Actively participate in a speech and hearing function of the club
 - Participate in a New Member Orientation
 - Lead or assist in a training function for your club
 - Participate in a Division Training function
 - Attend a PAC or District Meeting

Distribution

Sertoma Headquarters and one copy retained by club.

Effective: 07/01/07 thru 06/30/10

TENURE AWARD

PURPOSE: Recognize members for continued support of the organization.

Award: Member receives recognition pin.

Furnished By: Sertoma.

Awarded To: Individual.

Awarded By: Club.

Time Period: Upon completion of recognized levels of continuous Sertoma membership.

Deadline: Must be submitted by end of quarter following completion.

Eligibility: Any member in good standing.

Requirements: Use Form 207: Tenure Award. Accomplishment of outstanding service to the organization through continuous Sertoma membership.

Recognition Levels:

1. 10 Years of continuous Sertoma membership.
2. 20 Years of continuous Sertoma membership.
3. 30 Years of continuous Sertoma membership.
4. 40 Years of continuous Sertoma membership.
5. 50 Years of continuous Sertoma membership.

Rev. 03/08

EFFECTIVE 07/01/07 THRU' 06/30/10



Tenure Award

Club #: _____ Club Name: _____

District: _____ Region: _____

Signature of individual completing form: _____ Date: _____

Deadline: Must be Submitted by end of quarter following completion.

Purpose: Recognize members for continued support of the organization.

Qualifications

Award: Member receives recognition pin

Furnished By: Sertoma

Awarded To: Individual

Adwarded By: Club

Time Period: Upon completion of recognized levels of continuous Sertoma membership

Eligibility: Any member in good standing

Requirements

Member Name: _____

Recognition Levels:

- 10 Years of continuous Sertoma Membership
- 20 Years of continuous Sertoma Membership
- 30 Years of continuous Sertoma Membership
- 40 Years of continuous Sertoma Membership
- 50 Years of continuous Sertoma Membership

Member Name: _____

Recognition Levels:

- 10 Years of continuous Sertoma Membership
- 20 Years of continuous Sertoma Membership
- 30 Years of continuous Sertoma Membership
- 40 Years of continuous Sertoma Membership
- 50 Years of continuous Sertoma Membership

Member Name: _____

Recognition Levels:

- 10 Years of continuous Sertoma Membership
- 20 Years of continuous Sertoma Membership
- 30 Years of continuous Sertoma Membership
- 40 Years of continuous Sertoma Membership
- 50 Years of continuous Sertoma Membership

Distribution

Sertoma Headquarters and one copy retained by club.

Effective: 07/01/07 thru 06/30/10

FRED J. KUEHNE FIRST TIMERS AWARD

First, Second and Third Place

PURPOSE: Encourage Sertomans attending their first Annual Sertoma Convention to actively meet Sertoma leaders.

Award: First, Second & Third Place. Member receives club banner medallion and a prize.

Furnished By: Sertoma – presented at Annual Sertoma Convention.

Awarded To: Individual.

Requirements: To be determined by the chairperson of the First Timers Committee.

Awarded By: Sertoma.

Time Period: During annual Sertoma Convention.

Deadline: Close of Friday session of the Sertoma Convention.

Eligibility: Any Sertoma member attending his or her first Sertoma Convention.

Signature Form furnished at Sertoma Convention.

Rev. 03/09

EFFECTIVE 07/01/08 THRU' 06/30/11

MISSION CLUB AWARD

Purpose: Encourage clubs to promote the Sertoma Mission to the community through communication of thoughts, ideas and concepts which accelerate human progress in health, education, freedom and democracy.

Award: Club receives banner medallion.

Furnished By: Sertoma

Awarded To: Club.

Awarded By: Sertoma

Time Period: Fiscal year just completed.

Eligibility: Any club in good financial standing, including \$175 Annual Club Membership Dues.

Deadline: Must be submitted by July 10th, immediately following close of fiscal year.

Requirements: Submit Form 225: Mission Club Award Form, along with necessary supporting documents verifying completion of the following:

Mandatory Requirements:

1. Club must be an Annual Fund supporter by donating a minimum \$100 gift.
(Gifts to the Annual Fund support the mission activities of Sertoma, including, but not limited to Adopt-An-Agency, **SERTOMA SAFE**Ears![®], scholarships, grants and youth programs.)
2. Participate in either Sertoma Adopt-An-Agency program or **SERTOMA SAFE**Ears![®]

Program and Service Requirements - Complete at least three:

(Items #1 & #2 may not be used again if used to satisfy the Mandatory Requirement #2 above)

1. Participate in the Adopt-An-Agency Program. Provide name of Affiliate.
2. Participate in **SERTOMA SAFE**Ears![®] Include brief description of project.
3. Participate in a National Heritage project. Include brief description of project.
4. Participate in a Youth Sponsorship program, such as Serteens, Collegiate Sertoma Clubs, Fantasy Sports Camp, Camp Sertoma, Boys & Girls Club, Junior Achievement or Scouting. Include brief description of club involvement in program.
5. Participate in the Sertoman of the Year and Service to Mankind Award program.
6. Participate in a local speech and hearing project, such as hearing testing, scholarships, S.H.A.R.P.S. Include brief description of program.
7. Have minimum average per member of combined Service Hours and Dollars Given of 250. This will be calculated based upon information from Form 116: Quarterly Activities Reports submitted each quarter to Sertoma Headquarters. The average is calculated by adding the average per member service hours and the average per member dollars given over the four quarters. Membership is based on the number of members on file at Sertoma Headquarters as of July 1.

Rev. 03/09

EFFECTIVE 07/01/08 THRU' 06/30/11



Mission Club Award

Club #: _____ Club Name: _____

District: _____ Region: _____

Signature of individual completing form: _____ Date: _____

Deadline: Must be submitted by July 10th, immediately following the close of fiscal year.

Purpose: Encourage clubs to promote the Sertoma Mission to the community through communication of thoughts, ideas and concepts which accelerate human progress in health, education, freedom and democracy.

Qualifications

Award: Club receives banner medallion

Furnished By: Sertoma

Awarded To: Club

Adwarded By: Sertoma

Time Period: Fiscal year just completed

Eligibility: Any club in good finacial standing, including \$175 Annual Club Membership Dues

Mandatory Requirements

- Club must donate a minimum \$100 gift to the Annual Fund. (Gifts support the mission activities of Sertoma, including, but not limited to Adopt-An-Agency, **SERTOMA SAFE**Ears!, scholarships, grants and youth programs.)
- Participate in either Sertoma Adopt-An-Agency program or **SERTOMA SAFE**Ears!

Program and Service Requirements - Complete at least three

(Items #1 & #2 may not be used again if used to satisfy the Mandatory Requirement #2 above)

- Participate in the Adopt-An-Agency program. Name of Affiliate: _____
- Participate in **SERTOMA SAFE**Ears! Include a brief description of project. _____

- Participate in a National Heritage project. Include a brief description of project. _____

- Participate in a Youth Sponsorship program, such as Serteens, Collegiate Sertoma Clubs, Fantasy Sports Camp, Camp Sertoma, Boys & Girls Club, Jumior Achievement or Scouting. Include brief description of club involvement in program. _____

- Participate in the Sertoman of the Year and Service to Mankind Award program.
- Participate in a local speech and hearing project, such as hearing testing, scholarships, S.H.A.R.P. Include a brief description of program. _____

- Have minimum average per member of combined Service Hours and Dollars Given of 250. This will be calculated based upon information from Form 116: Quarterly Activities Reports submitted each quarter to Sertoma Headquarters. The average is calculated by adding the average per member service hours and the average per member dollars given over the four quarters. Membership is based on the number of members on file at Sertoma Headquarters as of July 1.

Distribution

Sertoma Headquarters and one copy retained by club.

Effective: 07/01/08 thru 06/30/11

MEMBER SERVICES CLUB AWARD

PURPOSE: Encourage clubs to provide value in Sertoma Membership.

Award: Club receives banner medallion.

Furnished By: Sertoma

Awarded To: Club.

Awarded By: Sertoma

Time Period: Fiscal year just completed.

Eligibility: Any club in good financial standing, including \$175 Annual Club Membership Dues.

Deadline: Must be submitted by July 10th, immediately following close of fiscal year.

Requirements: Submit Form 235: Member Services Club Award Form, along with necessary materials verifying completion of the following:

Mandatory Requirements:

1. Club must be an Annual Fund supporter by donating a minimum \$100 gift.
(Gifts to the Annual Fund support the mission activities of Sertoma, including, but not limited to Adopt-An-Agency, **SERTOMA SAFEars!**[®], scholarships, grants and youth programs.)
2. Club Newsletter – provide members with club and Division (District and Region) information a minimum of 75% of the months in which the club meets. Please provide copies of the newsletters.

Leadership & Training – complete at least three:

1. Conduct a Club Leadership Conference. Please provide information regarding date and agenda.
2. Conduct a New Member Orientation. Please provide information regarding date and number of new members attending.
3. At least two club officers attend the District Leadership Conference.
4. At least two members, one of which must be a club officer, attend the District Meeting at the Regional Convention.
5. At least one club member attend a training session at Annual Sertoma Convention. Provide member name and training attended.
6. At least one club officer attend the District PAC each quarter. Provide member name and PAC attended.
7. Conduct Board of Directors meetings at least a minimum of 75% of the months in which the club meets. Please provide information regarding date and number of members attending.

Membership Recognition - complete at least one:

1. Participate in the Sertoman of the Year Award program.
2. Submit Press Release to news or electronic media concerning club officer elections, Sertoman of the Year recipient, or a member achievement. Please provide copy of media.

Communication – complete at least one:

1. Provide to Division leaders information regarding club activities for their communications. Provide copy of the communication showing request.
2. Forward information received in the Sertoma News Service to all club members 4 times per year. Provide copies of this distribution.
3. Current club and Division information is available on club Web site. Provide web address.

Rev. 03/09

EFFECTIVE 07/01/08 THRU' 06/30/11



Member Services Club Award

Club #: _____ Club Name: _____

District: _____ Region: _____

Signature of individual completing form: _____ Date: _____

Deadline: Must be submitted by July 10th, immediately following the close of fiscal year.

Purpose: Encourage clubs to provide value in Sertoma Membership.

Qualifications

Award: Club receives banner medallion

Furnished By: Sertoma

Awarded To: Club

Adwarded By: Sertoma

Time Period: Fiscal year just completed

Eligibility: Any club in good finacial standing, including \$175 Annual Club Membership Dues

Mandatory Requirements

- Club must donate a minimum \$100 gift to the Annual Fund. (Gifts support the mission activities of Sertoma, including, but not limited to Adopt-An-Agency, **SERTOMA SAFE**Ears!, scholarships, grants and youth programs.)
- Club Newsletter - provide members with club and Division (District and Region) information a minimum of 75% of the months in which theclub meets. Please provide copies of the newsletters.

Leadership & Training - Complete at least three

- Conduct a Club Leadership Conference. Please provide information regarding date and agenda. _____
- Conduct a New Member Orientation. Please provide information regarding date and number of new members attending. _____
- At least two club officers attend the District Leadership Conference.
- At least two members, one of which must be a club officer, attend the District Meeting at the Regional Convention.
- At least one club member attend a training session at Annual Sertoma Convention. Provide member name and training attended. _____
- At least one club officer attend the District PAC each quarter. Provide member name and PAC attended. _____
- Conduct Board of Directors meeting at least a minimum of 75% of the months in which the club meets. Please provide information regarding date and number of members attending. _____

Membership Recognition - Complete at least one

- Participate in the Sertoman of the Year Award program.
- Submit Press Release to news or electronic media concerning club officer elections, Sertoman of the Year recipient, or a member achievement. Please provide copy of media.

Communication - Complete at least one

- Provide to Division leaders information regarding club activities for their communications. Provide copy of the communication request.
- Forward information received in the Sertoma News Service to all club members 4 times a year. Provide copies of the distribution.
- Current club and Division information is available on club Web site. Provide web address. _____

Distribution

Sertoma Headquarters and one copy retained by club.

Effective: 07/01/08 thru 06/30/11

MARKET DEVELOPMENT CLUB AWARD

PURPOSE: Encourage clubs to promote and publicize Sertoma contributions to the community.

Award: Club receives banner medallion.

Furnished By: Sertoma

Awarded To: Club.

Awarded By: Sertoma

Time Period: Fiscal year just completed.

Eligibility: Any club in good financial standing, including \$175 Annual Club Membership Dues.

Deadline: Must be submitted by July 10th, immediately following close of fiscal year.

Requirements: Submit Form 230: Market Development Club Award Form, along with necessary materials verifying completion of the following:

Mandatory Requirements:

1. Club must be an Annual Fund supporter by donating a minimum \$100 gift.
(Gifts to the Annual Fund support the mission activities of Sertoma, including, but not limited to Adopt-An-Agency, **SERTOMA SAFEars!**[®], scholarships, grants and youth programs.)
2. Participate in the Service to Mankind Award program. Include copy of entry.

Public Awareness Requirements – complete at least three:

1. Display a Sertoma meeting sign or Sertoma road sign. Send photo.
2. Two published Sertoma articles from local newspaper. Send copies.
3. Send five one-year subscriptions of the *Sertoman* magazine to public institutions. Send list of names.
4. Conduct a Sertoma presentation or display club exhibit at a public event. Describe event and date.
5. Coverage by a local radio or television station of a Sertoma event. Provide transcript or copy of coverage.
6. Maintain a Sertoma club Web site for community contact. Provide web address.

Recruitment & Growth Requirements – complete at least one:

1. Net gain in membership.
2. Maintain membership while engaging in a ReBAC project (ReBuild Another Club).
3. Maintain membership while engaging in a New Club Development project.

Rev. 03/08

EFFECTIVE 07/01/08 THRU' 06/30/11



Market Development Club Award

Club #: _____ Club Name: _____

District: _____ Region: _____

Signature of individual completing form: _____ Date: _____

Deadline: Must be submitted by July 10th, immediately following the close of fiscal year.

Purpose: Encourage clubs to promote and publicize Sertoma contributions to the community.

Qualifications

Award: Club receives banner medallion

Furnished By: Sertoma

Awarded To: Club

Adwarded By: Sertoma

Time Period: Fiscal year just completed

Eligibility: Any club in good finacial standing, including \$175 Annual Club Membership Dues

Mandatory Requirements

- Club must donate a minimum \$100 gift to the Annual Fund. (Gifts support the mission activities of Sertoma, including, but not limited to Adopt-An-Agency, **SERTOMA SAFE**Ears!, scholarships, grants and youth programs.)
- Participate in the Service to Mankind Award program. Include copy of entry.

Public Awareness Requirements - Complete at least three

- Display a Sertoma meeting sign or Sertoma road sign. Send Photo
- Two published Sertoma articles from local newspaper. Send copies.
- Send five one-year subscriptions of the Sertoman magazine to public institutions. Send list of names.
- Conduct a Sertoma presentation or display club exhibit at a public event. Describe event and date.
- Coverage by a local radio or television station of a Sertoma event. Provide transcript or copy of coverage.
- Maintain a Sertoma club Web site for community contact. Provide web address.

Recruitment & Growth Requirements - Complete at least one

- Net gain in membership.
- Maintain membership while engaging in a REBAC project (ReBuild Another Club).
- Maintain membership while engaging in a New Club Development project.

Describe ReBAC or New Club Development activities undertaken during the fiscal year.

Distribution

Sertoma Headquarters and one copy retained by club.

Effective: 07/01/08 thru 06/30/11

CIRCLE OF EXCELLENCE CLUB AWARD

PURPOSE: Acknowledge clubs that achieve Sertoma Member Services, Sertoma Mission and Sertoma Market Development Awards.

Award: Club receives banner medallion.

Furnished By: Sertoma

Awarded To: Club.

Awarded By: Sertoma

Time Period: Fiscal year just completed.

Eligibility: Any club in good financial standing, including \$175 Annual Club Membership Dues.

Deadline: Must be submitted by July 10th, immediately following close of fiscal year.

Requirements: Submit Form 240: Circle OF Excellence Club Award Form

Mandatory Requirements:

1. Donations to the Annual Fund must be equal to or greater than the \$100 club gift and \$25 per member, based on July 1st dues invoice.
1. Achieve Sertoma Member Services Award
2. Achieve Sertoma Mission Award
3. Achieve Sertoma Market Development Award

Rev. 03/08

EFFECTIVE 07/01/08 THRU' 06/30/11



Circle of Excellence Club Award

Club #: _____ Club Name: _____

District: _____ Region: _____

Signature of individual completing form: _____ Date: _____

Deadline: Must be submitted by July 10th, immediately following the close of fiscal year.

Purpose: Acknowledge clubs that achieve Sertoma Member Services, Sertoma Mission and Sertoma Market Development Awards.

Qualifications

Award: Club receives banner medallion

Furnished By: Sertoma

Awarded To: Club

Adwarded By: Sertoma

Time Period: Fiscal year just completed

Eligibility: Any club in good financial standing, including \$175 Annual Club Membership Dues

Mandatory Requirements

- Donations to the Annual Fund must be equal to or greater than the \$100 club gift and \$25 per member, based on July 1st dues invoice.
- Achieve Sertoma Member Services Award
- Achieve Sertoma Mission Award
- Achieve Sertoma Market Development Award

Distribution

Sertoma Headquarters and one copy retained by club.

Effective: 07/01/08 thru 06/30/11

CLUB SERVICE TO MANKIND AWARD

PURPOSE: Recognize an outstanding non-Sertoman for exceptional community service, where work is performed on a volunteer basis.

Award: Individual receives plaque.

Furnished By: Club – sent only if ordered. Club will be billed.

Awarded To: Individual.

Awarded By: Club.

Deadline: Must have entry for club recipient to District Governor, postmarked by December 1.

Eligibility: Any individual, except members of Sertoma or their spouses.

Process:

- Club president appoints committee and chairperson.
- Committee solicits club candidates and conducts club judging.
- Committee prepares club entry (limited to 1,000 words) and mails to District Governor by December 1.

Rev. 03/08

EFFECTIVE 07/01/06 THRU' 06/30/09

DISTRICT SERVICE TO MANKIND AWARD

PURPOSE: Recognize outstanding community service by a non-Sertoman where work is performed on a volunteer basis. Selected from among nominees submitted by clubs in the District.

Award: Individual receives plaque. Club receives banner medallion.

Furnished By: District, ordered through Sertoma Headquarters. District is billed.

Awarded To: Individual and club.

Awarded By: District.

Application Deadline: Must be postmarked to District Governor by December 1.

Eligibility: Club Service to Mankind Award recipients.

Process:

- Governor appoints District judges (non-Sertomans, if possible).
- The Governor forwards entries to District judges.
- Deadline for announcing the District recipient is determined by the District Governor.
- District recipients must be postmarked to the Sertoma Director by January 15.

Rev. 03/08

EFFECTIVE 07/01/06 THRU' 06/30/09

REGIONAL SERVICE TO MANKIND AWARD

PURPOSE: Recognize outstanding community service by a non-Sertoman where work is performed on a volunteer basis. Selected from nominees submitted by each District.

Award: Individual receives plaque. Club receives banner medallion.

Furnished By: Region, ordered through Sertoma Headquarters. Region is billed.

Awarded To: Individual - plaque. Club - banner medallion.

Awarded By: Region.

Application Deadline: Must be postmarked to Sertoma Director by January 15.

Eligibility: District Service to Mankind Award recipients.

Process:

- Sertoma Director appoints Regional judges (non-Sertomans, if possible).
- Submit Regional recipient entry to Sertoma Headquarters, postmarked by March 15.
- Announce Regional recipients and present plaque at Regional Convention.
- Ensure that Regional Convention budget allows for reimbursement to Regional recipient and one guest for one room night, meals, travel expenses and presentation plaque.

Rev. 03/08

EFFECTIVE 07/01/06 THRU' 06/30/09

NATIONAL SERVICE TO MANKIND AWARD

PURPOSE: Recognize outstanding community service by a non-Sertoman where work is performed on a volunteer basis. Selected from nominees submitted by each Region.

Award: Individual receives plaque and other considerations. Club receives plaque and banner medallion.

Furnished By: Sertoma – plaque and medallion presented at Annual Sertoma Convention.

Awarded To: Individual – plaque and other considerations; Club – plaque and banner medallion.

Awarded By: Sertoma.

Application Deadline: Must be postmarked to Sertoma Headquarters by March 15.

Eligibility: Regional Service to Mankind Award recipients.

Process:

- The Sertoma Executive Officers will select a committee of five judges.
- The Sertoma staff will tabulate the results received from the judges.
- The Sertoma judging will take place April 1 to May 1.
- The recipient will be announced by May 15 to the Sertoma Director who submitted the entrant.
- Presentation of the award will be made by the Sertoma President at the Annual Sertoma Convention.
- The Sertoma club submitting the winning entry will make arrangements to have the recipient present at the Annual Sertoma Convention.
- Sertoma will provide a plaque for the recipient. Transportation, meals and two nights' lodging (double occupancy) will be provided by Sertoma for the recipient and one guest to attend the Annual Sertoma Convention.
- Sertoma will provide a plaque and a banner medallion for the club nominating the recipient. The presentation to the club will be made at the Annual Sertoma Convention.
- Full information concerning the Sertoma Service to Mankind Award recipient will be published in an issue of the *Sertoman* magazine.
- The Convention Chairperson will make arrangements for the personal needs of the recipient, such as meeting the recipient at the airport, transportation to the Convention hotel, and providing necessary escort during the time the recipient is attending the Convention.

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EFFECTIVE 07/01/06 THRU' 06/30/09

SERVICE TO MANKIND AWARD

Entry Format

This is Sertoma's number one recognition award for a volunteer who does not hold membership in a Sertoma club. Presentation of the award should be based on the amount of service provided by the volunteer to the community, state, province or nation. The following guidelines will help you present your club candidate in the best manner for District, Regional and national consideration.

