

FUND RAISING BEST PRACTICES

On April 10, more than 25 auxiliaries gathered at NJHA to discuss best practices in fund raising. The goal was to identify what works, what does not and how to implement new events.

Participants came from all over the state, representing Capital Health Mercer Campus, CentraState Health System, Kimball Medical Center, Lourdes Medical Center of Burlington County, Ocean Health Initiatives, Our Lady of Lourdes Medical Center, Robert Wood Johnson University Hospital, Saint Clare's Hospital – Denville, University Medical Center at Princeton, The Valley Hospital and Virtua Health.

Stories of some of the most successful fund raisers held recently included The Valley Hospital auxiliary's Kentucky Derby Party. The hospital also had a popular Kitchen Tour, a variation on the Garden Tour, and Holiday Lights Tour.

Robert Wood Johnson University Hospital held a novel event featuring a Doctor Band—yes, a rock and roll band made up of the hospital's physicians – who supplied an evening of fine music and entertainment. Combined with good food and drink and held at a local hotel, this turned out to be a fun evening out and a real fund raising winner.

A perennial favorite at Saint Clare's Hospital Denville is still turning out tried and true supporters. The Baby Alumni project keeps the hospital in touch with babies through birthday cards and parties until they are 17 years old. For \$5, the auxiliary will send birthday cards to the child. The Baby Alumni program, combined with the baby photo program, raises about \$20,000 annually. Funds are donated to the maternity unit.

NURTURING UPWARD – HOW TO GROOM NEW LEADERS

The first rule in grooming new leaders: don't wait until your planning committee chair is walking out the door and heading for Florida. Groom new leaders now.

Try pairing an experienced auxiliary with a newcomer as co-chairs of an important event. That allows the rookie to learn from the seasoned veteran to get a taste of success that comes from a partnership and sharing responsibilities. Recruit new leadership with a soft-sell versus a hard-sell approach. Issue an invitation to lunch or coffee. They will ask you "what is in it for me?" Give them plenty of reasons to join. Use events and places to gather new members, for example, at church. Start with the hospital by having auxiliary brochures easily available for patients, visitors and anyone else passing through. Reach into the elementary schools and start grooming parents currently involved in PTA-PTO efforts to shift their time and energy to the hospital when their children are older and more self-sufficient.

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For ideas, samples and links, visit the NJHA auxiliary volunteer website: www.njha-auxiliaries.com

For questions or to obtain copies, e-mail us at auxiliary@njha.com or call us at 609-275-4112.

SAVE THE DATE

FALL REGIONAL MEETINGS

Plan now to attend one of four regional meetings to be held across the state this fall. You will enjoy opportunities to exchange best practices with other auxiliaries, share ideas and explore solutions as well as learn more on important healthcare issues.

NORTHERN:

Tuesday, Oct. 9
University of Medicine & Dentistry of New Jersey - University Hospital Newark

Wednesday, Oct. 24
Chilton Memorial Hospital
Pompton Plains

CENTRAL:

Monday, Oct. 15
University Medical Center at Princeton
Princeton

SOUTHERN:

Thursday, Oct. 25
Southern Ocean County Hospital
Manahawkin

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St. Francis Medical Center Auxiliary

TAMMY MORTENSEN
NJ Association of Directors of Volunteer Services

SALLY ROSLOW
NJHA, Vice President, Development and Trustee Relations

While the attrition rate of volunteers in the study by the Corporation for National and Community Service is discouraging there is a silver lining and a good lesson for all auxiliaries to remember in the mission of recruiting new members.

Volunteering among certain age groups – particularly the old and the young— has been on a consistent upward swing over the last three decades. The report *Volunteer Growth in America* looked at U.S. Census data since 1974 to provide an in-depth look at how volunteering has changed over the past 30 years. It discovered that during that period, the volunteer rate for Americans ages 65 and over has increased 64 percent. At the other end of the age spectrum, older teenagers between the ages of 16 and 19 have more than doubled their time spent volunteering since 1989. Part of this is the requirement of volunteer work on college applications.

These statistics prove that when it comes to harnessing new sources of help for your hospital, it pays to look

outside your traditional groups. Consider contacting sororities and fraternities at local colleges. Find high school students who are home-schooled and would be available to help during the day. Other high school students often need to fulfill community service requirements to graduate. Look to senior centers and retirement communities for people who are transitioning to a new period in their lives when they may have more time to give back.

Don't forget to tap into the people power in your own auxiliary. In order to cultivate a new member you have to have or create some relationship with them. Consider sending an email to your general membership asking them to contact friends, family, anyone they know, to issue a personal invitation to join. You never know where your next new auxiliary might turn up. You may be very pleasantly surprised at the rewards reaped by your ambassadorship.

BARBARA K. ALLEN
Chair, NJHA Council on Auxiliaries

VOLUNTEERING IS DOWN

A new government study confirms what many of us in the business of volunteering already know: Nonprofit organizations, including hospitals, are facing significant challenges in keeping volunteers and recruiting new ones.

The study was released this month by the Corporation for National and Community Service. It was discovered that of the 65.4 million adult Americans who volunteered in 2005, 20.9 million— nearly one-third— did not continue to volunteer their time. While the study did not pinpoint the exact reasons for the drop-off, one possible explanation is offered by another nationwide survey that conducted online interviews with 462

adults. The survey discovered that 57 percent of the respondents did not plan to increase their levels of volunteering over the next year. Forty-two percent of them said it wasn't a lack of interest that prevented them from donating their time, but rather, difficult finding opportunities where they felt they could make a difference, use their skills, or act on personal values.

One solution, offered by a volunteer services leader, is that all nonprofits, but especially ones that are facing a loss of volunteers, should consider overhauling how they engage volunteers and keep them interested by playing to their interests and talents. Organizations that do so will reap substantial rewards.

