



GI  ING TUESDAY

# National Service Project 2020-21

## *Portable InfoLoops*

As part of the globally recognized GivingTuesday movement, Sertoma's National Service Project of 2020 has invited its clubs to raise money to purchase one or more Portable InfoLoops to donate to a local hospital or one of the hospital's associated clinics. A Portable InfoLoop system amplifies sound in a certain area for people who use hearing aids. The club will donate them May 2021 during Better Hearing and Speech Month.



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# A Message from Your Leaders

“Your Sertoma Board of Directors is delighted to announce the new national service project, which is the product of much hard work over the past year by a task force composed of dedicated Sertoma members. It is a simple and easy project for a club to do, it directly impacts hundreds of hard of hearing citizens in your community year-round, it promotes social distancing by wireless connection to the telecoil of one’s assistive listening device, and it advertises our brand in the community. It’s a Win-Win and will make you #Proudtobeasertoman!”

**John Kelly**  
President, Sertoma



“I am so excited that the National Service Project was kicked off on #GivingTuesday. It is one of my favorite days to raise money for my favorite charity - Sertoma. When clubs across America join in this effort, Sertoma grows stronger and makes a greater impact.”

**Cheryl Cherny**  
President, Hearing Charities of America

# Project Description

## First of all, what are Portable InfoLoop Systems?

The Portable InfoLoop is a completely self-contained, one-on-one induction loop assistive listening system. It's compatible with all telecoil equipped hearing aids, cochlear implants and induction loop receivers.

With the Portable InfoLoop, listeners receive the signal at a distance of up to 3 feet from the unit.



## How are InfoLoops used?

The Portable InfoLoop is ideal for meetings, information/sales counters, reception areas (right), vehicles and demonstration/quality control of hearing aid telecoils.

## Goals

- 100 Sertoma Clubs Participating
- 200 Portable InfoLoop systems purchased
- 2 Portable InfoLoops with money raised from HQ

## Important Facts:

- Clubs will order Portable InfoLoops (PIL) from manufacturer.
- Manufacturer will ship the PIL directly to the club. They will assist with creating the order form for the club with the various PIL models.
- In order to get a large order of PIL shipped and in the hand of our clubs by May 1st, clubs will need to have their orders by January 12.

## Make It Social!

Share your progress on Social Media! Use the hashtag **#SertomaHeroes** and tag us in your photos! Be sure to share on the Member's Corner group on Facebook.



## Q & A

Can my Sertoma club use funds already in our sponsorship fund?

Yes! Participating Sertoma club can purchase the Portable InfoLoops with funds already in their sponsorship fund. They can also hold a special fundraiser to earn the money for the loop.

How much do Portable InfoLoops cost?

Approximately \$300. We are negotiating a discount from the manufacturer, and will let our clubs know the price as soon as it is available. An order form will be made available so that clubs can order directly for the loops + shipping and handling.

Will the clubs be raising money for Sertoma HQ to purchase the loops, or will the individual club purchase them directly?

All purchases will be made directly through a special form provided online.

When should we plan to present our portable loops?

Plan to present your portable loops during Better Hearing and Speech Month in May 2021. Sertoma will help clubs with a press kit about the National Service Project to help your club gain local media attention.

How will you know we're participating?

Tell us! Contact us and let us know you will be participating! Email Brian at [briegel@sertomahq.org](mailto:briegel@sertomahq.org).

Can we hold a CELEBRATE SOUND® event as a fundraiser?

Absolutely! Visit [celebratesound.org](http://celebratesound.org) for more info.

How will Sertoma, Inc. help with this effort?

We'll be publicizing the great work all our clubs are doing in support of this effort with media releases, social media posting, and more! We also are planning a campaign for BHSM 2021 to let the whole world know just how our Sertoma clubs have been able to help health care offices.

Can we partner with other local clubs to donate to more offices as a group?

Great idea! Absolutely! The more help, the better!

## Contact Us!

Need more information or ideas on how to fundraise?

Contact Brian Riegel at  
[briegel@sertomahq.org](mailto:briegel@sertomahq.org).



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