1. The entry shall be limited to 1,000 words.
2. The title page should include:
 - Name of award.
 - Name, location and a contact name for your Sertoma club.
 - Complete name, address and phone number of the recipient (include ZIP code).
3. The remaining pages will tell the story of your recipient and should follow point system on the Service to Mankind Judging Sheet in preparing nomination:
 - A brief opening statement – what community service has the recipient performed?
 - The body of the entry should expand on community service activities.
4. The recipient's personal history and how it relates to the recipient winning at the club level should include the recipient's family information – married, single, children, interests, hobbies, church, clubs, etc.
5. The Club Endorsement is an opportunity for a strongly-worded statement from the club as to why the recipient is deserving of further recognition. Recipients of the club Service to Mankind Award should be honored by appropriate awards presentations at banquets or other special functions arranged by the Sertoma club.

A plaque for each recipient may be purchased by the club through the Sertoma merchandise program. Please provide the recipient's name, club name, club president's name and date of presentation.

Rev. 03/08

EFFECTIVE 07/01/06 THRU' 06/30/09

CLUB SERTOMAN OF THE YEAR AWARD

PURPOSE: Recognize outstanding Sertoman for exceptional contributions to the club and in the spirit of service to mankind.

Award: Individual receives plaque and/or pin.

Furnished By: Club – sent only if ordered. Club will be billed.

Awarded To: Individual.

Awarded By: Club.

Application Deadline: Club entry must be postmarked to District Governor by December 1.

Eligibility: Any Sertoman.

Process:

- Club president appoints committee.
- Committee solicits club candidates and conducts club judging.
- Committee prepares club entry (limited to 1,000 words) and mails to District Governor by December 1 for District judging.

Rev. 03/09

EFFECTIVE 07/01/09 THRU' 06/30/12

DISTRICT SERTOMAN OF THE YEAR AWARD

PURPOSE: Recognize outstanding Sertoman from among club recipients.

Award: Individual receives plaque and/or pin. Club receives banner medallion.

Furnished By: District – sent only if ordered through Sertoma Headquarters; District is billed.

Awarded To: Individual.

Awarded By: District.

Application Deadline: Must be postmarked to District Governor by December 1.

Eligibility: Club Sertoman of the Year Award recipient.

Process:

- Governor appoints District judges (non-Sertomans if possible).
- The Governor forwards the entries to District judges. The judges will use the judging criteria established in the Sertoman of the Year Entry Format.
- Deadline for announcing the District recipient is determined by the District Governor.
- District recipients must be submitted to the Sertoma Director postmarked by January 15.

Rev. 03/09

EFFECTIVE 07/01/09 THRU' 06/30/12

REGIONAL SERTOMAN OF THE YEAR AWARD

PURPOSE: Recognize outstanding Sertoman from among District recipients.

Award: Individual receives plaque and/or pin. Club receives banner medallion.

Furnished By: Banner medallion furnished by Sertoma –sent to Sertoma Director. Plaque and/or pin furnished by Region (include in Regional Convention budget) – plaque and/or pin sent only if ordered.

Awarded To: Individual – plaque and/or pin. Club – banner medallion.

Awarded By: Region.

Application Deadline: Must be postmarked to Sertoma Director by January 15.

Eligibility: District Sertoman of the Year Award recipients.

Process:

- Sertoma Director appoints Regional judges (non-Sertomans if possible).
- The Sertoma Director forwards the entries to Regional judges. The judges will use the judging criteria established in the Sertoman of the Year Entry Format.
- Announce Regional recipient and present plaque at Regional Convention.
- Regional recipients must be postmarked to Sertoma Headquarters by March 15.

Rev. 03/09

EFFECTIVE 07/01/09 THRU 06/30/12

NATIONAL SERTOMAN OF THE YEAR AWARD

PURPOSE: Recognize outstanding Sertoman from among Regional recipients.

Award: Individual receives plaque and pin. Club receives banner medallion.

Furnished By: Sertoma – plaque, pin and medallion presented at Annual Sertoma Convention.

Awarded To: Individual – plaque and pin. Club – banner medallion.

Awarded By: Sertoma.

Application Deadline: Must be postmarked to Sertoma Headquarters by March 15.

Eligibility: Regional Sertoman of the Year Award recipients.

Judges: Chairman of the Board; the two most recent Past Presidents and two members of the Sertoma Board appointed by the Sertoma President will serve as judges. The Chairman of the Board will serve as Chair of the Judging Committee.

Process:

Sertoma Headquarters will forward entries received by March 15 to the judges. The judges will use the Judge's Sheet outlining the criteria established in the Sertoman of the Year Entry Format to rank the entries.

Presentation of the Sertoman of the Year Award will be made by the Sertoma President at the Annual Sertoma Convention.

Sertoma judging will take place during the period of April 1 through May 1.

Rev. 03/09

EFFECTIVE 07/01/09 THRU 06/30/12

SERTOMAN OF THE YEAR AWARD

Entry Format

The Sertoman of the Year Award is the top recognition award that a club can give to one of its members. The award should be based on the member's lifetime contributions to Sertoma and the community.

Areas to consider include:

- Club activities.
- Leadership.
- Personal involvement in community activities.
- Other noteworthy activities.
- Family and business activities.

ENTRY FORMAT

The title page must include:

- Name of the award.
- Name, location, contact name of your Sertoma club.
- Name of Sertoman (as it should appear on plaque).

Remaining pages of the entry should include:

- Description of the activities listed above.
- Summary and statement of why the recipient is deserving of recognition.
- Entry shall be limited to 1,000 words.

Do not include videos, tapes, exhibits, newspaper clippings or attachments, as they will not be considered in the judging.

A plaque for the club recipient may be purchased by the club through the Sertoma merchandise program. Specify the recipient's name, club name and date, when ordering the plaque.

NOTE: The following criteria will be used to judge the Sertoman of the Year all levels:

1. Members recruited.
2. Club office(s) held.
3. Contributions to the club, such as Leadership, (including all committee and board work). Publicity, etc. (all listed in order of priority).
4. Contributions to community service, other than Sertoma Service (listed in order of priority).
5. Contributions to the District Leadership Conference, PAC, District Meeting or Regional Convention (attendance or committee work, for example).
6. Any individual Sertoma awards earned.
7. Other activities in which this Sertoman has been involved during the past to earn special recognition.

****Applicant's employment activities are not considered community Service****

A Sertoman can receive the National Sertoman of the Year Award only once. Division Officers, such as Governors and Directors, and elected or appointed Sertoma Board members selected as club or District Sertoman of the Year cannot be recognized beyond the District level during the year(s) they hold office.

Rev. 03/09

EFFECTIVE 07/01/09 THRU' 06/30/12

DISTINGUISHED DISTRICT GOVERNOR AWARD

PURPOSE: To recognize successful District Governors for effective leadership achievements for the District's members and for Sertoma-

Award: Governor is presented Distinguished District Governor pin at appropriate function, after the fiscal year's end.

Furnished by: **Sertoma**

Award to: **District** Governor.

Awarded by: **Sertoma**

Time Period: Fiscal year just completed. Form 198: Distinguished District Governor Award postmarked no later than July 10th following fiscal year-end.

Eligibility: District Governor.

Requirements: Use Form 198: Distinguished District Governor Award. Must achieve all of the following goals:

1. Attend the Sertoma Leadership Training (SLT)
2. Conduct four quarterly PAC meetings with club presidents and delegates within the District. If a club does not participate in PAC, then two official visits in the form of club meetings or official club functions must be made. All reports must be filed at Sertoma Headquarters within two weeks of meetings.
3. Visit all clubs in person at least twice during the fiscal year. One visit will be the Governor's Official Visit to the club or club's board meeting, second visit may be any type of Sertoma function. File all reports within two weeks of each visit. This requirement may be modified if club(s) is more than 200 miles from the Governor.
4. Communicate 12 times with each club in the District. Of these, nine may be fulfilled by publishing a District newsletter, sending copies (email or otherwise) to each club, your Regional Director and Sertoma Headquarters. The remainder of the contacts can be in the form of telephone calls or e-mails.
5. Participate in the Mid-Year Planning Conference and attend the Regional Convention.
6. Appoint a cabinet appropriate for the District.
7. Hold a growth seminar within the District in conjunction with DLC, FDC or other Sertoma training opportunity.
8. Achieve a net gain in District membership.
9. Personally recruit at least one new member. Must not be dual member.
10. Be a donor to the Sertoma Annual Fund.
11. Achieve one of the following:
 - A. At least one New Club Development Project earn a Provisional Charter or Charter within the District.
 - B. REBOC or REBAC at least one club within the District
 - C. Have a net gain of at least 25 new members in the District. Dual members do not count as new members.
12. Submit all reports as listed on Form 198: Distinguished District Governor Award by dates noted on each form.
13. Form 198: Distinguished District Governor Award must be verified by Sertoma Headquarters.

Rev. 12/08

EFFECTIVE 07/01/09 THRU' 06/30/12

SERTOMA FORMS SCHEDULE

Every club in the organization is required to handle a certain amount of paperwork. However, in the past few years, Sertoma has dramatically cut back on forms.

It is the secretary's responsibility to complete the reports, but it is important that the president and secretary work together in ensuring that all of the pertinent data has been secured and is provided as requested. Although the secretary completes the forms, the president is responsible for making sure that they are filed in a timely fashion.

In this section, you will find the official report forms that are generated from Sertoma Headquarters. The official forms can be copied as necessary. Should additional materials or forms be required, check the Member Services section of the Sertoma Web site, www.sertoma.org.

<u>Form</u>	<u>Due Date</u>	<u>Send To</u>
Form 115: Membership Information	When change occurs *Must be received by noon the last business day of the quarter to reflect on Dues Invoice.	Sertoma Headquarters
Form 116: Quarterly Activities Report	1 st quarter - October 10 2 nd quarter - January 10 3 rd quarter - April 10 4 th quarter - July 10	Sertoma Headquarters Sertoma Director District Governor (send to all each quarter)
Form 117: Quarterly Dues Statement	1 st quarter - July 10 2 nd quarter - October 10 3 rd quarter - January 10 4 th quarter - April 10	Sertoma Director District Governor
Form 130: Club Officer Reporting Form	April 10 - or any time club information changes	Sertoma Headquarters Sertoma Director District Governor (send to all as necessary)
Form 280: Club President's Goal Sheet		

Rev. 03/08

FORM 115: MEMBERSHIP INFORMATION (Add/Delete/Change)

This form is used to report membership adds, deletions and changes to Sertoma Headquarters.

Forward to Sertoma as necessary, prior to the end of the quarter.

FAX: (816) 333-4320

Or mail to: Sertoma
1912 East Meyer Blvd.
Kansas City, MO 64132

Or email to infosetoma@sertomahq.org

Or changes may be made online at www.sertoma.org

All changes received before noon on the last business day of the quarter will be reflected on the following Dues Invoice.

No adjustments to a Dues Invoice are allowable after the billing process has been run.



Membership Information Form

Club #: _____ Club Name: _____

District: _____ Region: _____

Signature of individual completing form: _____ Date: _____

Please select one of the following:

- Add Member
 - Life Member
 - Corporate Member
 - New Member
 - Rejoining Club
 - Transfer Member

- Delete Member
 - Deceased
 - Moved
 - Non-Payment of Dues
 - Other _____

- Change Member Information
Member ID# _____

Dr. Mr. Mrs. Ms. Miss _____ Nickname _____

Preferred Mailing Address: Home Work

Old Information

Street Address _____

City, State, Zip _____

Home Phone _____

E-Mail Address _____

Employer _____

Job Title _____

Work Address _____

City, State, Zip _____

Work Phone _____

Work Fax _____

Date of Birth ____/____/____ Spouse _____

New Member Signature: _____ Date: ____/____/____

Date approved by Membership Committee: ____/____/____ Secretary: _____

Recruited By: _____ ID#: _____

Use this form to Add Members, Delete Members or make Membership Changes. Do not send money with this form. The club will be billed for the \$20.00 processing fee. Membership becomes effective as of the date entered at Sertoma Headquarters. Send by Mail, Fax or E-mail.

Distribution
Sertoma Headquarters and one copy retained by club.

FORM 116: QUARTERLY ACTIVITIES REPORT

Report club sponsorships, fundraising and volunteer hours for the quarter.

Distribute as indicated on the form, by the dates indicated.

FAX: (816) 333-4320

Or mail to: Sertoma
 1912 East Meyer Blvd.
 Kansas City, MO 64132



Quarterly Activities Report

Club #: _____ Club Name: _____

District: _____ Region: _____

Signature of individual completing form: _____ Date: _____

Deadline: Due postmarked no later than the 10th of the month following the end of the quarter.

QUARTER BEING REPORTED: 1st Qtr 2nd Qtr 3rd Qtr 4th Qtr

Note: If your club needs more room, make copies of this form or attach a separate sheet.

Freedom & Democracy/National Heritage

Other

Service to Mankind

Speech & Hearing

Youth

Gross Dollars Raised _____

Net Dollars Raised _____

Total Dollars Raised _____

Total Hours Volunteered _____

Reporting Period mm/dd/yyyy _____

(Please enter the last day of the quarter you are reporting)

Please refer to the Sertoma Web site, "Login", "Member Services", "National Volunteers and Club Officers Directory" for addresses of your District Governor and Director. For 1st, 2nd and 3rd quarter, remit to **current** officer. For 4th quarter, remit to **incoming** officer. It is not necessary to wait for your invoice from Sertoma Headquarters to submit this form. Do not send Region or District dues to Sertoma Headquarters.

Distribution

Sertoma Headquarters, Director with Region dues and Form 117: Quarterly Dues Statement;
District Governor with District dues and Form 117: Quarterly Dues Statement; one copy retained by club.

FORM 117: QUARTERLY DUES STATEMENT

Include this form when remitting dues to District Governor and Sertoma Director.

It is not necessary to send this form to Sertoma Headquarters.



Quarterly Dues Statement

District/Region

Club #: _____ Club Name: _____

District: _____ Region: _____

Signature of individual completing form: _____ Date: _____

Deadline: Due postmarked no later than the 10th of the month following the end of the quarter.

QUARTER BEING REMITTED: (Check One) 1st Qtr 2nd Qtr 3rd Qtr 4th Qtr

Remit for number of members as of the last day of the quarter. This statement should accompany Form 116: Quarterly Activities Report.

1. District Dues _____ Members @ \$ _____ each = Total \$ _____ ... Check # _____
(Check payable to the District and mailed to District Governor)

2. Region Dues _____ Members @ \$ _____ each = Total \$ _____ ... Check # _____
(Check payable to the Region and mailed to International Director)

Contact District Governor for the amount of District and Region Dues.
Headquarters does not have records of District and Region dues

For 1st, 2nd and 3rd quarter, remit to **current** officer. For 4th quarter, remit to **incoming** officer.

It is not necessary to wait for your invoice from Headquarters to submit this form. Do not send Region dues, District dues or Form 117: Quarterly Dues Statement to Headquarters.

Distribution

Director with Region dues and Form 116: Quarterly Activities Report; District Governor with District dues and Form 116: Quarterly Activities Report; one copy retained by club.

FORM 130: CLUB OFFICER REPORTING FORM

Form is due to District Governor, Sertoma Director and Sertoma Headquarters by April 10, following club elections of new officers.

FAX: (816) 333-4320

Or mail to: Sertoma
 1912 East Meyer Blvd.
 Kansas City, MO 64132

This form is also used to report any changes affecting club officers or meeting information. If a change occurs during the administrative year, use a copy of this form to report the information to the distribution list. Any change should be reported immediately to ensure continuing communication with your club.



Club Officer Reporting Form

Club #: _____ Club Name: _____

District: _____ Region: _____

Signature of individual completing form: _____ Date: _____

Deadline: Due by April 10th following club elections, or anytime there is a change in officers or a change in meeting time/location.

Club Mailing Address: This is to be used only if the club has one address all correspondence is to be mailed to, such as a P.O. Box. If used mail will not go to the officer address listed.

Street Address _____

City: _____ State or Province: _____ Zip or Postal Code: _____

Change Effective *Start of next fiscal year (July 1)*
 Immediately

President

Last Name: _____ First Name: _____ MI: _____

Street Address: _____

City: _____ State or Province: _____ Zip or Postal Code: _____

Residence Phone: _____ Business Phone: _____

Fax: _____ E-mail: _____

Secretary

Last Name: _____ First Name: _____ MI: _____

Street Address: _____

City: _____ State or Province: _____ Zip or Postal Code: _____

Residence Phone: _____ Business Phone: _____

Fax: _____ E-mail: _____

Treasurer

Last Name: _____ First Name: _____ MI: _____

Street Address: _____

City: _____ State or Province: _____ Zip or Postal Code: _____

Residence Phone: _____ Business Phone: _____

Fax: _____ E-mail: _____

Club Meeting Location: _____ Day: _____ Time: _____

City: _____ State or Province: _____ Zip or Postal Code: _____

Club Web Site: _____

Distribution
Sertoma Headquarters, Director, District Governor and one copy retained by club.

FORM 280: CLUB PRESIDENT'S GOAL SHEET

Club president completes at District Leadership Conference and returns to the District Governor.



Club President's Goal Sheet

Club #: _____ Club Name: _____

District: _____ Region: _____

Signature of individual completing form: _____ Date: _____

Deadline: Established by District Governor.

Awards

		YES	NO
CLUB AWARDS PROGRAM:	Sertoma Circle of Excellence Award	<input type="checkbox"/>	<input type="checkbox"/>
	Sertoma Mission Award	<input type="checkbox"/>	<input type="checkbox"/>
	Sertoma Member Services Award	<input type="checkbox"/>	<input type="checkbox"/>
	Sertoma Market Development Award	<input type="checkbox"/>	<input type="checkbox"/>
INDIVIDUAL AWARDS PROGRAM:	Our club members are participating in the GEM Award program	<input type="checkbox"/>	<input type="checkbox"/>
	Our club members are participating in the Mentor Award program	<input type="checkbox"/>	<input type="checkbox"/>
	Our club members are participating in the Individual Awards program	<input type="checkbox"/>	<input type="checkbox"/>
	How many members will receive the following this year? Service _____ Leadership _____ Tenure _____		

Growth

Presidential Growth Incentive: Club will add _____ new members this year.		
Members participate in the Presidential Growth Incentive Program?	<input type="checkbox"/>	<input type="checkbox"/>
New Club Development Activity	<input type="checkbox"/>	<input type="checkbox"/>
If yes, where is the Activity being organized: _____		
New Club Ambassador's name: _____		

Sponsorships

Club is participating in our National Hearing Health programs through:	YES	NO
SAFE Ears!	<input type="checkbox"/>	<input type="checkbox"/>
Scholarships	<input type="checkbox"/>	<input type="checkbox"/>
Adopt-An-Agency Program	<input type="checkbox"/>	<input type="checkbox"/>
S.H.A.R.P.	<input type="checkbox"/>	<input type="checkbox"/>
Club is 100% participant in the Annual Fund	<input type="checkbox"/>	<input type="checkbox"/>
Club is building a Serteen Club:	<input type="checkbox"/>	<input type="checkbox"/>
Where? _____		
Club is building a Collegiate Club:	<input type="checkbox"/>	<input type="checkbox"/>
Where? _____		

Club participates in the National Heritage/Freedom & Democracy program through (Please describe, essay contest, poster contest, etc): _____

Our club's number one sponsorship: _____

List of other sponsrships or service projects: _____

Distribution
District Governor and one copy retained by club.

SERTOMA, INC.
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Sertoma, Inc.

Bylaws

(approved March, 2008)

(replaces both SI and SF Constitutions)

ARTICLE I – NAME

The name of the organization shall be Sertoma, Inc. (Sertoma) and is the legal successor of Sertoma International and the Sertoma Foundation.

ARTICLE II – STATE OF INCORPORATION

Sertoma shall be incorporated in the State of Missouri.

ARTICLE III – PURPOSE

- A. Sertoma is organized exclusively for charitable, religious, educational or scientific purposes, including, for such purposes, the making of distributions to organizations that qualify as exempt organizations under section 501(c)(3) of the Internal Revenue Code, or corresponding section of any future federal tax code.
- B. No part of the net earnings of the organization shall inure to the benefit of, or be distributable to its members, trustees, officers or other private persons, except that the organization shall be authorized and empowered to pay reasonable compensation for services rendered and to make payments and distributions in furtherance of the purposes set forth in the purpose clause hereof. No substantial part of the activities of the organization shall be the carrying on of propaganda, or otherwise attempting to influence legislation, and the organization shall not participate in, or intervene in (including the publishing or distribution of statements) any political campaign on behalf of any candidate for public office. Notwithstanding any other provision of this document, the organization shall not carry on any other activities not permitted to be carried on (a) by an organization exempt from federal income tax under section 501(c)(3) of the Internal Revenue Code, or corresponding section of any future federal tax code, or (b) by an organization, contributions to which are deductible under section 170(c)(2) of the Internal Revenue Code, or corresponding section of any future tax code.
- C. Upon the dissolution of the organization, assets shall be distributed for one or more exempt purposes within the meaning of section 501(c)(3) of the Internal Revenue Code, or corresponding section of any future federal tax code, or shall be distributed to the federal government, or to a state or local government, for a public purpose. Any such assets not disposed of shall be disposed of pursuant to the laws of the State of Missouri for such charitable purposes as they were organized and operated.

ARTICLE IV – POWERS

Sertoma shall have the power to:

- A. Manage, administer and regulate the affairs, property and funds of Sertoma.
- B. Establish, administer, regulate and manage divisions, through which members are supported for achieving the purposes of Sertoma.

- C. Charter, grant and regulate Sertoma membership for achieving the purpose of Sertoma and as established in the Policy Statements:
 - 1. Establish the standards for chartering Sertoma Clubs and regulations for maintaining a club's continued existence within Sertoma.
 - 2. Establish the qualifications for becoming and remaining an individual member.
 - 3. Establish all other membership classifications and the regulations of each classification.