HEARD AROUND THE STATE – AUXILIARY HAPPENINGS

SOUTH JERSEY HEALTHCARE FOUNDATION – PRINCESS PARTY

Belle, Cinderella and Sleeping Beauty joined more than 100 little princesses for a Princess Party sponsored by the South Jersey Healthcare Auxiliary. The tiny royal ladies ranged in age from 2 to 6 and were fabulously decked out in princess gowns of every imaginable hue. They enjoyed a day that included nail painting, crafts, a snack, loot bag, a souvenir photograph and a shopping opportunity with their parents at the princess store open on site for the day. The event generated \$3,950 for the auxiliary from ticket sales and an auction.

UNIVERSITY MEDICAL CENTER AT PRINCETON- ARTFIRST!

Hundreds of guests attended the Patrons Preview Party which marked the official opening for the highly successful ArtFirst! presented by the Auxiliary of the University Medical Center of Princeton. The annual international exhibition and sale of art and fine crafts by artists with disabilities has become an eagerly anticipated community event. This year's ArtFirst! Exhibition, held from mid-April through mid-May, featured 320 works by nearly 100 artists. All work was avail-



able for sale, with 80 percent of the sales going to the artists themselves. Proceeds from the Patrons Preview Party and the hospital's share of the commission for the art sales benefited the Maternal Health programs at UMCP.

CAPE REGIONAL MEDICAL CENTER - COMMODORE'S GALA

For years, supporters of the Cape Regional Medical Center (formerly Burdette Tomlin Memorial Hospital) had enjoyed an annual dinner gala, but then decided that some-

thing new would be a lot of fun and pump renewed energy into the event. One idea was taking advantage of the hospital's proximity to the beautiful Jersey shore and access to the area's yacht clubs. Last year, the hospital's foundation and auxiliary teamed up to host the very first Commodore's Gala, held at the Corinthian Yacht Club in Cape May. The event featured dinner and dancing underneath a big white tent overlooking the waterway. The atmosphere was casual, with dress calling for yacht club attire (think cruise wear). "It was a whole new concept to take advantage of the local flavor," explains Delores (Bunny) Biderberg, a member of the hospital auxiliary. "Initially there was some resistance but people really ended up liking the less formal atmosphere. You live at the shore so it's a beautiful setting. Friends, family and supporters loved coming out to enjoy it and to support the hospital." In its very first year, the Commodore's Gala netted a profit of more than \$68,000. This year's gala will be held at the same place on Friday June 22, from 7-11 p.m. Tickets are \$125 per person. The Friday night gala kicks off three days of events which include ocean and harbor races, a spectator boat show and an after-race party and awards celebration.

UPDATE ON LEGALIZED GAMES OF CHANCE

These changes to the state's regulations on legalized games of chance were adopted in March and April of last year and will impact any fund raisers that utilize these games. It is better to be cautious than to break the law.

FEES - The fees for state license and each event have doubled. The state fee for a two-year registration is now \$100. The local fees have also increased to a minimum fee of \$20.

APPLICATION - To receive a state license, the bylaws must still be submitted, as well as the articles of incorporation as in previous years.

Changes include the provision of the names and addresses of five individuals over the age of 18 who are primarily responsible for the conduct of the games on each occasion and who are to ensure proper utilization of the net proceeds (no longer the names, addresses and birth dates of the officers). No longer will a detailed financial summary of the prior year's income and expenditures be required.

TICKETS - Any raffle with a ticket for which one of the prizes is an alcoholic beverage must contain the following statement "Winner must be at least 21 years of age."

MAILING TICKETS - It was again clarified that mailing raffle tickets with the intent to sell to

the recipient is against Federal United States Postal Service code. This falls under the postal code DMM 601.12.3 Lottery Matter (18 USC 1302). 12.3.2 Unlawful mail matter - unlawful matter includes any letter, newspaper, periodical, parcel, stamped card or postcard, circular or other matter permitting or facilitating participation in a lottery; any lottery ticket or part thereof or substitute; and any form of payment for a lottery ticket or share.

ADDITION TO CASINO NIGHT - Hold'em poker was added to the list of games that can be played during Casino Night. You cannot hold a "poker night." Poker can only be a part of the Casino Night event.

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DOES YOUR AUXILIARY BOARD NEED TO REGROUP, RE-ENERGIZE AND RE-STRATEGIZE?

HOW ABOUT HOLDING A BOARD RETREAT?

With the shifting patterns in volunteering, hospital auxiliaries must think broadly and strategically about how to recruit new members, retain old ones and change with the times, or face a dwindling membership and in the worst-case scenario, obsolescence. One very useful and underutilized tool for strategic planning and goal-oriented problem solving is the retreat. NJHA has been leading the way in helping auxiliaries do their planning.

Sally Roslow, NJHA vice president of development and trustee relations, was invited to share her thoughts about retreats and the importance of retreat planning for *Insights*, a publication of the American Hospital Association.

Following is a short excerpt from that article, which will appear in the June issue of *Insights*.

"A board retreat allows the members to take a deep breath and examine where the organization is and where it's going. Without this planning exercise, opportunities can be lost, whether it relates to an event, advocacy or new member recruitment. We suggest the retreat be facilitated by someone outside of the auxiliary, providing a safe haven for discussion and planning. In addition it puts board members on equal footing. An outside facilitator brings objectivity and knowledge to help guide the decision-making process. A retreat refreshes the board by focusing on its successes, challenges and the opportunities ahead."

We will publish a full text of the article in the next quarterly issue of Council Comments.

COUNCIL COMMENTS

is a publication of the
New Jersey Hospital Association.
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