ARTICLE V – MEMBERSHIP

A. Individual Members

- 1. Defined:
 - a. Member: Individuals may become and remain members of Sertoma upon payment of annual dues as shall be determined by a vote of the members as defined in these Bylaws.
 - b. Life Member: Individuals may become and remain Life Members of Sertoma upon meeting the requirements and paying the required Life Member fee as established by the Board of Directors.
 - i. Life Members of Sertoma International shall retain all their privileges and rights in Sertoma.
 - c. Good Standing: To be in good standing individual members must be current on all financial obligations to Sertoma and their Sertoma Club, and the requirements of membership.
- 2. Requirements:
 - a. Sertoma shall not discriminate against any person because of race, color, religion, gender, national origin, political affiliation, sexual orientation, or disability.
 - b. Members shall agree to abide by the Policy and Procedure Statements of Sertoma as established by the Board of Directors.
 - c. All individual members must also be members of a Sertoma Club in good standing.
- 3. Privileges:
 - a. All individual members who are a member of a Sertoma Club in good standing have the privilege of the floor at the Annual Meeting or Conventions and, as defined in the Policy Statements, may present resolutions through approved procedures.
 - b. All individual members as defined in this Article, who are a member of a Sertoma Club in good standing shall be entitled to vote as prescribed in the Policy Statements.
 - c. There shall be no vote by proxy nor cumulative voting.

B. Club Members

- 1. Defined:
 - a. Community organizations of individual Sertoma members may become and remain club members of Sertoma upon payment of annual dues and fees as determined by a vote of the members.

- b. Good Standing: To be in good standing club members must be current on all financial obligations to Sertoma and the requirements of membership.
- 2. Requirements:
 - a. Each Sertoma Club must be established and or recognized by Sertoma and hold a current Charter and adhere to all requirements therein.
- 3. Privileges:
 - a. Each Sertoma Club in good standing shall be entitled to one authorized club representative at the Annual Meeting or a special Convention as prescribed in the Policy Statements.
 - b. Each authorized representative present at any session of the convention shall be entitled to vote on any questions submitted at such session. There shall be no vote by proxy nor cumulative voting.
 - c. The authorized representative of a Sertoma Club in good standing shall have the privilege of the floor at the Annual Meeting or Conventions and as defined in the Policy Statements may present resolutions through approved procedures.
- C. Nonvoting Members:
 - 1. The Board shall have the authority to establish and manage classifications of nonvoting members.

ARTICLE VI – DUES AND FEES

A. Membership Dues:

- 1. Each individual and club member shall pay annual dues to Sertoma in an amount recommended by the Sertoma Board of Directors and approved by two-thirds (2/3) vote of the voting membership as defined in the Policy Statements.
 - a. Current dues for individual as of July 1, 2008 are \$60 per year, and for clubs as of July 1, 2008 are \$175 per year. As adopted March 14, 2008.
- 2. All other membership classifications designated in these Bylaws shall pay the dues or fees specified in the Policy Statements.
- 3. Dues shall be paid at the time and in the manner prescribed in the Policy Statements.
- 4. Individual and club members situated in countries other than the United States of America, will pay dues in U.S. dollars based on current exchange rates at time of billing, unless otherwise authorized by the Board of Directors.

B. Fees

- 1. The Board of Directors of Sertoma shall set such other fees as may be necessary to serve the best interests of individual and club members, to include the purchase of liability insurance and other such necessary administrative items or services.
- 2. Individual and club members will pay fees for appropriate and approved services provided through divisions or other assigned and/or elected national volunteers as defined in the Policy Statements.

ARTICLE VII – GOVERNANCE

A. Board of Directors

1. Power and Authority:
 - a. The Board shall have full authority to interpret the Bylaws, and such interpretation shall be final and binding. However, it is the unqualified right of members at any subsequent Annual Meeting to overrule by resolution any construction or interpretation of the Bylaws by the Board of Directors.
 - b. The Board of Directors shall be the policy-making body of Sertoma. The Board shall have full authority to establish, construe and interpret the Policy and Procedure Statements of Sertoma, and such interpretations shall be final and binding providing the Policy and Procedure Statements and the interpretations thereof do not conflict with any provision of these Bylaws. This authority is subject to an action of the members as follows:
 - i. An action of the Board may be rescinded by resolution passed by no less than two-thirds (2/3) of the members and authorized club representatives present and voting at the Annual Meeting of Sertoma, provided, that the resolution does not conflict with these Bylaws.
 - ii. All other resolutions shall be deemed to be advisory in nature to the Board of Directors.
 - c. Excluding the Executive Director, no Board members shall receive compensation for their service.
2. How Constituted:
 - a. The Board of Directors shall consist of the President, the President-Elect, two (2) Vice Presidents, the Treasurer, the Secretary and ten (10) Directors.
 - b. An Executive Director, if hired by the Board of Directors, shall serve in a non-voting capacity as the Secretary on the Board of Directors.
 - c. Board members must be members in good standing of a Sertoma Club in good standing.

B. Officers and Directors

1. Duties and Responsibilities: The duties, powers and responsibilities of the Officers, Directors and Executive Director shall be as prescribed in the Policy Statements.
2. Election: The Officers and Directors will be elected or appointed in the manner prescribed in the Policy Statements.
3. Officers:
 - a. The elected officers of Sertoma shall be a President, President-Elect and two (2) Vice Presidents. The term of each elected officer is one year.
 - b. The appointed officers of Sertoma shall be the Treasurer and Secretary. The term for appointed officers shall be defined in the Policy Statements.
4. Directors:
 - a. Ten Directors shall be elected from the divisions and at-large as defined in the Policy Statements.
 - b. The term for each Director is three (3) years, with a rotation of terms each fiscal year as defined in the Policy Statements.

C. Executive Committee

1. The members of the Executive Committee shall be the elected and appointed officers of the organization.

D. Annual Meeting and Conventions

1. Annual Meetings: There shall be an Annual Meeting of Sertoma which shall be held at a place and at such time as may be determined by the Board of Directors. The place and date of said Annual Meeting shall be determined and publicly announced no less than six (6) months prior thereto.
2. Conventions: Conventions at such places and times to be designated may be called by a majority vote of the Board of Directors as the need requires as defined in the Policy Statements.

ARTICLE VIII – POLICY AND PROCEDURE STATEMENTS

Policy and Procedure Statements not inconsistent with these Bylaws embodying additional provisions for the governing of Sertoma shall be adopted, and may be amended from time to time by a majority vote of the Board of Directors.

ARTICLE IX – SLOGAN

The official slogan of Sertoma shall be “Service To Mankind.”

ARTICLE X - MOTTO

The official motto of Sertoma shall be “Make Life Worthwhile.”

ARTICLE XI - PARLIAMENTARY AUTHORITY

“Robert’s Rules of Order” (revised and/or the latest edition) shall be the parliamentary authority for all matters or procedures not specifically covered by the Bylaws, Policy Statements and Procedure Statements of Sertoma.

ARTICLE XII- AMENDMENTS

These Bylaws may be amended by a two-thirds vote of the members present and voting at the Annual Meeting of Sertoma. The amendment shall become effective the first day of the following fiscal year as determined by the Bylaws.

All proposed amendments shall be filed with the Executive Director of Sertoma not later than the first day of February prior to the date of the Annual Meeting. Such proposed amendments can only be submitted to the authorized representatives by the Board of Directors or an authorized Resolutions Committee as defined in the Policy Statements and consistent with Robert’s Rules of Order.

SERTOMA, INC.
POLICY STATEMENTS
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Sertoma, Inc.
Policy Statements
(Approved March 2008)
(replaces both SI and SF Bylaws)

ARTICLE I MEMBERSHIP

A. Code of Conduct

It is the intent of Sertoma that membership in Sertoma shall satisfy the members' desire for self-improvement while furthering their opportunity for community service in a framework of high ethical standards. It is the intent of Sertoma that members shall subscribe to the Sertoma Code of Conduct.

1. Should any member of Sertoma or entity of Sertoma believe that an entity or member, Officer, Director, or District Governor has violated this provision; the Executive Director should be notified in writing. The Executive Director will conduct a preliminary investigation and notify the Executive Committee to determine what action is to be taken, including revocation of membership.

B. Individual Members

1. General Requirements. Anyone may become a member of Sertoma provided they meet the requirements set forth in the Sertoma Bylaws and Policy Statements.
 - a. Pay an application fee of not less than U.S. \$20
2. Life Member Requirements.
 - a. Must be an individual member of a Sertoma Club (or its predecessor) in good standing for four (4) years before making application for Life Membership in Sertoma.
 - b. Must sponsor two (2) new members into Sertoma (or its predecessor).
 - c. Must be an active member in the club and serve or have served as a club committee chair, director or officer.
 - d. Must maintain membership in a Sertoma Club in good standing to retain active Life Membership status.
 - e. Application and Fee Process.
 - i. Application for Life Membership is submitted to the Executive Director to be approved by the Board of Directors of Sertoma.
 - ii. The Board of Directors shall have full and sole power to revoke a Life Membership.
 - iii. The fee for Life Membership shall be \$1,000.
 - f. The Life Member may make payment in full or elect a payment schedule of:
 - i. \$200 minimum initial payment in year of application.
 - ii. \$200 annual minimum payment during the next four (4) years.
 - iii. The applicant will continue to pay Sertoma dues until the full payment of the Life Member fee has been satisfied.

3. Privilege of Life Membership.
 - a. Every person to whom such a certificate has been issued shall be free from obligations to pay either dues to Sertoma or subscriptions to the Sertoman magazine, either directly or through any Sertoma Club, and the latter shall be free from obligations to collect and remit dues or magazine subscription fees for such person to Sertoma, notwithstanding any provisions of the Bylaws and Policy Statements to the contrary.
 - b. A Life Member belonging to two or more clubs is required to pay international dues in all clubs subsequent to the club of record or purchase another Life Membership for each additional club joined in order to forego payment of international dues in the subsequent clubs.
 - c. Retain Active Life Membership Status. A Life Member must be a member of a Sertoma Club in good standing to retain Active Life Member status.
 - d. Revocation. The Board of Directors of Sertoma shall have full and sole power to revoke a Life Membership, setting forth the charges and giving the Life Member an opportunity to appeal to the Board of Directors.
 - e. Nontransferable. Certificates of Life Membership and rights and privileges appertaining are nontransferable to any other individual.

C. Club Members

1. General Requirements
 - a. The club shall have been organized by a Sertoma Club or by an authorized representative of Sertoma.
 - b. The club shall have accepted and agreed to be bound in all things, not contrary to law, by the Charter Agreement and Bylaws of Sertoma, and amendments which may be made thereto, and shall have promised to faithfully observe the provisions thereof.
 - c. Club officers and directors shall have been elected and their names reported to Sertoma Headquarters.
 - d. Each club shall select a name that shall include the word "Sertoma." Such name shall be selected by the club and approved by the Executive Director. Such club shall not use any other name. In the event any club shall vote to change its name, it shall submit such change in writing to the Executive Director and he/she shall have the authority to grant such change of name, which shall become effective immediately upon his/her notification to the club concerned.
 - e. Amendments to the Constitution or Bylaws of a Sertoma Club shall become effective only upon approval by the Executive Director of Sertoma.
 - f. Charter Date - USA and Canada:
The charter date for a new club shall be the date of the Charter Banquet.
 - g. Chartering Officer - USA and Canada:
International Officers, Directors or District Governors will serve as the official chartering Officer at all Charter Banquets. Whenever the International President is not in attendance at a Charter Banquet, a congratulatory message will be sent to the new club in the President's name by the Executive Director.

- h. Charter Membership - USA and Canada:
 - i. The privilege of becoming a Charter Member in a new club will cease on the charter date.
 - ii. Charter Membership rosters must be postmarked to Sertoma Headquarters not later than ten (10) days following the official charter date of the new club.
- 2. Charter Requirements - USA and Canada (for charters issued prior to October 1, 2007)

A charter may be issued by the Executive Director of Sertoma, under the authority delegated by the Board of Directors, when the prospective club shall have fully complied with the following requirements:

- a. Pay an affiliation fee of U.S. \$375 to Sertoma.
- b. Have not less than twenty-five (25) Charter Members. Charter Members who are Sertomans transferring from another Sertoma Club shall be treated as any other Charter Member, paying the same dues and fees. No more than three (3) of the required initial twenty-five (25) Charter Members may hold dual membership in a current Sertoma Club.
- c. Meet on a regular basis for regular club meetings as set by the club board of directors
- d. Charge an application fee of not less than U.S. \$20.
- e. Adopt the standard club Constitution and Bylaws, as approved by the Executive Director.
- f. Elect officers and directors.
- g. Complete a Permanent Organization Meeting (P.O.M.).
- 3. Charter Requirements - USA and Canada (for charters issued to clubs with build commitment date after October 1, 2007)

- a. Will have met all the standards to earn and/or hold a charter, and have signed the Charter Agreement.
- b. Pay an affiliation fee of U.S. \$375 to Sertoma
- c. Standards to Earn and Hold a Sertoma Club Charter

Standard	To Earn a Charter	To Hold a Charter
Financial (Membership)	15 non-dual members	25 members min., or equivalent ⁽¹⁾
Mission Activity	Complete at least one of the Speech and Hearing Program Activities ⁽²⁾	Complete at least two of the three Speech and Hearing Program Activities, and be a (club) member of the Foundation
Volunteer Development	Club members complete club development training ⁽³⁾	Club sends at least one member to International Training annually (at the International Convention)

(1) Equivalent is currently defined as a gift in the amount of International membership for difference between 25 and number of actual members less than 25.
 (2) Speech and Hearing Program Activities: sponsor an Affiliate, provide an awareness program, support a scholarship.
 (3) Similar to POM and Ambassador provided training-developed and provided by Sertoma.

4. Clubs Not in Good Standing
 - a. Any club that becomes four (4) or more quarters delinquent in payment of obligations to Sertoma or two (2) or more quarters delinquent in required reports to Sertoma or the IRS shall be considered Not in Good Standing.
 - b. Clubs Not in Good Standing will be considered in Breach of Charter, triggering the review process as defined in the Policy and Procedure Statements.
 - c. The Director of Finance/Administration is authorized to make all club financial adjustments up to \$100.

5. Breach of Charter

Failure to comply with the terms of the Charter Agreement or comply with the standard and practices of the governing documents constitutes a breach of the membership agreement. Should a party to the Charter Agreement believe that there has been a breach; the following procedures shall be taken:

- a. Informal Review
 - i. A review of the alleged breach between the Executive Director and/or President of Sertoma with the President or his/her representative of the Sertoma Club. This may be conducted by phone, conference call, mail, email or other electronic means. The purpose of the Informal Review shall be to arrive at a mutually agreeable resolution of the perceived breach.
 - ii. If a mutually agreeable resolution is made, it shall be memorialized in a written memorandum of understanding signed by the parties and it shall be considered a final resolution of the matter. If a mutually agreeable resolution is not made, either party may request a Formal Review.
- b. Formal Review
 - i. A Formal Review is a meeting between the Executive Officers of Sertoma or their designee(s) and the Executive Officers of the Sertoma Club or its designee(s). The party that has alleged a breach of charter will provide a written statement of the nature of the breach with supporting documentation to the other party no more than twenty (20) days following the request for Formal Review.
 - ii. The party who is alleged to be in breach of charter shall have fifteen (15) days from the receipt of the statement of the nature of the breach to provide a written statement of response.
 - iii. Either party may request a more definite statement of the nature of the breach or response and may request that further documents or information be produced. A response to such request shall be provided within ten (10) days of the request.
 - iv. The Formal Review shall be conducted at a date and time mutually agreeable to the parties, but in any event no later than forty-five (45) days following the statement of response. The Formal Review may be conducted at Sertoma Headquarters or at any other mutually agreeable location, or may be conducted by telephone, conference call, mail, email or other electronic means.

- v. The purpose of the Formal Review shall be to arrive at a mutually agreeable resolution of the alleged breach. If a mutually agreeable resolution is made, it shall be memorialized in a written memorandum of understanding signed by the parties and it shall be considered a final resolution of the matter. If a mutually agreeable resolution is not made, a Termination Review shall be conducted.
- c. Termination Review
 - i. A Termination Review is the final action to resolve the alleged breach of charter or recommend the termination of the charter agreement between the parties. The Termination Review shall be conducted by a panel of five (5) Sertoma members appointed by the President of Sertoma. The panel shall have the full authority to either recommend a resolution of the alleged breach that does not result in termination of the charter agreement or, alternatively, recommend the termination of the charter agreement between the parties. The members of the panel shall not be members of the Sertoma Board of Directors or members of any Sertoma Club that is in the same region of the Sertoma Club that is a party to the Termination Review.
 - ii. The Termination Review shall be conducted at Sertoma Headquarters or such other location upon which the parties may agree. The date, time and location of the Termination Review shall be set by the panel appointed by the President and shall be conducted no later than thirty (30) days following the appointment of the panel by the President. Parties shall be given at least ten (10) days advance notice of the date and time of the Termination Review. Parties may appear in person or by telephone, conference call, mail, email or other electronic means.
 - iii. At the conclusion of the Termination Review, the panel shall make its formal recommendation to the Sertoma Board of Directors, by communicating the recommendation to the President of Sertoma.
 - iv. Upon the receipt of the recommendation of the panel, the authority of the panel shall cease. The President shall forthwith communicate the panel's recommendation to the Sertoma Board of Directors. Within fifteen (15) days of the communication of the panel's recommendation to the Board, the President shall convene a special meeting of the Board to act upon said recommendation. The Board shall either adopt the recommendation of the panel or take such other action it deems appropriate. Such action by the Board shall be final and there shall be no further review or appeal, nor shall either party have the authority to file any action in any court concerning the matter.

d. Termination

In the event of termination of the Charter Agreement for Breach of Charter, Sertoma shall have the immediate right to take possession of the club's charitable funds and Sertoma properties. All funds shall be used in a manner that is consistent with the wishes of the donors of said funds and the mission of Sertoma. The former Sertoma Club shall cease use of all Sertoma properties and shall have no further right to the use or benefit of the Sertoma name or insignia.

6. Resignation of Charter.

Any Sertoma Club may resign from Sertoma provided:

- a. All indebtedness of such club to Sertoma, its approved division of which it is a member, shall have been paid, and
- b. The corporation shall have been duly dissolved, upon resolution of resignation adopted and approved by vote of the active membership of such club, which resolution shall be certified by the club Secretary to Sertoma. Such resignation shall become effective when and recorded at Sertoma Headquarters.
- c. By resignation the club surrenders all rights to use the name, emblem and other insignia of Sertoma, will return all such materials, and must transfer any funds remaining in its operating and/or sponsorship account as required by state law. Upon written application of a club, the Board of Directors of Sertoma may reinstate the club to membership in Sertoma under the current requirements of club membership.

D. Non-Voting Member Classifications

1. Honorary Membership.

The Sertoma Board of Directors may designate any person as an Honorary Member of Sertoma for outstanding service or contributions rendered to Sertoma by such person. Honorary members shall be presented with a plaque and a subscription to the Sertoman magazine. This is not, and does not, impact honorary membership in any club.

a. Club Honorary Membership

A Sertoma Club in good standing may elect to Honorary Membership anyone who the club feels is just and deserving of such honor. An Honorary Member shall pay neither admission fee nor annual dues to the club, and shall not be entitled to the privileges of membership.

2. Corporate Membership.

(hold this space for addition of a national corporate membership if defined)

ARTICLE II DUES AND FEES

A. Membership Dues

1. International.

a. Individual Members

- i. As authorized and determined by the Sertoma Bylaws, Sertoma Clubs shall collect and pay the dues of the individual Sertoma members to Sertoma

Headquarters each quarter. Dues are paid in advance for each quarter, based on the club membership on file at Sertoma Headquarters as of noon central time of the last business day of the previous quarter.

- b. Club Members
 - i. Sertoma Clubs will pay dues annually as authorized and determined by the Sertoma Bylaws. Dues are paid in advance for the year as billed the first quarter of each fiscal year.
 - 2. Division Fees.
 - a. As authorized by the Sertoma Bylaws, the members of a division may, within the requirements and limitations adopted by the Sertoma Board of Directors, establish fees to meet the needs of the division and members. Fees are paid in advance for each quarter to the division Treasurer, based on the club membership on file at Sertoma Headquarters as of noon central time of the last business day of the previous quarter.
 - 3. Newly Chartered Clubs.
 - a. Clubs will be billed and liable for all dues as of the first day of the quarter following their charter date.
- B. Assessments and Fees
- 1. Assessments.
 - a. No financial obligations other than dues and fees as provided in the Sertoma Bylaws shall be placed upon the clubs. No assessment shall be requested from any club.
 - 2. Processing Fees.
 - a. Each Sertoma Club shall pay to Sertoma a processing fee for new members in an amount set by the Sertoma Board of Directors.
 - b. This fee shall not apply to transfer members or former members who are added to the club roster of membership as maintained by Sertoma within ninety (90) days after the member is dropped.
 - c. The processing fee shall not be paid for Life Members who become reinstated active members of a Sertoma Club nor shall such fee be payable by clubs situated in countries other than the United States of America authorized by the Board of Directors to pay an annual fee in lieu of per capita dues.

ARTICLE III GOVERNANCE

A. Conflict of Interest

Sertoma staff, elected officers, Directors, and/or appointees are to avoid any conflict of interest or even the appearance of such conflicts.

In order to inspire confidence and ensure the highest integrity of Sertoma performance of fiduciary responsibility, none of the funds of Sertoma should inure at any time to the personal benefit of any Director, elected officer or staff of Sertoma.

In all instances, where Sertoma business or policy decisions could result in direct financial or material benefit to a Board or staff member, the decision or policy in question must be explicitly reviewed by the Board. Persons with disclosed conflict must be absent and non-voting during these specific business or policy decisions.

Intentional failure to disclose conflict of interest situations may be considered by the Board as just cause for removal in accordance with established policy.

Nothing in this statement shall be interpreted as to prohibit Board members, elected officers and staff from giving professional advice on business or policy decisions; nor should this prohibit proper reimbursement for costs related to members' participation, such as hotel and travel expenses approved in accordance with Sertoma Policy.

All currently seated Board Members, appointees, and/or individuals seeking office on the Sertoma Board, are required to read and pledge to uphold the Conflict of Interest Policy.

B. Interim Board of Directors

1. Defined. To accommodate the transition resulting from the merger of Sertoma International and the Sertoma Foundation, the following will be the approved Board structure and process. The decision on which and when positions are affected, will be determined by the Sertoma Board of Directors.
2. 2008-2009 Fiscal Year:
 - a. The Members will vote for two (2) three-year term regionally elected Directors.
 - b. The Board will appoint three (3) at-large Directors from the Foundation Trustees, one (1) for a one-year, one (1) for a two-year, and one (1) for a three-year term.
 - c. The Foundation Board of Trustees will be dissolved, and the new Foundation Program Committee will be established—leadership to be determined by the President, and approved by the Board.
 - d. No changes will be made to the current officer structure.
3. 2009-2010 Fiscal Year:
 - a. The Members will vote for three (3) three-year term regionally elected Directors.
 - b. The Members will vote for one (1) three-year at-large elected Director.
 - c. The Members will vote for a Senior and a Junior Vice President.
 - d. The Board will appoint the Treasurer.
 - e. The Board will extend the expiring two-year term of one (1) director for one year
 - f. The Chairman position will be terminated at the end of this year.
 - g. At that time the transition will be complete and the Board of Directors will be structured and operate as defined in these Policy Statements.

C. Board of Directors

1. Responsibilities.

The Board of Directors shall define the policies and shall have full administrative authority in all matters relating to Sertoma and shall exercise general control and supervision over all officers, divisions and committees of Sertoma, except as otherwise specifically provided in the Sertoma Bylaws. Major policy changes adopted by the Board of Directors shall be published in the official publication promptly following such adoption.

2. Meetings.

a. The Board of Directors shall meet at such places and times, not less than twice annually, as may be determined by action of the Board or at the call of the President, or at the written request of four (4) members of the Board. Written notice shall be sent by the Executive Director to each member of the Board at least twenty (20) days prior to the time of the meeting, giving the time and place of such meeting.

b. Meetings by Telephone.

i. Meetings of the Board of Directors may be held by means of telephone or similar telecommunications equipment by means of which all Directors participating in the meeting can hear each other.

ii. Participating in a meeting by telephone or similar telecommunications equipment shall constitute presence in person at the meeting, except where a Director participates in a meeting for the sole purpose of objecting to the transaction of any business on the ground that the meeting is not lawfully convened or called.

c. Quorum.

A majority of the total membership of the Board of Directors shall constitute a quorum for the transaction of business, except in cases where a larger vote is required by provisions of these Policy Statements.

d. Voting by E-Mail/Mail/Fax/Phone.

The Board of Directors may, between its meetings, transact business by correspondence by voting upon propositions e-mailed/mailed/faxed to Board Members by the Executive Director with the approval of the President.

3. Officers and Directors Duties and Responsibilities.

a. President.

The President shall preside at all meetings of the Board and at the Annual Convention. The President shall exercise general supervision over the work and activities of Sertoma and shall perform such other duties as ordinarily pertain to the office except those which may be delegated to others by the Board of Directors.

b. President-Elect.

The President-Elect shall exercise general supervision over the activities of the Foundation and perform other duties as are assigned by the President and by the Board of Directors. The President-Elect shall preside, in the absence of the President, at any and all meetings where the President would normally preside.

In the event of inability of the President to perform some or all of his/her duties, the President-Elect shall perform such duties and have, in connection therewith, the authority of the President. The President-Elect, upon retiring as such at the end of a fiscal year, shall automatically become President.

- c. Vice Presidents.
 - i. The two Vice Presidents (senior and junior) shall perform such duties as usually pertain to the office or may be assigned by the President or the Board of Directors. In the event of inability of the President-Elect to perform some or all of said duties, the Board of Directors may assign the Senior Vice President to perform such duties and to have, in connection therewith, the authority of the President-Elect.
 - ii. The Senior Vice President, upon retiring as such at the end of a fiscal year, shall automatically become President-Elect.
 - iii. The Junior Vice President, upon retiring as such at the end of a fiscal year, shall automatically become Senior Vice President.
- d. Treasurer.

The Treasurer shall perform such duties as ordinarily pertain to the office or may be prescribed by the Board of Directors, or as provided for herein, and shall give bond, the premium to be paid by Sertoma, in such amount and upon such conditions as from time to time may be required by the Board of Directors.
- e. Director.

The Directors serve as the at-large representatives of the Sertoma members in setting policy and strategic direction for the organization and shall perform all duties related to the policy and fiduciary responsibilities of a not-for-profit Board and other duties as assigned by the President and/or Executive Committee.
- f. Secretary of the Board/Executive Director.

The Board of Directors shall appoint the Executive Director. The Board of Directors shall have the right to change the title of Executive Director and shall have the power to remove any of its appointees. The duties of the Executive Director include the following, as well as those defined in the employment contract:

 - i. Shall be Secretary of the corporation, have custody of and affix the corporate seal of the organization when required, and shall sign all documents issued by Sertoma.
 - ii. Shall be the Executive in charge of Sertoma Headquarters and its several departments, and be responsible for the selection and supervision of the staff, subject to terms of the employment contract and policies as defined by the Board of Directors.
 - iii. Shall give bond for the faithful discharge of his/her duties in a sum with such sureties as are required by the Board of Directors; the premium for same shall be paid by Sertoma.

- iv. When any member(s) of the Sertoma Board insist on action that is in conflict with the Sertoma Constitution, Bylaws, Policy Statements, Procedure Statements or Sertoma Board action, the Executive Director shall not comply and shall immediately notify the Executive Committee.
4. Election of Board.
- a. Officers.
 - i. Junior Vice President shall be elected at the Annual Meeting.
Term of Office.
 - Junior Vice President shall be elected for a term of one (1) year; elections shall be held at the Annual Meeting with election procedures and results to be certified by the Executive Director.
 - ii. The current President-Elect and Vice Presidents will ascend to the next office for a one-year term. Officers shall be installed at such time as determined by the Board of Directors and shall assume the authority of that office upon installation.
 - Each Officer shall serve until his or her successor shall have been elected and assumed authority of that office.
 - iii. The Treasurer shall be appointed by the Board for a term of two (2) years, with the ability to be reappointed for one successive term.
 - The appointee must be a member of Sertoma in good standing and have demonstrated experience skills related to reading and understanding financial statements, investment reports and related information.
 - b. Directors.
 - i. Regionally elected.
One Director shall be elected from each Region. Elections shall be held at the designated Region meeting site for each Board position, election procedures and results to be certified by the Executive Director.
 - ii. At-Large elected.
Three (3) Directors shall be elected at-large. Elections shall be held at the Annual Meeting, with election procedures and results to be certified by the Executive Director.
 - iii. Term of Office.
 - Each Director shall be elected for a term of three (3) years,
 - Directors shall be installed at the Annual Meeting but shall not assume the authority of that office until the first day of the fiscal year for which they are elected.
 - Each Director shall serve until a successor has been elected or appointed and assumed authority of that office.
 - No Director, regardless of how elected, shall have consecutive terms in office, except that an appointive term of no more than one year to fill a vacancy shall not be considered in interpreting this restriction.

- iv. Rotation of Directors.
 - The Board will establish and maintain a rotation policy so no less than three (3), and no more than four (4) positions change annually.
- 5. Removal from Office.
 - a. By the Board.
 - i. For good cause any Officer or Director by a two-thirds (2/3) vote of the membership of the Board of Directors, shall be suspended or removed, provided such Officer or Director shall have been served personally, or by registered mail, with notice identifying the cause for suspension or removal.
 - ii. Said notice shall specify the time, not less than fifteen (15) days after giving said notice, and the place of hearing; and such Officer or Director, may be represented by counsel at the hearing, and the Board of Directors may employ counsel if it is desired.
 - b. By the Members.
 - i. For good cause, a member or members may present a resolution to request a recall for any Officer or Director. Said resolution must be adopted at a Regional Meeting before moving to the floor of the International Annual Meeting.
 - ii. If said resolution is adopted by two-thirds (2/3) of members present and voting at the Annual Meeting, the Officer or Director is recalled, and the office is vacant. Any vacancy created by recall will be filled as defined in Article III, C-6 of these Policy Statements.
- 6. Vacancy in Office.
 - a. President.

In the event of a vacancy in the office of President, the President-Elect shall fill the unexpired term and shall continue to serve as President for the term for which elected. In the event that the office cannot be filled by the President-Elect, the Board of Directors shall appoint from its members a President to fill the unexpired term.
 - b. President-Elect.

In the event of a vacancy in the office of President-Elect, the Senior Vice President shall fill the unexpired term.
 - c. Vice Presidents.
 - i. In the event of a vacancy in the office of the Senior Vice President the Junior Vice President shall fill the unexpired term.
 - ii. In the event of a vacancy in the office of the Junior Vice President, the Board will appoint a member to fill the position until the next election, at which time the members will elect both a Junior and Senior Vice President.
 - d. Treasurer.
 - i. In the event of a vacancy in the Office of Treasurer, the Board of Directors shall appoint a new Treasurer for the completion of the term.

- e. Director.
 - i. Regionally elected
 - In the event of a vacancy in the office of Director, the Governors of the region shall meet, upon call of the President of Sertoma, within a period of thirty (30) days and appoint a Director, such Director to be an active member of a Sertoma Club in good standing in the same region from which the predecessor was elected.
 - In the event the Governors do not act as prescribed by this Section, the Board of Directors of Sertoma shall fill the vacancy by appointing an active member of a Sertoma Club in good standing in the region, who shall serve as aforesaid.
 - ii. At-Large elected
 - The Board of Directors of Sertoma shall fill the vacancy by appointing an active member of a Sertoma Club in good standing.
 - iii. Term of Appointments
 - Such Director shall serve for the remainder of the term of the predecessor, except that if such vacancy occurs within the first year of a three-year term, the Director shall serve only until the time of the next appropriate Annual Meeting, at which time the members shall elect a Director to complete the original term.

D. Committees

1. Executive Committee.

The Executive Committee shall perform such duties and shall exercise authority as delegated by the Board of Directors. Duties and responsibilities include operational stability, organizational coordination, Bylaws, policy, legal issues, and supervision of the Executive Director's management of the organization. The committee will track the status of and progress on planning issues, coordinate the work and input of the other committees and Directors, and as a group provide stewardship of all organizational assets and relationships to provide for long-range and strategic planning.

2. Market Development Committee.

Chaired by the President, the Market Development Committee is responsible for the strategies and activities related to developing new clubs and the related training, assignment and support of volunteers involved in the development efforts. This committee will work in conjunction with the Member Services Committee to support clubs to increase and retain existing individual membership.

3. Finance Committee.

Chaired by the Treasurer, the Finance Committee is responsible for the stewardship of all organizational assets, including the operational budget, all physical and financial assets, evaluating and recommending the management and use of endowed funds, and risk management issues. Additionally, this committee provides supervision of all processes that distribute funds as grants or scholarships.

- Membership of this committee will include at least two (2) Directors as recommended by the President and approved by the Board of Directors. The Director of Finance/Administration, or equivalent position, will serve as staff liaison.
4. Foundation Committee.
Chaired by the President-Elect, the Foundation Committee is responsible for the development activities of Sertoma, including the annual fund; endowment giving; and any special campaigns, stewardship and recognition programs; and all related activities.
 - Membership of this committee requires a minimum contribution to the Foundation programs and will include at least two (2) Directors and individual members as recommended by the President and approved by the Board.
 5. Member Services Committee.
Chaired by the Senior Vice President, the Member Services Committee is responsible for the annual review and evaluation of all training, services and delivery systems, including the District Governors used to support members and provide recommendations as to areas of improvement and resource allocation.
 - Membership of this committee will include Certified Trainers and others as approved by the President and Board of Directors. The Executive Director will assign an appropriate staff liaison.
 6. Mission Activities Committee.
Chaired by the Junior Vice President, the Mission Activities Committee is responsible for the annual review of all Sertoma sponsorships and programs and to recommend to the Board of Directors changes or additions to assure the sponsorship programs are supporting the strategic goals of the organization.
 - Membership of this committee will include other Directors and members as approved by the President and Board of Directors. The Executive Director will assign an appropriate staff liaison.
 7. Special Committees.
The President, with the approval of the Board of Directors, may appoint such Special Committees or Task Forces as may be necessary from time to time. The term of service of such Special Committees shall end with the close of the Sertoma year in which appointed unless approved by the Board of Directors for a specified period or task which exceeds the close of the Sertoma year.

E. Divisions.

1. Definition.

As authorized in the Bylaws, the Board of Directors establishes the following geographical areas to govern and carry out the business of Sertoma:

- a. Region. A division based on membership counts to assure equitable representation of the membership base for the purpose of electing Directors to the Board. Regions shall have not less than fifty (50) active clubs and not less than three thousand (3,000) members. The Board of Directors may consider

exceptions to this rule, but the foregoing is basic to the creation of financially sound regions.

- b. District. A division established to facilitate communication among the individual members and with the Board of Directors to assure strong program and service delivery and to assure member voice and access to the policy- and decision-making of the Board of Directors. Districts shall have not less than eight (8) active clubs and not less than three hundred (300) members. The Board of Directors may consider exceptions to this rule, but the foregoing is basic to the creation of financially sound districts.
 - c. District at Large: A division established to communicate and provide services to individual members and clubs that are not currently assigned to an existing District as determined periodically by the Board of Directors. However, those clubs shall participate in any and all activities in the Region in which they are located
2. Realignment of Divisions.

Any division, or the clubs assigned to a division, may be realigned, combined or altered by the Board of Directors as it deems necessary to carry on or improve the business of Sertoma by majority vote of the Board of Directors.
 3. Name.

Each division, acting through the members that comprise such division, shall select a name, which shall become the official name of the division upon approval by the Executive Director. Such division shall not use any other name. In the event any division acting through its clubs shall vote to change its name, it shall submit such change in writing to the Executive Director for approval. This shall become effective upon notification of approval from Sertoma Headquarters.
 4. Division Volunteer Duties and Responsibilities.
 - a. Requirements

All division volunteers must be active members in good standing of a club in good standing.
 - b. Regions
 - i. Directors Regionally Elected.
 - ii. In addition to those duties assigned to the Director in Article III, C-3-e. the Director shall preside at, and be accountable for the agenda of the Annual Meeting sessions of an assigned Regional Convention.
 - iii. Treasurer.

A Director, if authorized to collect and distribute funds for the region, shall appoint an independent Treasurer. The Director cannot serve as his/her own Treasurer, nor can any member of his/her immediate family. The Treasurer is accountable for reports and procedures as defined by the Board of Directors on the collection, use, expenditure and purpose of all region funds.

c. Districts

i. Governor.

The Governor is the representative of Sertoma in the district under the direction and supervision of the Board of Directors of Sertoma with the duties of furthering the objectives and interests of Sertoma, and supporting the needs of the clubs within the district as defined in the Governor's Manual.

- Elected by the members at the District Meeting.
- Term of office is two (2) years beginning on the first day of the Sertoma fiscal year following the District Meeting where the person was elected.
- The Board may, for good cause, remove a District Governor.
- In the event of a vacancy in the office of the Governor, the Director from the region in which the District is located shall appoint a Governor to fill the unexpired term. The appointee shall be an active member of a club in good standing from the district in which the vacancy exists. The President of Sertoma is empowered to appoint an Acting Governor to serve until such vacancy shall have been filled by the Director.

ii. Treasurer.

A Governor, if authorized to collect and distribute funds for the district, shall appoint an independent Treasurer. The Governor cannot serve as his/her own Treasurer, nor can any member of his/her immediate family. The Treasurer is accountable for reports and procedures as defined by the Board of Directors on the collection, use, expenditure, and purpose of all district funds.

iii. District Cabinet or Committee.

To assist in the effective support of the district, the Governor may create a District Cabinet or Committee to further the objectives of Sertoma. Each member shall be an active member in good standing of a Sertoma Club in good standing in the district.

F. Foreign Divisions, Clubs and Activities

1. Canada - As approved, the Canadian clubs shall form a division and will operate under the structure defined in the mutually approved agreement on file at Sertoma Headquarters.
2. Clubs - Approval of the Board of Directors is required, prior to establishment of each club in any country in which there are less than ten (10) previously approved and operating clubs.
3. Youth Programs - Sertoma Serteen/Collegiate programs are limited to the geographical boundaries of the United States and Canada. Any groups outside these boundaries are considered non-conforming and are not sanctioned or authorized to use any Sertoma logo/name or trademark.

G. Hearing Charities of America

1. Defined. Sertoma established Hearing Charities of America (HCA) to expand Sertoma's mission related to hearing and hearing-related communications disorders.
2. Authority. To hold six (6) voting positions on the Board of Hearing Charities of America as defined in the HCA Bylaws.
3. Appointments.
 - a. Three (3) of the voting positions will be held by the current President-Elect, President and the immediate Past President of Sertoma.
 - b. Three (3) of the voting positions will be appointed by a vote of the Board of Directors as defined in these Policy Statements.
4. Nomination and Appointment to Hearing Charities Board.
 - a. A Nominations Committee appointed by the President of Sertoma consisting of three (3) Sertoma members—at least one who is currently serving on the HCA Board—to evaluate and present candidates for the open position each year.
 - b. The Executive Director or his/her assignee will serve as a member of the committee.
 - c. Candidates will be presented for Sertoma Board approval at the last Board meeting of each fiscal year. A majority vote is required for appointment.
5. Terms.

Each appointment, other than those held by right of office, is for a three- (3) year term. Terms of the three positions are to be staggered so one position rotates each year.

 - a. As controlled by Hearing Charities Bylaws, appointees may serve no more than two (2) consecutive terms.
6. Vacancies.

Any vacancies of the appointed positions will be filled by the same process of nomination and appointment.

 - a. Should a vacancy occur due to a position held by an Officer, the position will be filled by the individual assuming that office as established in the Bylaws and Policies of Sertoma.
7. HCA President.

If in attendance, the HCA President will be recognized and have the privilege of the floor at all Sertoma Board meetings.

H. Meetings

1. Defined.

The Sertoma organization will hold an Annual Meeting of the membership, and such other meetings as required by the Board, to receive, and respond to, reports from the Board, elect leadership and conduct the business of the organization. Such meetings will consist of the meeting held in conjunction with the International Convention in the month immediately preceding or following the

- start of the fiscal year and at the Regional Conventions held between the 15th day of February and the 15th day of April.
2. Standards and Procedures. All meetings will be conducted within the standards and procedures of these Policy Statements, Bylaws and Procedure Statements as officially adopted by the Board of Directors.
 3. Voting and Quorum.
 - a. Voting Privilege.
 - i. Members: Each member of a Sertoma Club in good standing may vote at all meetings.
 - ii. Clubs: Each Sertoma Club in good standing shall be entitled to one vote at all meetings. The member casting the club's vote shall bear a certificate duly authenticated by the President and Secretary of his/her club.
 - iii. Good standing: For voting status, the club of a member must be in good standing as of the first day of the fiscal quarter in which the meeting is held as shown by the record of Sertoma. The members of any club chartered after the first day of the quarter shall be entitled to vote according to the official records of Charter Members at Sertoma Headquarters.
 - b. Voting Limitations. An individual member has only one vote; however, he/she may also cast the vote for his/her club or clubs
 - c. Voting Disclosure. All candidates may, upon request, receive the number of members eligible to vote in any elections from the Chairman of the Elections Committee.
 - d. Quorum.
 - i. Annual Meeting. The quorum shall consist of not less than two hundred (200) eligible voters.
 - ii. Division Meetings. The quorum shall comprise the eligible voters present and representing not less than one-third (1/3) of the total number of clubs in the designated region or district.
 4. Resolutions.
 - a. Presentation.
 - i. Any member in good standing may present a resolution. The member may propose recommendations to the Board of Directors of Sertoma or resolutions relating to matters considered appropriate to the purpose of Sertoma members.
 - ii. Other than salutatory resolutions, all resolutions must be presented in the proper form as defined in these Policy Statements to the appropriate Resolutions Committee. It shall be the duty of the Resolutions Committee to present to the members all such resolutions submitted together with the recommendations of the Committee on each resolution before any debate is allowed.
 - iii. Any resolution that has been properly submitted may not be altered or amended by a member from the floor of the meeting.
 - iv. All resolutions other than salutatory resolutions to be presented to the members assembled at all meetings shall be submitted in writing to the

Executive Director, for consideration by the Resolutions Committee, at least forty-five (45) days before the meeting convenes.

- b. Debate of Resolutions.
 - i. Resolutions shall not be in order until they have been reported out of the Resolutions Committee.
 - ii. Debate may be had on the floor of the Meeting for all resolutions, save such as are known in parliamentary practice as “undebatable,” unless by two-thirds (2/3) vote the Convention decides to dispose of them without debate.
 - iii. No member shall speak in any one session on any one subject longer than three (3) minutes except as provided in the Order of the Day or by majority vote. Debates shall be managed as defined in the Policy and Procedure Statements approved by the Board.
5. Elections
 - a. Date and Time.

The date and hours of the nomination and election of Officers at the Annual Meeting and Directors and Governors at the Regional and District Meetings shall be indicated in the Official Program and shall be subject to change only in accordance with the Rules of the Meeting.
 - b. Procedures.

All nominations and elections shall be conducted by the approved procedures of Sertoma and the most current version of Robert’s Rules of Order.
6. Voting
 - a. Timing of Votes.

No vote shall be taken on any Bylaws Amendment or any other substantive matter, other than salutatory or congratulatory matters, prior to the time designated in the Official Program unless it is a vote for an officer unopposed.
 - b. Type of Votes.
 - i. Elections. Voting for Officers or Representatives shall be by secret ballot, except for a nominee who is unopposed.
 - ii. Resolutions and Motions. Voting for Resolutions and motions can be by secret ballot or from the floor as determined by the Presiding Officer provided it does not conflict with these Policy Statements or Robert’s Rules of Order.
 - iii. There shall be no vote by proxy or by cumulative voting.

ARTICLE IV CONVENTIONS

A. Annual Convention

1. Management. The Board of Directors shall have full supervision of all Conventions and shall approve the official program and order of business in advance of such Convention.
2. Fees.
 - a. The Board of Directors shall establish registration fees to be paid for all persons attending any Convention. No member shall be entitled to vote, as an

individual or as the club representative at the Convention unless and until his/her registration fee has been paid.

- b. The registration fee will be complimentary for current international Officers; Officer spouses; Directors; and all Past International Presidents, and spouses, holding office prior to 2001-2002. Beginning with the 2001-2002 President, the registration fee will remain complimentary for a period of five (5) years after leaving the board.
3. Contracts.
The Executive Director shall be solely authorized for executing all contracts with hotels and other facilities and services involved for the convention site selection. The designated host chairman, host committee or any Sertoma Officer or Director may not commit vendors and/or facilitators under any condition whatsoever, but may serve as advisors to the staff.

B. Division Conventions

1. Registration Fee and Budget.
 - a. A uniform registration fee for the entire Convention shall be paid by all persons attending a Regional Convention. No member shall be entitled to vote, as an individual or as the club representative at the Convention unless and until his/her registration fee has been paid.
 - b. Such proposed fee, together with a budget of proposed expenditures, shall be submitted by the Host Club to the Governors of the Districts in the region(s), and approval shall be obtained by a majority of the combined votes of the District Governors at least one hundred twenty (120) days prior the Convention. Should a majority vote against the proposed fee and budget, the Director shall work with the Host Club toward a revision of the fee and budget that will be acceptable to the District Governors.
 - c. The registration fee approved for the Regional Convention shall be considered to be the registration fee for the District Conventions of that region.
2. Financial Responsibility.
 - a. Financial responsibility for the Regional Convention shall rest entirely with the Host Club.
 - b. The Host Club shall submit a report within 90 days of the close of the convention including the income and expenses of the Convention, mailing copies of the report to the Governors in the region(s) and the Executive Director of Sertoma.

ARTICLE V FINANCIAL ACCOUNTABILITY

A. General

1. Fiscal Year. The fiscal year of Sertoma shall begin on the first day of July of each year commencing on July 1, 2009.
2. Bonds.

- a. The Sertoma Treasurer shall give bond in such amount and upon such conditions as from time to time may be required by, and provided for by, the Board of Directors.
 - b. The elected division representative and Secretary/Treasurer or Treasurer shall give bond in the amount of \$10,000.00.
 - c. The Executive Director of Sertoma shall provide such bond by means of a blanket bond, the premium cost of which shall be prorated among Sertoma and its divisions.
3. Disbursements.
All disbursements for Sertoma and its divisions shall be made by check, with a record showing the payee, the nature of the purchase, expenses paid or services rendered and the amount of payment.
4. Depositories.
- a. Sertoma. The Board of Directors shall approve the depositories of all funds.
 - b. Divisions.
 - i. Each division will annually provide to Sertoma Headquarters a listing of all depositories, including account numbers and signatories.
 - ii. All bank accounts will be opened and operated under the Sertoma Employer Identification Number (EIN) as provided by Sertoma Headquarters.
5. Signing Checks.
The Board of Directors authorizes the Executive Director in his/her judgment as may seem advisable the staff authorized to execute and countersign checks aforesaid, and do and perform such other acts as will carry out the purposes and objects of this Article.

B. Accounting.

1. Sertoma.
 - a. The Executive Director shall install and maintain an efficient system of accounts and, to that end, shall engage competent certified public accountants subject to the approval of the Board of Directors.
 - b. The Executive Director will make all financial records available upon request to the Executive Committee for audit or review, and shall provide as directed by the Treasurer regular reports for the review of the Board of Directors.
2. Divisions.
 - a. If authorized to collect and distribute funds, the Secretary/Treasurer or Treasurer shall keep the accounts, maintaining records of receipts, expenses, and disbursements.
 - b. All records and books shall at all times be open to the inspection of the Governors and any auditors which may be named by a District Convention or the Board of Directors of Sertoma.
 - c. The following quarterly and annual reports shall be provided in the time and manner specified to Sertoma Headquarters. Copies shall be distributed to the

Board of Directors, and the Governors and Secretary of each club in the division:

- i. Bank balance at the beginning and end of the quarter.
- ii. Receipts from the quarter and the year to date as compared to the budget for the same periods.
- iii. Itemized disbursements for the quarter and year to date as compared to budget for the period.

C. Audit

The Board of Directors shall provide for the audit of all books of account by certified public accountants annually and, in its discretion, at more frequent periods.

D. Budget

1. Sertoma.

- a. The Board of Directors shall adopt an annual balanced budget, making appropriations therein for the fiscal year. Each budget shall include a statement of the estimated revenue for the fiscal year and shall specify the purpose and amount of each appropriation.
- b. At any regular meeting of the Board of Directors, the Board may review the budget adopted for the fiscal year and, with the advice of the Finance Committee, make such changes as are necessary, consistent with anticipated revenue for the remainder of the fiscal year.

2. Divisions.

- a. The clubs will adopt an annual balanced budget for the division's estimated income and expenses for the ensuing year.
- b. The budget, as prepared by the Secretary/Treasurer or Treasurer shall be presented to the members by the Director and/or Governors at the Regional Meeting.
- c. A copy of the budget shall be filed by the Secretary/Treasurer or Treasurer with the Executive Director of Sertoma and all clubs in the division, in a manner and form designated by Sertoma Headquarters.

E. Endowment Management and Investment

1. Charitable Funds.

a. Asset Allocation Guidelines:

- i. The fund should be structured as a balanced portfolio, consisting of equity and fixed income securities. The following asset classes and styles are considered to be appropriate for the fund.
- ii. Domestic and International equity – large cap, mid cap and small cap securities. The style within these classes can be growth or value, except in the case of small cap investments that are limited to value style.
- iii. Domestic fixed income – U.S. government/agency, corporate and mortgage-backed securities. Municipal bonds are not appropriate securities for the fund.

- iv. The fund should be well diversified among asset classes and styles in order to maximize return and reduce risk. Fund assets should be allocated in the following ranges.

		Target
Fixed Income	35 - 45 percent	40 percent
Large Cap Equity	30 - 40 percent	35 percent
Mid Cap Equity	4 - 12 percent	8 percent
Small Cap Equity (Value only)	5 - 10 percent	7 percent
International Equity	5 - 15 percent	10 percent

- b. Professional Consultants:
 - i. At the direction of the Board, the Executive Director will hire and evaluate annually an investment management consultant to manage the investments, provide advisory services, including advice on investment objectives and/or allocation, manager search and performance monitoring. The investment advisory committee will review the allocations quarterly to assure compliance. This policy will tolerate interim market conditions that cause the fund's investment in various asset classes to vary from the established allocation. Annually, the Board or its assignee will review the actual weighting of all investments and make recommendations to rebalance the fund if required.
- c. Security Guidelines:
 - i. Equity Investments - The fund may consist of domestic and international common stock and mutual funds. The fund's equity holding should be well-diversified to avoid undue exposure to any single economic sector, industry group or individual security. Equities should be investment grade and listed on the New York Stock or American Stock Exchanges, NASDAQ or traded in the over-the-counter market with the requirement that such stocks have adequate market liquidity relative to the size of the investment. No individual security can have a portfolio allocation that exceeds 5 percent, and no more than 20 percent of the total fund should be invested in one industry.
 - ii. Fixed Income Investments - The fund may consist of U.S. Treasury, government/agency, corporate, mortgage-backed and/or asset-backed securities. The securities should be of investment grade quality overall (as rated by Standard & Poor's, Moody's or Duff & Phelps). Non-investment grade quality securities (junk bonds, etc.) are excluded from consideration in the portfolio. Corporate debt (notes and bonds) can have a portfolio allocation by one issuer not to exceed 5 percent.
 - iii. Short-term Investments - The fund may consist of U.S. government obligations with maturities less than or equal to one (1) year, certificates of deposit, commercial paper, taxable floaters, and other similar instruments with less than one (1) year to maturity and/or money market funds.

- iv. Ineligible Investment Strategies – The fund may not engage in the following investment strategies:
 - Commodity trading
 - Speculative futures/options trading
 - Short selling
 - Use of margin
 - Use of hedge funds
 - Venture capital

Direct investment or private placements

- v. Real Estate – The portfolio may not consist of holdings in real estate. Real estate is defined as direct ownership in raw land or commercial/residential buildings, as well as participation in real estate investment trusts (REIT’s).
- vi. Mutual Funds – Prior to the initial purchase of any fund, documentation must be obtained that reflects: The securities of the fund qualify as acceptable investments according to this policy. A prospectus and due diligence review of the condition of the company has been performed by the investment management consultants.

d. Performance Review Guidelines.

- i. The performance of the fund will be measured against whether it is meeting the return and risk expectations defined by these policies. The purpose of the balanced portfolio is to offset risks inherent in the market, and as such, there will be periods where investment objectives are not met or when specific managers fail to meet their expected performance targets. Although there may exist a temptation to evaluate performance over quarterly periods or one year, these periods are considered too short to accurately determine the performance capability of most managers.
- ii. To accurately evaluate the performance of individual managers, the following measurements should be reviewed:
 - Absolute return over a set period of time (usually 3 to 5 years) return relative to a comparable benchmark,
 - Risk adjusted return relative to that of a comparable benchmark, and
 - Rate of return relative to a peer group.

The following are the benchmarks for the Fund:

Fixed Income	Lehman Bros. Interm. Gov./Corp. Index
Large Cap Equity	Russell 1000
Mid Cap Equity	Russell Mid Cap
Small Cap Equity (value)	Russell 2000 Value
International Equity	MSCI EAFE Index

2. Reserve Funds.

The intent of this policy is to provide guidelines for investing by Sertoma. The primary objective of the investment policy is to provide a reasonable rate of return on investments while minimizing investment risks. This shall be done using an Investment Advisor.

- a. Responsibilities.
 - i. The Finance Committee shall have the responsibility and authority for overseeing the activities of the Director of Finance/Administration in managing Sertoma's investment portfolio and shall be involved in constructing the investment policy.
 - ii. The Director of Finance/Administration shall implement the due diligence process necessary for the selection of investment managers and make recommendations to the Finance Committee for final approval.
 - iii. The investment policy statement shall be reviewed on an annual basis, or more frequently as necessary, by the Finance Committee and approved by the Sertoma Board.
 - iv. The Finance Committee, through the Director of Finance/Administration, shall keep the Advisor informed of all needs for liquidity and expected withdrawals and contributions to the fund.
 - v. The Finance Committee shall direct the Advisor to make changes to the portfolio recommendations and to oversee and approve/disapprove the Advisor's recommendations with regard to policy, guidelines and objectives.
 - vi. Sertoma is required to communicate to the Advisor preferences or unique issues concerning investment policy or manager characteristic.
 - vii. The Finance Committee shall seek the advice of experts in the field of investment if it feels it is beyond its scope of knowledge.
- b. Investment Goals, Objectives and Fund Overview.
 - i. Sertoma's goal is to provide sufficient total return in an attempt to satisfy spending and payout requirements and grow the value of the portfolio at a rate approximating inflation.
 - ii. Sertoma seeks to achieve an average annual return of five (5) to seven (7) percent net of expenses.
 - iii. Sertoma will accept a moderate level of risk in exchange of achieving growth and income over the next ten (10) to fifteen (15) years.
 - iv. An amount equal to 100 percent of the annual fixed operating costs shall be held liquid.
- c. Asset Allocation and Performance Guidelines.
 Asset allocation guidelines and performance review standards will be outlined in the investment policy statement as part of the contract with independent financial counselors.

ARTICLE VI EMBLEMS AND FLAGS OF SERTOMA

A. Emblem.

1. The official emblem of Sertoma is the shield with the Roman fasces and the name Sertoma, as it appears on the official membership pin registered with the U.S. Copyright Office, and adopted by the Board of Directors on June 30, 1979.
2. Other contemporary designs, as developed from time to time, may be used in conjunction with the official emblem or alone as permitted by the Board on promotional gifts, general merchandise or publicity items. The official emblem

shall not be used in or on any item which does not merit the respect of its symbolism.

B. Flag.

1. The official flag of Sertoma is a white field with a large royal blue letter “S” and the name “Sertoma” in the center, as adopted by the Board of Directors on June 25, 1979.

ARTICLE VII PARLIMENTARY ISSUES

A. Authority.

“Robert’s Rules of Order” (revised and/or the latest edition) shall be the parliamentary authority for all matters or procedures not specifically covered by the Bylaws and the Policy Statements of Sertoma.

ARTICLE VIII STANDARDS OF COMPLIANCE

Sertoma is committed to the fiduciary responsibility entrusted to them by contributors. The Board utilizes the Standards in Philanthropy established by the National Charities Information Bureau and the Standards for Charitable Solicitations published by the Council of Better Business Bureaus, or their successors, in the evaluation of its programs and fundraising activities.

ARTICLE IX AMENDMENTS TO POLICY

A. Proposals from the Membership.

1. All proposed changes to the Policy Statements shall be submitted to the Executive Director, who will forward such changes to the Executive Committee.
2. If an individual or committee submits a proposed change of the Policy Statements, that individual or committee may withdraw said proposed change by submitting such a request in writing to the Executive Director.
3. If more than one proposed change of an Article, Section or Subsection is received, the Board of Directors shall have the sole authority to determine which proposal shall be considered.

B. Voting Requirements.

The Policy Statements may be amended at any regular or special meeting of the Board of Directors of Sertoma by majority vote of the Board.

C. Restrictions.

No policy statement acted upon by the Board of Directors shall be submitted for Board consideration for a period of eighteen (18) months after it was originally acted upon.

SERTOMA, INC.
PROCEDURES
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Sertoma, Inc.
Procedure Statements
(approved March 2008)

General Procedures

Authority and Purpose

Authority

These Procedure Statements have been issued by the Board of Directors of Sertoma, pursuant to the authority granted by the Bylaws of Sertoma.

Purpose

These Procedure Statements serve to establish the standards and define the framework within which the Directors, the Executive Director, staff and volunteers will conduct the business of Sertoma.

These policies enable Sertoma to protect its exempt status and assure fair and equal treatment of all donors.

These policies guide the promotion, acceptance, receipt, management, use and disposition of funds to ensure accountability to our constituents and all regulatory agencies.

These policies and all programs and administrative procedures developed within the framework of these policies will comply with the guidelines and standards set forth by the Better Business Bureau Wise Giving Alliance.

Accountability

Accountability for oversight and implementation of these policies is the responsibility of the Executive Director and Sertoma staff. Issues not readily resolved by staff will first be referred to the Executive Committee of the Board of Directors for recommended solution. If issues cannot be resolved at this point, or if a new or amended policy or guideline is warranted, such will be referred to the full Board of Directors.

Ceremonies and Customs

Annual Theme. An annual theme will be developed by the Sertoma Headquarters staff, subject to the approval of the Executive Committee. The theme will be featured at the Sertoma Leadership Training, the International Convention, the District Leadership Conferences, and in various publications throughout the year.

Colors. The official colors of Sertoma are gold, royal blue and black, and any combination thereof may be employed.

Toast to the Nations. At Sertoma Conventions, Charter Banquets and other banquets of

Sertoma, a toast will be made to the nations of Sertoma. The person leading the toast will state:

*“Ladies and Gentlemen, remain standing, raise your water glasses, repeat after and drink with me: ‘A toast to the people of the ‘United States of America’ (drink and pause); ‘A toast to (each nation represented, in alphabetical order, at the event)’ (drink and pause); ‘A toast to the people of all Sertoma nations.’ (drink and pause) Please be seated.” (*The first toast should be to the nation in which the banquet is being held.)*

Banner Medallions. A banner medallion shall be furnished to each club from whose membership an Officer, Director or District Governor is elected. A banner medallion shall be furnished to each club that hosts an International or Regional Convention, except that no host club will be furnished a “Convention Host” medallion until it files any required financial reports.

Flags. The official Sertoma flag and the flag of the nation where the meeting is held should be displayed at all Sertoma functions and meetings (table sets if large ones are not available). Large flags representing all countries where there are Sertoma clubs should be displayed whenever possible.

Sign Language for Sertoma. Be it known throughout all Sertoma nations that the official “Sertoma Sign” for the deaf shall be represented by crossing arms across the chest and uncrossing in an open stance.

Miscellaneous

Membership Lists/Mailing Labels. All or part of the membership lists/ mailing labels of Sertoma may be provided for a reasonable sum to Sertoma Clubs or members. An exception applies to Regional Convention host clubs. The use of said lists shall be limited to the promotion of Sertoma and Sertoma activities. All requests for the purchase of membership lists/ mailing labels must be in writing and must describe the proposed use of said lists.

The Executive Director of Sertoma shall determine whether to honor any and all requests for membership lists/ mailing labels.

Fundraising. Excluding the restrictions noted for Conventions, Sertoma Clubs and members (on behalf of clubs) may solicit other clubs and members for the purposes of supporting official club-sponsored fundraisers. Mailing lists and labels will not be provided or sold by Sertoma for this purpose.

Sertoma Clubs and members may use the Sertoma name and logo in conjunction with official club-sponsored fundraising projects. All such uses shall be in good taste and in keeping with common business and moral standards of the community and of Sertoma.

Use of the Sertoma name or logo on any picture, object, merchandise, book, clothing item, etc., for the purpose of generating profit for any person or entity other than as outlined above and by Sertoma is expressly prohibited.

No Sertoma Club shall solicit funds or participate in any fundraising endeavor without clearly identifying the club's name in conjunction with the project.

Temporary Power of Attorney. The Board has authorized the Sertoma Executive Director to issue a temporary power of attorney in writing to an individual as needed to finalize charitable transactions.

Amendments to the Policy Statements

The Procedure Statements may be amended at any regularly held meeting of the Board of Directors of Sertoma by a majority vote of the members of the Board of Directors.

Revisions to the Procedure Statements of Sertoma become effective at the beginning of the next fiscal year after revisions are approved by the Board of Directors, unless the Board, in its action, specifies another date.

Membership Procedures

Code of Ethics

I affirm my allegiance to God and my country. I believe in the everlasting endurance of my country through law and order.

I believe in Sertoma and its principles of cooperation, friendship and mutual helpfulness.

I pledge myself as follows: To realize that I am a business or professional person ambitious to succeed, but that I am first an ethical person and wish no success that is not founded on the highest justice and morality. To use my greatest endeavor to evaluate the standard of the calling in which I am engaged and to conduct myself in such a way that others may find it wise, profitable and conducive to happiness to follow my example. To understand that one of the greatest assets of the business or professional person is friendship and that true friends demand nothing of one another. To abuse the confidence of friendship is unethical and not in keeping with the principles of true cooperation as adhered to by Sertoma.

Sertoma exists for the high and noble purpose of benefiting mankind at large. True Sertoma spirit is not competitive. All real Sertomans live up to the belief that true cooperation is not confined to the limits of Sertoma, but should extend to the limits of all persons.

The emblem is a badge of true fellowship, assistance and friendship, and will always stand as an ever-present reminder of the great strength of those united, and the frail weakness of the separated. The Roman fasces ever recalls the ancient lesson of the branches which it was impossible to break when bound together, but was easily destroyed when separated. It

is the hope that Sertoma Clubs be bound closely together in the spirit of cooperation, fellowship and good will in Sertoma, that they will be an unbreakable power for good, advancement, helpfulness and strength in every community.

Finally, I believe that the dignity and character of industry can be sustained and improved by Sertoma, to which I fully pledge my support, and will so administer my affairs as to reflect credit on this great organization.

Substance Abuse

Sertoma staff, elected officers, directors and/or appointees shall be subject to removal of office upon conviction of a felony charge involving drugs and other illegal substances.

Campaigns for Directors and Officers

It is the policy of Sertoma that no Director or Officer can make a nominating or seconding speech at the International Convention for any candidate.

Political Issues

There shall be no official stand taken by clubs on political issues or candidates for public office.

Permanent Organization Meeting (P.O.M.) USA and Canada (Prior to Oct 1, 2007)

Sertoma Headquarters shall schedule all P.O.M.s and designate persons, preferably including a Certified Trainer, to conduct them, in consultation with the appropriate Director. Headquarters staff will confirm the date of a P.O.M. upon receipt at Headquarters of at least two (2) BANC Progress Reports, one on each of two separate pre-organizational meetings; and a tentative roster of at least twenty-five (25) bona fide (signed and paid) prospective Charter Members for the new club.

The BANC chairperson shall notify the proposed new club of a confirmed scheduled date only after consultation with Sertoma Headquarters and the Director. The P.O.M. kit will be dispatched to the designated P.O.M. representative after a P.O.M. date has been approved by Sertoma Headquarters. A two-week notice must be given between the time a P.O.M. date is requested from Sertoma Headquarters and the actual P.O.M. At least sixty (60) percent of the bona fide new club members must attend the P.O.M.

Supplies USA and Canada

Newly chartered clubs will receive, at no additional cost, the following items:

- Banner, gong, gavel, charter, table flag set.
- Charter member lapel pins, cards, certificates, badges, decals.
- President's pin, Secretary's pin.
- Officer manuals, constitution and bylaws.
- Five (5) one-year subscriptions to the Sertoman magazine for libraries, Chambers of Commerce, or as they designate.

Charter Requirements – Foreign Clubs

Sertoma is authorized to establish regular Sertoma Clubs in foreign countries under the following condition:

- Approval of the Board of Directors is required, prior to the establishment of such Sertoma clubs in any country in which there are less than ten (10) presently existing clubs.

Club, Member Records and Changes

Honorary Club Members. Sertoma shall not maintain any record of honorary members of a Sertoma Club.

Deleted Club Members. Sertoma shall not maintain any records of deleted members, except inactive Life Members.

New Club Members. Sertoma shall record all new members as they are reported by club secretaries. Processing fees shall be collected as appropriate.

Club Mergers

Upon recommendation of the District Governor of the district in which both clubs are located, the Director may authorize the merger of two or more Sertoma Clubs into a single club, which merger shall become effective upon receipt of written notification to the Executive Director. If the merger creates a new club from one or more clubs, the merger becomes effective upon ratification of a new constitution and bylaws, as required by the bylaws.

Club Disbandment

In the event a Sertoma Club, through one of its officers or members, notifies Sertoma Headquarters that it no longer wishes to continue its affiliation, the following procedures shall be followed:

- Sertoma disbands the club as of the notification date, with a letter sent to the District Governor and a copy sent to the Director.
- When a club disbands the club must first remit from operating funds all monies owed to Sertoma. The club may distribute all remaining funds per state legislative requirements for not-for-profit corporations. Disbanded clubs are not covered under Sertoma liability insurance or considered a tax-exempt entity per IRS regulations.

Governance Procedures

Board Meetings

Meetings. One of the two Board Meetings regularly scheduled for each year shall be held in Kansas City, Missouri; the other meeting to be held at a location as designated by the Board of Directors. Other meetings will be held in such locations as designated by the Board of Directors.

Meeting Attire. All members of the Sertoma Board of Directors are requested to wear appropriate business attire with official blazers to and from the Board members' hotel rooms and the meeting room at Conventions and when officially representing the Board on club or division visits. Business casual and/or Sertoma attire will be appropriate for other meetings.

Agenda. An agenda will be prepared in advance of all Board meetings by the Executive Director/Secretary, and he/she shall give all Board members and committee chairs the opportunity to place items on the agenda. Any agenda item being presented to the full Board for action must first be reviewed by the appropriate committee for consideration and recommendations. The agenda shall be sent by regular first-class mail.

Minutes. The Executive Director/Secretary shall mail minutes of all regular meetings of the Board of Directors and Executive Committee, within thirty (30) days after each meeting, to the members of the Board and District Governors, making such minutes available, at cost, to other Sertomans. The minutes will not be read at Board Meetings, but will be accepted as printed or corrected, as appropriate.

Past International Presidents. All Past International Presidents may receive notice of all regular Board and Executive Committee meetings, agendas and minutes upon request, at no charge.

Officers and Directors

Duties. In addition to the responsibilities of the Directors and Officers as defined in Article III, Section C of the Policy Statements, the Directors and Officers are expected to:

- Attend all meetings of the Board of Directors.
- Attend the International Leadership Training and International Convention.
- Preside at the Regional Convention in that region from which elected.
- Serve on committees or in such capacities as assigned by the Board or President.
- Directors will provide a written report prior to each Board meeting, a summary of progress and problems being addressed by the District Governors of the region the Director represents, based on PAC (President's Advisory Council) reports.
- Serve as the official representative of Sertoma at all Charter Banquets held within the region from which they are elected.

Limits of Authority. When any member of the Sertoma Board of Directors insists on action that is in conflict with the Sertoma Bylaws, Policy Statements or Procedure Statements, or prior Board action, the Executive Director shall not comply with the request and shall immediately notify the members of the Executive Committee.

Lost Pins. Damaged pins of Officers and Directors shall be repaired at Sertoma expense. If such pins are not repairable or if they have been lost, they shall be replaced at the expense of the individual damaging or losing them.

Executive Committee

Authority and Responsibilities. In addition to the functions prescribed in the Policy Statements, the Executive Committee shall:

- Be empowered to make such other decisions on an emergency basis which, in its discretion, require immediate action for the efficient functioning of the organization between meetings of the Board.
- Make any suggestions to the Board of any matter not of an emergency nature and give its recommendations as to action to be taken by the Board.
- Review any matter tabled to the next Board meeting and may give its recommendation as to action to be taken by the Board.
- Review any matter referred to any other committee and in its discretion make its recommendation to that committee. If any recommendation is made, such recommendation shall be included in the report of the committee to which the recommendation is made at the next meeting of the Board.

Meetings. The Executive Committee shall hold official meetings as may be called by the President or majority of members as set forth in the Policy Statements, Article III, Section C.

Each member of the Board shall receive written notice, including an agenda, ten (10) days before any official meeting of the Executive Committee is held, except in an emergency as set forth in the Policy Statements, Article III, Section C, in which case each member shall be notified by telephone as to the location of such meeting, its time and date, and the emergency matter or matters to be the subject of such meeting.

Nominations and Elections

Standards and Authority. The standards and authority for all nominations and elections within Sertoma are defined in Article III of the Policy Statements and where not in conflict with these Policies, the most recent edition of “Robert’s Rules of Order.”

Procedures and Administration. All elections processes, including nominations, credentialing and balloting, will be administered according to the most recently approved Sertoma Election Procedural Manual.

Divisions – USA and Canada

Changing. Before requesting a change in division boundaries, the creation of a new division, or required changes in division boundaries, the involved parties should ensure that: The involved parties should obtain, where possible, the consent of the clubs involved in creating or changing division boundaries. The Board of Directors has final authority on all division matters.

Banners. New division banners required as the result of a division changing its name will be paid for by the new division. Sertoma will pay for any new division banners required as the result of the creation or change of a division made at the direction of Sertoma.

Divisions – Foreign

See division files for current operations agreement with Canadian members.

Convention Procedures

General

Ceremonial Procedures.

- The official Sertoma flag and the flag of the nation where the meeting is held will be displayed at Regional Conventions. Convention planners are encouraged to display large flags representing all countries where there are Sertoma Clubs. If possible, a formal “presentation of colors” will be made at the opening session.
- The presiding officer will convene the Convention by stating “by virtue of the authority vested in me by the Bylaws of Sertoma, I call this Convention to order.”
- At the closing banquet, a formal toast will be made to the nations, after the invocation and prior to the meal.

Transfer of Registration Fees. Any registration fee, paid in advance by an authorized club representative to any official Convention of Sertoma, may be transferred to an alternate authorized club representative at the direction of such person.

Fundraising.

- There shall be no solicitation of funds at Regional or District Conventions for the purpose of advancing the candidacy of any person for elective office unless the candidate is from the division involved. No fundraising will take place at or during general business or meal functions of the Convention except those authorized by and in support of Sertoma.
- No club or person may sell raffle tickets or conduct drawings, or by any other means raise funds for local sponsorships or for any other purpose at any Convention, except as noted in bullet above.
- Host clubs may solicit the donation of door prizes.
- Merchandise sales at International Conventions by members or clubs are prohibited.

International Convention

Registration Fees.

- Establishing Fees. Based on the recommendation of the Executive Director, the Executive Committee shall annually set a Convention registration fee subject to the

approval of the Board of Directors. Tickets for some single events may be purchased apart from the registration fee.

- **Registration Fee Requirement.** Only individuals and/or club representatives who pay the official registration fee (or receive complimentary registration) will receive a badge and be eligible to be certified to vote.
- **Complimentary Registrations.** The package registration fees will be complimentary for all Past International Presidents, their spouses, as defined in the Policy Statements Article IV A-2, current international Officers, their spouses, and current Directors. Registration fees will be structured to cover the actual cost to the organization of the estimated number of complimentary registrations.

Convention Program. The Official Convention Program will be formulated by the Executive Director, subject to approval by the Executive Committee and the Board of Directors.

Convention Badges. Recognition will be given to Convention attendees as to how many Conventions each has attended, by having a special area printed on the Convention badge for recognition purposes.

Open Houses. No open houses or hospitality hours shall be scheduled during business sessions or when official Convention events are scheduled.

Fred J. Kuehne Award. A Fred J. Kuehne Award Program will be held for Sertomans attending their first International Convention. The rules for the Fred J. Kuehne Award will be determined by the Board of Directors.

International Service to Mankind Award Recipient. At each International Convention, the recipient of the current year's International Service to Mankind Award shall be suitably recognized.

Division Conventions

Visiting Officer. The President will, subject to the approval of the Executive Committee, and subject to limitations of the budget, schedule an Officer to represent Sertoma at each of the Regional Conventions. Sertoma shall pay only the transportation costs for the Officer's spouse, and all other expenditures specified in Travel Policy of these Procedure Statements for Sertoma Officers assigned to attend Regional Conventions.

- Any incidental travel or meal expense incurred by an international Officer at a Regional Convention, and which is not reimbursed by the region, will be reimbursed by Sertoma as defined in Travel Policy of these Statements.

Service to Mankind Award. It is required that Regions include in their Convention budgets reimbursements to the Regional Service to Mankind Award recipient for room, meals and travel expenses.

Promotion Lists. Sertoma Headquarters will furnish a set of mailing labels of all Sertoma members within each region to the host club or clubs.

Program Procedures

International Leadership Training

Participants. Those persons entitled to attend the International Leadership Training (ILT) at Sertoma expense include the Officers, Directors, District Governors, and such other persons as shall be designated to participate in the training by the Executive Committee.

Program and Curriculum. The purpose of this section is to promote continuity and consistent improvement in the content of the program. The staff will be responsible for developing the program each year and shall also select the ILT site, based upon economic considerations, for approval by the Executive Committee. The President-Elect will select what he or she would like to be emphasized in the program and so notify the Executive Director by the first day of November.

Expenses. Sertoma will provide round-trip economy airfare for approved participants. Use of personal automobile, in lieu of economy airfare, may be reimbursed at the prevailing rate permitted by the Internal Revenue Service, but will not exceed the cost of economy airfare or cheapest airfare available. All other expenses, except those provided in the ILT budget and as defined in Travel Policy of these Procedure Statements, will be the responsibility of the participants and/or their division. Complimentary suites for any Officer will be provided only as available.

Certified Trainer Program

Purpose. The purpose of the Sertoma Certified Trainer (CT) Program is to develop Sertoma members by coordinated, targeted, quality training by Sertoma volunteers utilizing the curriculum and materials provided or approved by Sertoma.

Control of the Program. Supervisory control of the Certified Trainer Program is vested in the Executive Director of Sertoma.

Certified Trainer Advisory Committee. The Certified Trainer Advisory Committee (CTAC) is an advisory body for the Certified Trainer Program. The purpose of the committee is to evaluate trainers and training; recommend policy/procedures parameters; review training of and continuing education for Certified Trainers; and support development and maintenance of training materials and methods.

- **Membership.** The CTAC shall consist of six (6) Certified Trainers. The Executive Director or a designated Sertoma staff member shall also serve as a liaison to the CTAC. Appointments to the CTAC will be recommended by the Member Services Committee and approved by the Board of Directors.
- **Term.** CTAC members shall serve for a three- (3) year term. They may be reappointed to the CTAC after being off the CTAC for one (1) full year.
- **Chairperson.** The CTAC shall elect annually from its members a chairperson, with no individual serving more than two (2) consecutive years as chair.

Certification and Retention Requirements. Applications for the Certified Trainer Program. Applications for entry into the Certified Trainer Program may be made by any Sertoma Club member in good standing. The application shall be on a form furnished by Sertoma Headquarters. Applications shall be transmitted to the Executive Director. A copy of each application received shall be sent to the members of the CTAC for review. The CTAC chairperson shall advise the Executive Director of the committee's recommendation, with final determination made by the Member Services Committee within the allowance of the budget and organizational need.

- Certified Trainer Training. Successful applicants for entry into the program will be provided with specialized, advanced training, as recommended by the CTAC and approved with the budget and directed by the Executive Director or his or her assignee.
- Continuing Education for Certified Trainers. Advanced training techniques, materials and procedures should be provided to Certified Trainers within the limits of the budget and resources.
- Retention of Certified Trainer Status. The CTAC shall recommend requirements for retention of the Certified Trainer designation, including but not limited to amount of training provided, continuing education, evaluation by other Certified Trainers and elected Sertoma leaders, and other factors as deemed important. Procedures for evaluation, discharge from the program, re-certification and additional training are to be administered by Headquarters staff.

Travel and Training Assignments. With notification to the Executive Director, a Certified Trainer may schedule all travel and training assignments within the region in which the Certified Trainer is located, and for those assignments for which no financial reimbursement is requested from Sertoma. All travel or training assignments outside of the region in which the Certified Trainer is located, and those assignments which involve costs in which Sertoma will participate, require specific prior approval of the Executive Director. Reimbursements for trainers are defined in Travel Policy of these Procedure Statements. Such appointments will normally be of the nearest appropriate trainer. Appointments of CTs will be made in consultation with the Chairperson of the CTAC and for ILT, the President-Elect.

Political Activities by Certified Trainers. To protect the credibility of the Certified Trainer Program and to maintain a respected status in the Sertoma organization, Certified Trainers are expected to avoid public political activity in all Sertoma elections while acting in an official CT training capacity.

Awards and Incentives (to be updated based on work of Awards Task Force)

Responsibilities for Administering the Incentives and Recognition Program. The Directors will be responsible for submitting a list of all district, region and club award recipients to Sertoma Headquarters. Each award notification must be postmarked by the date established by the Board in the award guidelines. The staff will administer all Sertoma

awards, including Service to Mankind, Sertoman of the Year, and any other awards so designated by the President.

Award Adjustment Guidelines. (for award year ending June 30 2008)

- a. Application for Adjustments. Any Sertoman, Sertoma Club or Division, upon good cause shown, may apply for adjustment of any award in the following manner: Requests for adjustments of awards shall be directed in writing to the District Governor, or in the case of a region, the Director under whose term the majority of the award period in question falls, stating clearly the reasons for requesting such adjustments. Such requests shall either be approved or disapproved. The reasons for approval or disapproval by a District Governor will be sent in writing to the Director under whose term the majority of the award period in question falls, who shall approve or disapprove the request in writing.
 - i) For adjustments for items other than late reports, the Director shall forward the request and all related documents to the President under whose term the majority of the award period in question falls. The President shall approve or disapprove the request and notify the Director of his or her decision.
 - ii) Agreement between the Director and the President shall be considered a final ruling, placing the matter back into the hands of the requesting party, which may appeal to the Board through the appeals process described herein. In either case, the Director shall immediately notify the individual or club of the decision of the Director and President.
 - iii) No requests for awards adjustments shall be considered after the expiration of the Sertoma fiscal year immediately following the awards year in question.
- b. Appeal of Awards Adjustment.
 - i) Any Sertoman, Sertoma Club or Division may appeal, in writing, to the Board for a final ruling on a request for an award adjustment that is denied.
 - ii) Such requests, and the written approval or disapproval of the District Governor, Director or President, shall be forwarded by Sertoma Club or Division so as to reach the Executive Director not less than thirty (30) days prior to the meeting of the Board of Directors at which such action is requested.
 - iii) Appeal requests will be reviewed by the Member Services Committee, which will make a recommendation to the Board of Directors to either support or not support the appeal. The vote of the Board is final and binding on all parties.
2. Award Presentations. The official policy of Sertoma is to present all Honor Club and International awards at the International Convention, with all other awards being sent to the Director or District Governor for presentation to the club or recipient, as appropriate.

Foundation/Development Procedures

Definitions

Book Value - The total of gifts credited toward the endowment, a Center of Excellence, or a specific fund.

Market Value - The total of gifts credited toward the endowment, a Center of Excellence, or a specific fund including changes resulting from investment and distribution activity.

Center of Excellence - Predetermined categories of programs established within the Endowment of Sertoma to define distribution parameters for restricted and designated gifts.

Official Representatives - Those individuals elected by the membership, or appointed by the Board of Directors, staff or affiliated organizations to represent Sertoma. The Director of Development will maintain a current record of all Official Representatives.

Recipient Organizations - Recognized 501(c)(3) organizations that receive distributions from the endowment.

Named Fund - A recognition program that provides donors the opportunity to name an endowment fund based on a specific level of giving.

Advised Named Fund - An endowment fund established by an individual donor who in recognition of establishing the fund at a specific level has the privilege annually to recommend recipients of available distributions. The Board of Directors makes final distribution decisions. Distributions are limited to 501(c)(3) charities.

Invested Named Fund - An endowment fund established by an organization that in recognition of establishing the fund at a specific level has the privilege annually to direct the available distributions. Distributions are limited to 501(c)(3) charities.

Membership Gift - The annual membership will be considered a gift and, as appropriate, attributed to a donor's total giving to the annual campaign.

Annual Campaign - An annual effort to provide financial support for the current operating budget or otherwise as approved by the Board of Directors of either Sertoma or a designated affiliated organization. Use can be unrestricted, restricted or designated.

Endowment Gifts - Gifts given to provide permanent income through earnings on a protected principal. Based on conditions of the original gift, use can be either donor or Board-designated.

- Unrestricted Gifts – Use of the earnings from these gifts is designated by the Board within the guidelines established by the budget.
- Restricted (Center of Excellence Gifts) – Earnings from these gifts are restricted for use within a specific functional area as determined by the Board or the appropriate affiliated organization. The Board determines Centers of Excellence.
- Designated (includes all gifts to Invested and Advised Funds) – Use of the earnings from these gifts are designated by the original donor or their assignee, and may only be used for that specific purpose. All designations are subject to approval by the Board of Directors.

Annual Gifts – Gifts given in support of annual operations, programs and services provided for or supported by Sertoma.

- Unrestricted Gift – Gifts used in the best interest of Sertoma. The Board and Executive Director direct the use of these gifts through the annual budget.
- Restricted Gift – Gifts with preferred area of use specified by the donor. Designated use determined by the Board or the Executive Director.
- Designated Gift – Funds donated for a specific purpose or use agreed upon by the donor and Sertoma.

General

Mission. Sertoma will only accept gifts that are consistent with the advancement of its mission.

Ethics. All giving programs will be conducted in accordance with high standards at all levels; including a competent staff, engagement of qualified counsel, and adherence to all applicable federal and state governmental regulations. Sertoma and all authorized to solicit or accept gifts subscribe to the Code of Ethical Principles and Standards of Professional Practice of the Association of Fundraising Professionals and the National Committee on Planned Giving.

Authority. No individual, affiliated or recipient organization will solicit funds in the name of, or on behalf of, Sertoma unless authorized to do so by the Board of Directors, the Executive Director or their designee.

Clearance. The Executive Director or their designee must approve all solicitations in advance.

Acceptance. Designated gifts in excess of \$25,000 may be received by the Executive Director or their designee; however, only the Board of Directors or the Executive Committee can officially accept these gifts. A majority vote of the executive committee is required to accept these types of gifts. Non-endowment gifts under \$25,000 can be

accepted by the Executive Director or the Director of Development. Exceptions may be granted for pre-approved projects or funds.

Restricted gifts, grants or planned gift instruments restricted to current Centers of Excellence or the current budget may be received by any current official representative of Sertoma. The Executive Director, Director of Development or their designee can officially accept these gifts.

Unrestricted Gifts of any value can be received and accepted by any official representative of Sertoma.

All gifts of personal or real property, and planned gift instruments will be accepted only after review and recommendation of the Executive Director, Director of Development and approval of the Board as described within the Planned Giving and Gift Formats section of these Procedure Statements.

Gift Formats. Sertoma approves acceptance of the following gift formats. See Gift Formats Section for detail:

- Cash, securities or other cash equivalents;
- Gifts by will or from revocable trusts;
- Gifts of life insurance;
- Gifts through charitable lead trusts;
- Gifts with charitable remainder interests which would include: charitable gift annuities and deferred payment annuities; charitable remainder unitrusts and annuity trusts;
- Gifts of undivided interests in property, including residences and farms, with or without a life interest;
- Gifts of qualified retirement plans;
- Gifts of personal property or other assets such as works of art.

Pass-Through Gifts. Sertoma does accept pass-through gifts designated for its affiliated organizations. All gifts are subject to the approval of the Executive Director or the Executive Committee as defined in these policies.

Promises to Give. The Executive Director, Director of Development or their assignees may solicit promises to give on behalf of Sertoma. These promises to give will be recorded in the accounting records according to the guidelines established by Financial Accounting Standards Board Statements 116 and 117. All promises to give must be submitted in writing to Sertoma. Promises to give may not exceed five (5) years in duration. Any donor requesting a promise to give greater than five (5) years in duration must have approval from the Sertoma Treasurer and Executive Director prior to being accepted. Promises to give of this type must have written documentation as to the reasons pertaining to the extended length. Once approved, notice will be given to the Board of Directors. All promises to give that have exceeded their duration or have not made payment in three (3) years will be

written off by the Director of Finance/Administration with notice to the Sertoma Treasurer and Executive Director.

Gift Value. No individual in the employ of Sertoma will confirm the value of a gift, other than gifts of cash or readily marketable securities.

Administrative and Overhead Costs. All designated funds and gifts will include allowance for administrative and overhead costs associated with management and distribution of those funds or gifts.

Recognition and Stewardship

Quid Pro Quo. It is the policy of Sertoma that all recognition and stewardship programs are structured as to not create a “quid pro quo” contribution as defined by the IRS.

Annual Gifts. All non-campaign related gifts will be credited toward the donor’s total giving for annual recognition. Recognition will be provided in the Annual Report of Sertoma, at the International and Regional Conventions of the affiliated organizations, and as otherwise defined by the annual development plan.

Accumulated Giving. Sertoma authorizes the establishment of a recognition society, the Life Patrons, to provide stewardship and recognition for the accumulated lifetime giving of its donors. The members of the society will receive recognition in the Annual Report of Sertoma, at the International and Regional Conventions, and as otherwise defined by the annual development plan.

Planned Gifts. Sertoma authorizes the establishment of a recognition society to provide continued stewardship and recognition of individuals who make planned gifts. Individuals will be given membership in the society by notifying Sertoma in writing that they have made a planned gift with Sertoma as beneficiary. The members of the society will receive an annual report on the status and impact of the planned giving program as well as an update on the endowment of Sertoma.

At the time a gift is made, donors must indicate their desire to be anonymous, or their willingness to have their name published. Public announcements or other publicity concerning gifts not indicated as anonymous, are the prerogative of Sertoma. Donors or members of a deceased donor’s immediate family will be consulted, and their approval will be sought, before gifts are made public.

Campaign Recognition. The Board of Directors reserves the right to establish special recognition programs for gifts made through an endowment or capital campaign. Such recognition programs will be defined in the campaign plan and will be limited to those gifts given specifically to that campaign.

Named Endowments. In recognition of a gift of \$25,000 or more to the endowment, the donor may name the fund. Donors also have the privilege to designate a gift's purpose within the guidelines established for advised or invested funds in the endowment management section of these Procedure Statements. All naming opportunities require the approval of the Board or its assigned committee prior to acceptance of the gift.

Stewardship of Endowment. The Annual Report of Sertoma will include a report on the endowment, which will include the following:

- Current book value of the endowment by Center of Excellence
- Total of new gifts to the fund during the past fiscal year
- Changes in value of fund due to investment activities for the past fiscal year
- Current market value
- Proceeds distributed for the past fiscal year
- Impact statement on the use of distributed funds

In addition, donors who have established a named endowment will receive annually an individual report, which will include the following:

- Current book value of the fund
- New gifts to the fund during the past fiscal year
- Changes due to investment activities for the past fiscal year
- Current market value
- Proceeds distributed for the past fiscal year

Planned Giving

Purpose of the program. The Planned Giving Program offers gift opportunities for donors who want to provide philanthropic support to Sertoma through financial or estate planning. The planned giving program will assist donors by informing them of philanthropic techniques that are best suited to achieving their objectives while providing a positive benefit to Sertoma.

Donor objectives include, but are not limited to, the following:

- Offering donors the opportunity to retain life income from their capital while making revocable and irrevocable commitments to Sertoma.
- Enabling donors to make significant gifts during life that might not have been possible without income retention.
- Allowing donors to provide benefits for family and other desired beneficiaries.
- Encouraging estate planning and the preparation and maintenance of up-to-date wills.
- Ensuring donors achieve full realization of the positive tax consequences of their generosity.

Responsibilities and Authorities. Any gift that does not meet the requirements of these policies must be reviewed and approved by the Major and Planned Gifts Committee before acceptance. In the event a gift is accepted that legally obligates Sertoma, the President and

the Executive Director are the only authorized signatories. The Board of Directors reserves the right to decline any bequest or gift if it is determined that the gift is not in the best interest of Sertoma or the donor.

Planned Gifts Value. The value of planned gifts will be determined by the prevailing legal or national standard of practice. The board can count gifts internally as expectancies and may elect to disclose these values in the footnotes of the audited financial statement.

Legal Counsel. Donors will be advised to seek their own counsel (including tax advisors) in all aspects of a proposed gift. Legal counsel will be used by Sertoma as determined by the Executive Director, the Director of Development, or the Major and Planned Gifts Committee.

Separate Directors. When a gift format requires a trustee, donors are encouraged to use their bank or another trustee of their choice. Sertoma shall not act as trustee.

Ethical Practices. In addition to the Principles and Standards of the Association of Fundraising Professionals, all individuals authorized to solicit or accept planned gifts for Sertoma will subscribe to the standards of practice defined by the National Committee on Planned Giving.

These standards include, but are not limited to:

- The Executive Director, Director of Development or their assignee will represent themselves as development professionals only and not as a legal, financial or tax advisors. A disclaimer on any written proposal will advise the donor the proposal be reviewed by their own financial or legal counsel.
- The Planned Giving Program is donor-oriented. In all matters involving donors or donor prospects, their needs are a primary consideration in that no agreement, charitable trust, or other commitment shall be urged upon a donor at the expense of their better interest, even if this results in a smaller gift or no gift.
- No planned gift will be accepted that has potential negative financial implications for Sertoma.
- Donor requests for anonymity are always honored. Exceptions to this confidence will be when Sertoma is required by law to make information available to the Internal Revenue Service and other federal and state agencies.

Memorial Gifts

Memorial gifts are designated or undesignated contributions given in memory or honor of someone.

- Unrestricted Gift. Gifts made are to be deposited immediately into the Service to Mankind (General Purpose) Fund located within the Endowment Centers of Excellence.

- Restricted Gift. Gifts restricted to a Center of Excellence specified by the donor. Designated use determined by the Board of Directors or the Executive Director.
- Designated Gift. Funds donated for a specific purpose or use agreed upon by the donor and Sertoma.

Gift Formats

Cash and Securities. The Executive Director, Director of Development or their assignees may solicit gifts of cash and intangible personal property including stocks and bonds traded on the open market. Other securities such as closely held stock, zero-coupon bonds, and commercial paper may be accepted only upon review of their marketability. No such gift shall be accepted that requires a financial commitment or risk from Sertoma. Gifts of intangible personal property will normally be sold immediately. However, Sertoma retains the right to decide if and when any security should be sold.

Wills and Revocable Trusts. The Executive Director, Director of Development or their assignees may solicit estate gifts through wills or revocable trusts. Sertoma will encourage donors to inform the development office of the existence of such provisions. No member of Sertoma's staff shall draft or prepare the will or testamentary letter of a donor. Estate gifts may consist of cash or specific assets such as trusts, securities or other cash equivalents as well as gifts of personal property or real estate. These gifts can be given as a set amount of money, a percentage of the estate, a remainder of the estate, or a contingency gift.

Qualified Retirement Plans. The Executive Director, Director of Development or their assignees may solicit gifts from qualified retirement plans. The organization can be named as beneficiary to eligible retirement and supplemental retirement plans. Donors should be encouraged to consider this method of giving to obviate double taxation (taxation on income to the decedent as well as applicable estate taxes).

Gifts of Life Insurance. The Executive Director, Director of Development or their assignees may solicit gifts of life insurance. Donors can make gifts of life insurance by (1) purchasing new policies and naming Sertoma as owner and beneficiary, (2) by assigning ownership and beneficiary rights of existing policies to Sertoma, or (3) naming Sertoma only as beneficiary.

As owner of any policy, Sertoma will pay any premiums due if the donor makes a gift in like amount to Sertoma. In the event that the donor decides not to make a gift of the premium amount to Sertoma or pay the premiums directly, Sertoma may decide to make such payments or to discontinue payments.

Approved types include whole life, universal life by its numerous trade names, and variable life. Ownership by Sertoma of straight term insurance is not approved. However, the donor may designate Sertoma as a beneficiary on term insurance.

Gift Annuities. The Executive Director, Director of Development or their assignees may solicit gift annuities. The gift annuity agreement provides a gift to the organization in

exchange for a designated income for life and a tax benefit to the donor. The income amount is determined from the “Uniform Gift Annuity Rates” adopted by the American Council on Gift Annuities. Sertoma will follow these rates unless the Planned Giving Committee approves an exception. Use of these gifts will be restricted to supporting the income agreement until the death of the donor.

The Executive Director, Director of Development or their assignees will prepare illustrations and proposals that demonstrate the income and impact of a gift annuity. It is recommended that gift annuities will be a minimum of \$10,000.

Charitable Lead Trusts. The Executive Director, Director of Development or their assignees may solicit gifts in the form of charitable lead trusts. The lead trust first makes payments to Sertoma and then passes its assets back to the donor or others selected by that individual after a specific period. Donors can make additional contributions to lead unitrusts.

Lead trust agreements will be governed by the following:

- The recommended minimum amount for a lead trust shall be \$300,000.
- The trust term will be specified by a number of years or by the life of one or more named individuals who are living when the trust is created. The minimum term shall be five (5) years.
- Income payments to Sertoma may be through either an annuity trust or unitrust instrument.
- Donors and beneficiaries may be any age.
- The lead trust can be created by will or lifetime trust agreements.

Charitable Remainder Annuity Trusts and Unitrusts. The Executive Director, Director of Development or their assignees may solicit gifts of charitable remainder annuity trust and unitrust agreements. The charitable remainder trust provides a donor the ability to transfer property to the organization and receive an annual income from the value of the trust. This benefit continues for the life of the donor or the joint lives of two (2) donors, or for a period not to exceed twenty (20) years.

An annuity trust pays the beneficiary a fixed percentage (no less than 5 percent) of the initial fair market value. Initial value is fixed at the time the trust is established. If, in any year, the income is insufficient to cover the annual payments, the difference shall be paid from the principal.

A unitrust pays the beneficiary a fixed percentage (not less than 5 percent) of the fair market value of the trust determined annually. By law, a unitrust cannot have more than a fifty (50) percent maximum payout and not less than a ten (10) percent charitable remainder. If, in any year, the income is insufficient to cover the annual payments, the difference shall be paid from the principal.

Remainder trust agreements will be governed by the following:

- Management fees must be paid from trust principal unless prevented by specific nature of trust agreement, such as net income trusts.
- No trust shall be established for less than a five- (5) percent payout or more than a ten- (10) percent payout, without approval of the Planned Giving Committee.
- The recommended minimum amount for establishing a remainder trust shall be \$100,000.

Gifts of Real Estate. The Executive Director, Director of Development or their assignees may solicit gifts of unencumbered real estate. Gifts of real estate are accepted **only** with the approval of the Executive Committee of the Board of Directors.

Gifts of real estate will be governed by the following:

- A minimum gift of \$50,000 is required.
- Gifts of real estate shall be irrevocable.
- Such gifts will be accepted with the understanding that the real estate can be sold immediately with proper notification to the Internal Revenue Service, via Form 8282.
- No restrictions on the future use of the property may be placed by the donor.
- A Phase I Environmental Site Assessment will be made prior to the acceptance of real estate. A Phase II Environmental Site Assessment may be required based on the findings of Phase I. These assessments are the responsibility of the donor.
- Donor must provide clear title.
- Real estate gifts shall be valued at the fair market value. The donor and the organization will provide qualified appraisals of the property. If the two appraisals vary significantly, then a third appraisal should be sought. Where a sale is imminent and the donor agrees, an appraisal separate from the sale is not required. The sale price will document the value.
- Written agreements for gifts of real estate must include provisions for payment of expenses including, but not limited to, finder's, broker's and realtor's fees, taxes and assessments, insurance and cost of maintenance.

Gifts of Residence or Farm with a Retained Life Estate.

Gifts of real estate in the form of a residence or farm can include a retained life estate.

Retained life estate gifts will also be governed by the following:

- Life estates will be limited to two (2) beneficiaries.
- Donors may continue to reside in or farm such property, or may lease the property, provided such lease shall be a year-to-year lease.
- The donor is responsible for maintenance, taxes, etc. as he/she maintains a "life estate" in the property.
- If the property is sold during the period of the life estate, proceeds of the sale will be divided between the donor and the organization based upon the value of the life estate interest at the time of the sale.

Personal Property. The Executive Director, Director of Development or their assignees may solicit gifts of tangible personal property. Such gifts might consist of collections, paintings and other personal property, not including real estate. Sertoma reserves the right to refuse gifts that do not directly further the mission of Sertoma. The donor will be informed that Sertoma policy is to sell such gifts unless they serve a function for Sertoma or are to be used to enhance the aesthetic environment of Sertoma Headquarters.

The donor will be made aware that the gift must be put to a use “related to” the exempt mission of Sertoma in order to receive a tax deduction for the full fair market value. Otherwise, the tax deduction is limited to the property’s basis (cost) or fair market value, whichever is less.

The donor will be informed that a qualified appraisal is required to claim a tax deduction for a gift of one or more similar items with an aggregate value of \$5,000 or more. Also, IRS Form 8283 must be completed by the donor and attached to the donor’s tax return when claiming a deduction.

Charitable Funds Endowment

Endowment funds are assets that provide support in perpetuity. The endowment funds are invested, and a portion of the investment return provides support for approved programs and services.

A donor’s gift to the endowment is considered pure endowment. The Board of Directors can designate funds as endowment. These funds, known as board-designated funds, are treated as endowed until the Board changes its designation.

Centers of Excellence.

The endowment is structured into Centers of Excellence to give donors the opportunity to designate their funds area of interest.

- Sertoma Youth
- Sertoma Growth and Leadership Development
- Sertoma Freedom and Democracy
- Sertoma Communicative Disorders
- Service to Mankind (General Purpose)
- Sertoma Headquarters (Facility Support)
- Donor Advised and Named Endowment Funds

Term Limited Endowments.

The endowment does accept, with Board approval, term-limited endowments. Term-limited endowments are defined as funds that are treated as pure endowments for a specific amount of time.

Donor Advised Funds.

With approval of the Board of Directors, individuals and tax-exempt organizations may establish a Donor Advised Fund with a minimum gift of \$25,000. Donors have the privilege of annually recommending to the Board recipient organizations and the amounts of each distribution. The Board makes the final determination as to the timing of all distributions. These funds are not endowed, and the donor controls decisions related to the use of the book value of the fund.

Inactive Donor Advised Funds (those funds that have not qualified by reaching a gift value of \$25,000 or have failed to maintain the required minimum balance) will be treated as a portion of the general endowment of Sertoma until such time as the appropriate value is established.

Named Endowment Funds.

With approval of the Board, individuals and tax-exempt organizations may establish a named endowment fund with a minimum gift of \$25,000. Donors have the privilege of determining recipient organizations for the proceeds available from the fund. The Board makes the final determination as to the timing and amount of all distributions. Named Endowment Funds that have not reached a gift value of \$25,000 will be treated as a portion of the general endowment of Sertoma until such time as the appropriate value is established.

Investment Objectives and Spending Rates.

The permanent nature of endowment funds creates a challenging objective—maintenance of the purchasing power of endowment assets in perpetuity. Asset allocation and spending policies are established with a long-term perspective in order for the endowment to maintain its purchasing power. This objective can only be accomplished by linking the investment objectives with its spending policy. Spending at levels that are inconsistent with investment returns will either diminish or enhance future endowment levels. In summary, the objective is to preserve the real purchasing power of the endowment by seeking long-term returns, which either match or exceed the spending rate plus inflation and the cost of investment management.

The general policy shall be to diversify investments within both equity and fixed-income securities so as to provide a balance that will enhance total return while avoiding undue risk concentration in any single asset class or investment category. The goal is growth with income in an approximate 60 percent equity/40 percent fixed-income allocation.

It is the policy of Sertoma to annually distribute a percentage of the trailing three-year average of the endowment's total asset value, as valued on the last day of the fiscal year. This percentage amount is to be approved by the Board as a portion of the budgeting process. The expectation is that, over time, the total real return (return net of inflation and fees) from investments will exceed the endowment's pay-out rate, thus allowing for real growth of endowment assets.

Distribution of Proceeds.

- Donor Advised Funds
Quarterly reports will be provided on the book and market value of Donor Advised Funds to the donors. The trustee or their assignee will review requests for distribution through the month following each quarterly report. Distributions, once approved, will be made according to the terms of the Donor Advised Fund agreement.

There is no limit to the number of distributions that can be requested. The minimum amount for each distribution is \$250. Unless otherwise approved by the Board of Directors, a minimum value of \$5,000 is required as a balance to maintain an active fund.

- Endowment and Named Endowment Funds
Annually the Board of Directors will determine the distribution available from each Center of Excellence and Named Endowment Fund based upon the following needs:
 - To preserve the value of all contributions against inflation to assure the future ability of the fund to maintain current charitable impact.
 - To cover the direct costs of the investments of the funds.
 - To establish a six- (6) percent threshold of market value over book value in each fund to allow for fluctuations in the investments over time.
 - To provide within these restraints the maximum charitable distribution possible.

Distribution amounts, as defined by a percentage of market value, will be determined annually following a preliminary review of year-end fund values by the auditor. The decision will be based upon the following procedure:

- Determine the year-ending book, market and margin values and calculate margin percentage (market/book value) for individual funds and the endowment in total.
- Calculate distribution market value for each fund and endowment in total (trailing three-year average of year-ending market values).
- Establish the annual distribution percentage through evaluation of the past three years' returns on investment, current market conditions and margin values of the endowment in total. There is no guarantee of a given percentage—

though the expected range is between two (2) and six (6) percent. The Board of Directors must approve this percentage annually.

- Determine distribution (multiply distribution market value by annual distribution percentage).
- Calculate new margin value and percentage based on making distribution.
- Adjust annual distribution percentage down as required to meet the threshold of a six- (6) percent margin percentage following distribution. This may prevent any distribution in a given year. Any distribution that will reduce the margin percentage below a six- (6) percent threshold requires approval of the Board of Directors.
- Make approved distributions, and recalculate market value in the month the distribution is made.

All distributions are made according to the terms and conditions of these policies and the relevant Named Endowment Fund Agreement.

Administration Procedures – General

Administrative Staff

Non-Discrimination Policy.

Employment on Sertoma staff is open to all persons regardless of race, color, religion, gender, national origin, age, political affiliation, sexual orientation or disability.

Executive Director.

The Executive Director is directly responsible to the Board of Directors and to the Executive Committee for the performance of the headquarters staff.

The Executive Director is responsible for the administration and management of all organizational assets, activities and programs, including leadership training, research and planning, divisions, laws and regulations, and the duties and compensation of employed personnel.

The Executive Director, being accountable for management of organization affairs and the conduct of its operation, is responsible for the maintenance of sound public relations on behalf of the international organization as an agent of the Board of Directors. Any activities undertaken in furtherance of good public relations for Sertoma and its divisions shall be consistent with its basic instruments, purposes and policies. Any publicity concerning the international organization, both internal and external, shall be issued in the name of the President, or the Board of Directors, or the Corporation. While the Executive Director is not responsible for public relations or publicity for divisions or clubs, that individual may advise the Officers thereof concerning publicity and public relations matters.

- Executive Director Hiring and Evaluation.
Only the Board of Directors may hire an Executive Director. An annual evaluation of the Executive Director shall be conducted by the Executive Committee of the Sertoma Board. The evaluation will take place prior to the election of new officers at the International Convention. With the input of the Executive Director, evaluation goals will be approved by the Board of Directors.
- Executive Director Termination.
With cause, the Executive Committee may, by unanimous vote and prior notification of the Board, discharge the Executive Director.
Without cause, the Board of Directors may exercise contract termination rights with a two-thirds (2/3) vote, or may by a two-thirds (2/3) vote give the Executive Director no less than ninety (90) days notice that the existing employment contract will not be renewed at the end of its term.

Staff Positions.

The Executive Director has authority to hire, within budget limitations, such additional staff as may be necessary for the efficient operation of the headquarters office. The personnel so hired will be assigned such responsibilities as the Executive Director may direct. The Executive Director may also appoint one of the senior staff to serve as Deputy Executive Director. The Deputy Executive Director will perform the duties of the Executive Director in his or her absence and any other duties assigned by the Executive Director. The Deputy Executive Director title is in addition to his or her regular duties.

- Staff Termination. The Executive Director, through the authority delegated by the Board of Directors, has authority to terminate members of the staff. Senior management staff shall be given at least thirty (30) days notice before termination.
- Staff Responsibilities. The staff, under the direction of the Executive Director, is responsible for all assets of the organization, the overall administration and management of the organization, carrying out its established policies, assisting the Board in developing new programs for the volunteers (members), and providing the Board with the tools and assistance necessary for carrying out those programs.

Publications & Communications

Responsibility and Authority.

The Executive Director is responsible for the public relations and communications strategies of the international organization. The Executive Director or his or her assignee has editorial control of all public relations and communications activities to assure each is consistent with the basic instruments, purposes and policies of the organization.

Local club stories and articles provided for publication or posting may be freely edited by the editor, and such stories will be used when appropriate and if space is available. The number and frequency of publications provided each year is determined by the Executive Director and approved as a portion of the budget process by the Board of Directors.

Extra copies or subscriptions of each publication, if available, may be purchased from Sertoma Headquarters for an amount determined by staff, not to exceed the cost of the publication plus the cost of shipping.

Club Manuals.

Manuals are provided annually to all international Officers and Directors, District Governors, and those approved by the Executive Director at no cost. Each club is required to purchase at least one updated Club Manual or manual sections as published each year. The cost is to be determined annually by staff, based on the scope of the annual updates, plus shipping and handling, and as approved in the annual budget.

Replacement manuals may be purchased in the event that the manuals are lost, stolen or destroyed. Individual sections of the manual may be purchased separately. Manuals can be purchased by any member at the established annual price.

Sertoman Magazine.

- President's Message. The President of Sertoma and the President-Elect as Chair of the Foundation Committee will have the privilege to provide a message for each issue. A minimum of one (1) page will be made available for these messages in each issue.
- President's Biography. A biography of the incoming international President should appear in the magazine early in the fiscal year.
- Obituaries. Obituaries will appear upon the death of current Board members, current District Governors, Past International Presidents, and past or present recipients of the International Sertoman of the Year Award. Sertoma Headquarters will list deaths of other Sertomans in an "In Memoriam" column upon receipt of such information. Such a column shall indicate the name of the deceased Sertoman and the club of which he or she was a member.
- Candidate Biographies. Biographies of all candidates for international office must be limited to their actual experience in Sertoma, length of Sertoma service and principal occupation. Such biographies shall be included in the last issue of the magazine published prior to the International Convention. No paid advertising for candidates in the magazine is permitted.
- Audit Report. After the annual audit, a condensed financial report shall be published in the Sertoman magazine.
- Mailing lists will be purged of deceased and inactive Life Members and deleted members prior to each mailing.

Miscellaneous

Postage Imprest Fund. Sertoma postage or United Parcel Service, or any parcel service which is on the account of Sertoma Headquarters, will be limited to Sertoma business only. The Executive Director may maintain, at his/her discretion and if deemed necessary

and for the purpose of providing, at the cost of the employee, postage and mailing of personal items for employees of Sertoma Headquarters.

Telephone Directory Advertising. Sertoma will not support advertising in the telephone directories (yellow pages) to identify the location and telephone number of the Sertoma Headquarters Office.

Administrative Procedures – Financial

General

Standards and Practices. The accounting and management of all financial assets will be done in accordance with current GAAP (Generally Accepted Accounting Principles), FASB (Financial Accounting Standards Board), and IRS guidelines for public charities.

Authority. The staff has sole authority for management and administration of financial resources; no volunteer may commit the financial assets of or bind the organization in any manner without expressed authority from the Executive Director and/or the Board of Directors. The Director of Finance/Administration, with the input of the Auditor, will maintain appropriate internal controls for all purchasing and the receipt and distribution of funds.

Receipt of Funds. Should staff or an authorized volunteer take receipt of funds for Sertoma for any purpose at a convention, meeting or club visit, he or she will:

- Provide a detailed list of each receipt, including the payee, amount, purpose and form of payment.

The volunteer or staff collecting such funds may, for security reasons, exchange any cash for a single check from the appropriate Sertoma entity, or purchase a money order.

Within forty-eight (48) hours of collection of the funds, all proceeds and documentation will be forwarded to Sertoma Headquarters, with receipt copies provided for all payees.

Funds Structure

- Operating Fund. The budget shall be established for the Operating Fund of Sertoma. The Operating Fund is the unrestricted funds collected during the Sertoma fiscal year to be used to pay all expenses during the Sertoma fiscal year. These funds will only be invested as deemed fit by the Director of Finance/Administration and Executive Director with no risk to the operating cash position of Sertoma.
- Operating Reserve Fund. Dues collected during the fiscal year that are restricted, based upon Board and staff recommendations, shall be set aside in a fixed-income investment with no risk to the principle. The earnings from this fund shall be reinvested into the fund to increase its value. The cash/investments in this fund

shall be used at the discretion of the Board of Directors and Executive Director for operating shortfalls and maintenance to Sertoma Headquarters.

The Executive Director may make short-term appropriations from this fund to manage cash flows or in case of emergency. Any use of the reserve to manage a deficit or an unbudgeted expense requires notification and approval of the Board as an adjustment to the annual budget.

- Convention Reserve Fund. Dues or excess earnings collected during the fiscal year may be restricted to a Convention Reserve Fund upon recommendation of the Board of Directors and staff. These funds are set aside to pay only for expenses related to the International Convention where income for the Convention has not covered these expenses. The value of this fund shall never exceed \$50,000. This cash shall be invested in fixed income with the earnings being retained, unless the balance is \$50,000 at which time the earnings are transferred to the Operating Reserve Fund.
- Other Reserve Funds. The Board of Directors and staff may establish other reserve funds as necessary to maintain and run the business operations of Sertoma. These funds shall be set aside as fixed income with no risk to principle.

Endowment Funds.

- Life Membership Fund. The Life Membership Fund is a Board-directed Endowment Fund. All Life Membership fees will be deposited into this fund and be fully invested as defined in these policies (effective July 1, 2004). Annual distribution will be determined to cover the budgeted costs of service for Life Members. Any additional distribution requires a two-thirds (2/3) approval of the Board.

Budget

The annual budget shall be prepared by the Sertoma staff and Treasurer and submitted to the Finance Committee for review or revision. The Finance Committee shall submit the revised or approved budget to the Board of Directors for its consideration, revision and approval.

Once approved, budgeted expense items may not be exceeded in any account in excess of \$100. However, the Director of Finance/Administration, the Treasurer and the Executive Director shall have the authority to make line-item adjustments not to exceed ten (10) percent of the original budget account amount, so long as the total of expenditures does not exceed the total amount of all accounts as originally budgeted.

Service Club Leaders Conference. The budget will reflect expenses for the President-Elect and the Executive Director to attend the Service Club Leaders Conference. Other staff will attend as allowed by the budget and within the limitations set by the conference.

Reports

Monthly financial statements accounting for all revenues and expenditures, including a “Not in Good Standing” report, shall be sent by the Director of Finance/Administration to the members of the Board. “Not in Good Standing” reports will also be sent to District Governors.

Exchange Rates

All dollar amounts specified in the Sertoma Constitution, Bylaws, Policy Statements and Procedure Statements are in U.S. dollars and payable only in U.S. dollars, or at the official current exchange rate, unless specified otherwise.

Canadian Life Membership Fund

The Canadian Life Membership Fund shall be administered in Canada by Sertoma Canada, Inc. This fund will pay the expenses for the magazine and Life Member benefits for Canadian Life Members.

Insurance & Pensions

- Group major medical/dental insurance shall be carried on all employees, with Sertoma paying eighty-five (85) percent of the premium cost and the participants paying fifteen (15) percent. Long-term disability/life insurance coverage is provided for all full-time employees. Sertoma pays 100 percent of the premium cost.
- Sertoma provides a retirement program for its employees in the form of a Model SEP-IRA Plan. Sertoma contributes a minimum of ten (10) percent of wages earned during the fiscal year to employees who have earned more than the IRS minimum required for eligibility in more than one (1) fiscal year.
- Travel accident insurance shall be carried on the President, the President’s spouse, all international Officers, Directors and Sertoma Headquarters staff who travel, providing coverage on a 24-hour-a-day basis while on Sertoma business, and involving any form of accident, for loss of life, limb or sight and the medical expenses involved; such coverage to be in the amount of \$100,000 principal sum plus \$10,000 medical expense for the President, \$50,000 principal sum plus \$5,000 medical expense for the President’s spouse, and \$50,000 principal sum plus \$5,000 medical expense for all others so covered. Hired and non-ownership liability insurance shall be carried for all vehicles used on Sertoma business by employees and the membership in the amount of the policy limits.
- Governors and their Secretary/Treasurers will have paid by Sertoma their travel accident policy. Coverage is limited to actual time engaged in Sertoma business and does not include medical coverage.

International Headquarters Dues

Clubs - USA and Canada.

- All changes in club membership must be received at Sertoma Headquarters by noon the last business day of the quarter.

- On the first business day of the quarter, a dues invoice will be mailed from Sertoma Headquarters to each club Secretary showing the membership in the club and the total amount due for the upcoming quarter.
- The dues invoice is payable upon receipt to Sertoma Headquarters. No retroactive adjustments will be made to the dues invoice for membership changes received after noon the last business day of the quarter. All changes received after that date will be reflected on the next dues invoice.

Travel Policy

Travel Defined. All travel must be authorized by the Board of Directors or Executive Director to be eligible for reimbursement by Sertoma. All travel must be done for the benefit of Sertoma and its purpose.

Reimbursable Travel Expenses Defined.

- Transportation. Sertoma will pay for coach airfare or mileage in the traveler's personal automobile at the Internal Revenue Service charitable rate. The amount allowed for reimbursable transportation shall be based on the lesser of the cost of coach airfare or mileage allowance, the mode of transportation being the choice of the traveler.
- Hotel. Sertoma will pay for hotel rooms as defined for the specific meeting occupancy rates. Only those room nights specifically required for the authorized business will be considered for reimbursement, except in those cases where an additional room night is offset by an equal reduction in transportation costs.
- Car Rental. Sertoma will pay for a car rental for international Officers only when deemed necessary for the authorized travel. The reimbursement will be for full-size rentals only.
- Miscellaneous. Sertoma will pay for the following miscellaneous items:
 - Taxi/Shuttle. Rides to and from the airport and meeting location will be reimbursed.
 - Registration Fees. Sertoma will pay all meeting registration fees for authorized travel.

Authorized Travel Expenses Defined.

- Board Meetings. All authorized attendees of the Board meeting or authorized meeting of Board committees shall be reimbursed for transportation expenses. Hotel expenses will be reimbursed for Officers for the total cost of single occupancy; Directors and all other authorized travelers will be reimbursed for one-half (1/2) the cost of dual occupancy. Miscellaneous expenses will be reimbursed at actual costs.
- Presidential Travel. The President will be reimbursed for all transportation, hotel, car rental and miscellaneous expenses for himself/herself and spouse. The total of reimbursements cannot exceed the amount approved in the budget for Presidential travel.
- International Convention/International Training.

- Non-Board members: all transportation costs and miscellaneous costs excluding International Convention registration.
- Board members: all transportation costs, all miscellaneous costs and Convention registration. Hotel expenses will be reimbursed for Officers for the total cost of single occupancy; Directors and all other authorized travelers will be reimbursed for one-half (1/2) the cost of dual occupancy. Suites will only be provided for Officers at the International Convention if these rooms are complimentary or provided at the single-occupancy rate.
- Regional Conventions. Sertoma will pay for the official representatives and, as allowed by the budget, their spouses for transportation, hotel and miscellaneous expenses, unless already provided by the region.
- Other Authorized Meetings. Other than listed above, those requested and authorized to travel on behalf of the international organization in an official capacity will be reimbursed for travel, hotel and miscellaneous expenses.

Excluded Travel Expenses Defined.

- Division Travel. Travel expenses of a volunteer whose travel was requested by a division or club, including Fall District Conference (FDC) and Mid-Year meetings, and other than those listed in Authorized Travel Expenses in these Procedures, will be the responsibility of the entity requesting the travel.

Reimbursement Procedures.

- All expenses must be itemized on an expense report, with all receipts attached for verification.
- All authorized travelers will be reimbursed after approval by the Sertoma Treasurer. The President shall approve the Treasurer's expenses.
- All expense reports must be turned into the appropriate approval level within thirty (30) days of the travel dates.
- All expenses incurred the last month of the fiscal year must be turned in by the fifteenth (15th) of the month following the last month of the fiscal year.
- All expenses will be refunded by check.

Miscellaneous Travel.

- Reimbursement for use of Frequent Flyer Awards. Any Sertoma member who is entitled to reimbursement for air travel for official Sertoma travel who uses a Frequent Flyer Award to purchase his or her airline ticket shall be reimbursed by Sertoma for fifty (50) percent of the reasonable cost that Sertoma would have paid for said airfare. The reasonable cost of airfare is defined in Reimbursable Travel Expenses in these Procedures. Nothing in this subsection shall require the use of Frequent Flyer Awards for Sertoma travel.
- Sertoma staff or the assigned agent will make arrangements for family members of Board members and staff only if tickets are charged to a personal credit card of the person requesting such services.

Staff Travel.

Staff will be reimbursed for transportation costs, hotel, meals, car rentals and miscellaneous expenses when traveling on Sertoma business. This travel is limited to the staff travel line of the approved budget. These and all other expenses related to travel will be reimbursed at the discretion of the Executive Director within the budget limitations of staff travel. The Treasurer must approve reimbursement of travel expenses for the Executive Director.

Credit Cards

Only the Executive Director of Sertoma shall be authorized to apply for and possess one charge or credit card of any type whatsoever, issued in the name of Sertoma. The use of said charge or credit card shall be limited to official Sertoma business.

The charges incurred with said charge or credit card shall be audited monthly by the Director of Finance/Administration, with any unbudgeted or inappropriate expenditures reported to the Treasurer of Sertoma.

The Director of Finance/Administration is authorized to establish with the bank Visa, MasterCard and American Express accounts in order to accept credit card payment from members and individuals.

Loans and Advances

No official of Sertoma and no staff member shall ever be granted any type of loan or salary advance from Sertoma. Advances for travel expenses may be made, if necessary, in limited amounts for staff members only.

GLOSSARY OF SERTOMA TERMS

501(c)(3). IRS code ruling for nonprofit “Charitable Organizations.” Exemption provided to Sertoma clubs under Sertoma, Inc. group exemption number 5409.

ACCOUNTS PAYABLE. Money owed to an individual or organization but not yet paid.

ACCOUNTS RECEIVABLE. Money owed to the club by an individual or an organization but not yet received.

ADOPT-AN-AGENCY PROGRAM. A partnership between a Sertoma club and a nonprofit hearing and speech facility, also known as an Affiliate.

AFFILIATE. Affiliates include hearing and speech centers, speech pathologists and audiology clinics, departments at universities and hospitals, schools for the deaf, speech, language and hearing associations, deaf service centers, school districts, etc.

AMBASSADOR. Sertoman who, as part of the New Club Development Team, accepts responsibility for building a new Sertoma club and guiding it through the Chartering Process.

ANNUAL SERTOMA CONVENTION. Annual meeting held in July to elect Officers, conduct Sertoma business, consider amendments to the governing documents and share Sertoma fellowship.. Also includes leadership and personal development training workshops.

AUDIT. A review of the club’s records and bank accounts by either an internal club committee or an outside individual.

AWARDS. In Sertoma, we call them incentives. Special recognition is available to every individual member, club, some club officers, as well as to leaders at the District level.

BANNER. The club banner is displayed at all Sertoma functions. It identifies the club and underscores its greater relationship to the national organization. Medallion awards are affixed to a club’s awards banner. The club’s sergeant-at-arms is custodian of the banners. Division leaders each have their own banner.

BOARD OF DIRECTORS. A group of individuals elected to set policy for clubs or for Sertoma. At the club level, it includes the officers and directors. Generally, the board meets monthly. The organization’s Board is composed of the Executive Committee and the Directors. This Board meets three times annually.

BOILER PLATE. Ready-to-print copy, detailed standard wording to use repeatedly.

BOND. An insurance certificate purchased by the club to cover the activities of the club board of directors in monetary decisions.

BUDGET. A formal written projection of all revenues and expenses for the club during the fiscal year.

BULLETIN. Bulletins are published regularly by each club, often weekly. Each edition contains a wealth of information of interest to members and about the club. District Governors also publish newsletters, generally monthly, to keep their clubs up to date on what is happening. Bulletins may be printed or electronic communications.

CERTIFIED TRAINER (CT). A designation acquired by certain Sertomans who have been certified by the organization and who share their talents in presenting the leadership development program.

CAPITAL COSTS. The cost of purchasing an item that will last for more than one year.

CHARITABLE PURPOSE. The justification for being granted a 501(c)(3) exemption – for Sertoma our efforts to increase philanthropy (giving) in the communities we serve.

CHARITABLE REVENUE. Monies raised by the club through solicitation of support to fund charitable and/or exempt purpose. Would include support/gifts that are deductible (cash gifts – some event proceeds) and non-deductible (sale of goods – some event proceeds) to the donor. See the fundraising section for more information.

CHARTER. Certificate which officially recognizes the club and authorizes it to operate under the Sertoma name.

CHARTER MEMBER. The men and women who play a vital role in forming a new club. Applies only to a new club.

CLUB DUES. \$175 annual fee charged to each Sertoma club.

CLUB LEADERSHIP CONFERENCE (CLC). Conducted annually in July by the newly elected club president to set in motion goals and objectives – a plan of action for the year.

CODE OF ETHICS. Document which establishes parameters for membership, designed to encourage high ethical standards of excellence.

COLLEGIATE SERTOMA CLUB. Sertoma organization for college students.

COMMUNICATIVE DISORDERS. Speech, language and hearing disorders. Sertoma's primary service project is assisting the more than 50 million people with speech, hearing and language disorders.

CONVENTIONS. Annual meetings at which leaders are formally elected and the business of the organization are conducted.

CO-OP. (SERTOMA AFFILIATE PURCHASING COOPERATIVE). Partnership, which makes available to Affiliates hearing aids, batteries and equipment at special rates.

DELEGATE. The voting representative of each Sertoma club in good standing.

DIRECT EXPENSES. The direct costs related to a fundraiser or club programs.

DIRECTOR: Board member elected at Convention. Serves a three-year term.

DISTRICT CABINET. A “team” of leaders appointed by the Governor to oversee and assist in the administration and growth of the District. The team includes a number of leaders, each one assigned a leadership portfolio.

DISTRICT GOVERNOR (DG). Leader of a group of Sertoma clubs in a specific geographical area. Elected at the District Convention for a two-year term.

DISTRICT LEADERSHIP CONFERENCE (DLC). The District Leadership Conference, conducted by the incoming Governor, is a special training program for incoming club officers. This event sets the tone for the year for the District and its clubs.

DIVISION. A group or grouping of clubs as defined by the Board of Directors as a means to administer and regulate the programs and services of Sertoma and its clubs. Currently, the Divisions include Regions and Districts.

DUES. Money collected by the club from members to cover the operations of the club and per-member obligations to Sertoma and its Divisions.

EARNED REVENUE. Monies earned by the club from non-charitable sources that can be used for operational needs of the club or for the exempt or charitable purpose. Examples include dues or payments for services/labor provided by the club for a fee.

EIN. A number assigned to the club by the IRS when the club is formed. This is used on bank accounts and to link the club to the Sertoma group tax exemption.

EXECUTIVE COMMITTEE. The primary officers/leaders of Sertoma. Clubs also have an executive committee, which includes the elected officers.

EXECUTIVE DIRECTOR. Chief operating officer of the organization. Implements organizational policies. Manages professional staff at Sertoma Headquarters

FALL DISTRICT CONFERENCE (FDC). The Fall District Conference is conducted in the fall. Club leaders come together to renew their goals for the year and to ensure that all objectives are on target for the current administrative year. This conference is optional to the District.

FINES. Monetary assessments imposed upon members by the Sergeant-at-Arms in the spirit of fellowship.

FIRST-TIMERS. Term used to designate new members and most specifically applied to individuals attending their first Sertoma function, other than at the club level.

FISCAL YEAR. Sertoma and all clubs operate under the same official calendar: July 1 through June 30.

FORM 990/990EZ/990N. Required IRS form that must be filed.

FOUNDATION. The national charity of Sertoma. It is responsible for raising, investing and distributing funds in support of Sertoma's approved sponsorships.

FOUNDATION DISTRICT REPRESENTATIVE (FDR). The Foundation District Representative is to promote our Foundation's annual fund.

FOUNDERS. Dr. Charles W. Allen, Dr. George W. Smith and Publisher William Rowe formed the Stand Together Club on April 11, 1912. It eventually became Sertoma International.

FREEDOM WEEK. The week in February during which President's Day is observed in the United States. Event provides focal point for celebration of National Heritage by U.S. Clubs.

FUNDRAISERS. The primary revenue source for every club; necessary for an organization to plan and carry out its local sponsorships.

GEM. The Good Enthusiastic Member Award is presented to a Sertoman who satisfies basic membership expectations in the new member's first year of service.

GEMHUNT. A fast-start membership program designed to encourage a club to record a six-member net increase during each quarter of any administrative year.

GOVERNING DOCUMENTS. Official statements that define the parameters of operation for the organization.

HEADQUARTERS. Sertoma's Headquarters is located at 1912 East Meyer Boulevard, Kansas City, Missouri 64132-1174. Telephone number: (816) 333-8300. Fax number (816) 333-4320. Help Line (800) 5WE-JOIN (593-5646) and (877) SERTOMA (737-8662). E-mail: infosertoma@sertomahq.org. Web site: www.sertoma.org.

HEARING & SPEECH. Major focus for Sertoma sponsorships. Also referred to as communicative disorders.

INDIRECT EXPENSES. The expense to the club to run a fundraiser or club activity that is not directly accountable to one specific function or activity.

LEADERSHIP TRAINING. Leadership training is conducted annually in July, to help prepare incoming leaders for the year's responsibilities.

LIEUTENANT GOVERNOR (LT. GOV). An assistant to the District Governor. A Governor may appoint as many as necessary to maintain the needs of each District.

LIFE MEMBER. Designation accorded a member who has paid a pre-set fee and met all other requirements. Payment of the fee precludes the individual from remitting further dues to Sertoma Headquarters for the specified club.

LIFE PATRON. Recognition awarded to an individual or club for contributing \$10,000 or more to Sertoma's Endowment program.

MID-YEAR CONFERENCE. Special Region meeting generally in January or February, called by the Director, at which District leaders come together to finalize plans for the upcoming Regional/District Conventions. Usually conducted at the Regional Convention site.

MISSION STATEMENT. The officially adopted objective of the organization as contained in governing documents.

NATIONAL HERITAGE PROGRAM. Sertoma's sponsorship activities in observance of Freedom and Democracy, such as Freedom Week, and holidays such as Flag Day, Memorial Day, Independence Day, Labor Day and Veteran's Day.

NOT IN GOOD STANDING. Any club with an account balance 60 days in arrears that is in total greater than \$50, or has failed to file the required reports for 2 or more quarters. The club will not be allowed to vote at Conventions or use Sertoma's group tax exemption certificates.

OPERATING FUND. The portion of the club's funds that are to be used for the operations of the club. This fund also contains any money raised as earned revenue.

ORIENTATION. Every club is required to conduct a periodic orientation meeting at which new members are fully acquainted with Sertoma life and membership expectations.

PARLIAMENTARY PROCEDURE. Commonly accepted way in which a group of people come together, present and discuss possible courses of action, and make decisions.

PERMANENT ORGANIZATIONAL MEETING (POM). The Permanent Organization Meeting is the event at which a new Sertoma club is officially established. The meeting is conducted by an official representative appointed by Sertoma.

PIP. A Past President of the Sertoma organization.

PRESIDENT'S ADVISORY COUNCIL. Quarterly roundtable meetings with the Division leadership, designed to improve communications between Sertoma membership and Sertoma.

PROGRAMS. Reference to individuals who present a speaking program at club meetings.

REBAC. Acronym meaning REBuild Another Club through membership expansion.

REBOC. Acronym meaning REBuild your Own Club through membership expansion.

REGIONAL CONVENTION. Annual Regional meeting generally conducted in mid-February to the first of May to address current business matters, elect leaders and participate in training programs.

REGIONAL COORDINATOR (RC). The Regional Coordinator promotes our Foundation within the Region.

ROBERT'S RULES OF ORDER. Guide preferred by most professional Parliamentarians for being fair and complete.

SERTEEN CLUB. Sertoma youth organization for junior high or high school students, ages 11 to 19 years old. Serteen clubs are organized so young men and women may become active in providing service to their schools and to their communities.

SERTOMA. Corporation that holds regulatory authority to grant or revoke the charter of all Sertoma clubs and provides tax exemption and insurance certificates on behalf of chartered clubs in good standing.

SERTOMA BOARD Policy-making body of Sertoma that is composed of elected volunteer members from the Sertoma membership.

SERTOMA LEADERSHIP TRAINING (SLT). The Sertoma Leadership Training is conducted annually in July to help prepare incoming Division leaders for the year's responsibilities.

SERTOMAN. Magazine published and distributed to every member. The Sertoman focuses on members, clubs and our service agenda.

SERTOMAN DIGEST. The newsprint publication mailed to all Sertoma members. The Digest focuses on organizational issues, reports from officers, etc. It is mailed between issues of the Sertoman.

SERTOMAN OF THE YEAR. Designed to recognize an individual member for exceptional service. Progressive award.

SERVICE TO MANKIND. Program designated to recognize a non-Sertoma volunteer for exceptional service to the community. Progressive award.

S.H.A.R.P. Sertoma Hearing Aid Recycling Program.

SPONSORSHIPS. Term meaning service projects or activities of the organization, including the Sertoma Foundation, Adopt-An-Agency program, SERTOMA SAFE EARS!, S.H.A.R.P., Freedom and Democracy, scholarships and youth programs.

TRANSITION. The process pursued each year between May and June through which the outgoing leadership team passes along all pertinent records information and documents to next year's officers and board of directors.

