

# Comments

*A quarterly update from the NJHA Council on Auxiliaries*

## CELEBRATE NATIONAL VOLUNTEER WEEK

April 18-24 is National Volunteer Week, celebrated annually since the 1970s and still going strong. This year's theme is "Celebrating People in Action." We should try to do this every day in our hospital and healthcare world, but isn't it nice to step back and put aside some time to give some well-deserved recognition to the people who do so much for us? This is the week when all types of volunteers, young and old, long-timers and short-timers, those in the non-profit and for-profit worlds celebrate the positive contributions they make to their communities and in the process, help change lives for the better. It is an opportunity to showcase their achievements and to honor them with a public thank you, often in the form of a luncheon or awards ceremony. We salute all the volunteers who give their time, energy and heart, not just during National Volunteer Week but throughout the year. The important work of healthcare could not be done without volunteers.

## VOLUNTEERISM RISES IN UNITED STATES

There is a saying that when the going gets tough, the tough get going, and this holds true in the world of volunteerism. Despite today's hard economic times, Americans are selflessly giving their time and compassion to others and in higher numbers than ever before, according to the U.S. Bureau of Labor Statistics and the Independent Sector. According to its most recent study, conducted for the one-year period concluding in September 2009, 26.8 percent of the U.S. population – 63.4 million people— volunteered at least once for an organization. That was an increase over the previous year, 2008, when 26.4 percent of 61.8 million people volunteered.

The economy and high unemployment rate could have some influence, at least according to individual charities that reported seeing higher numbers of unemployed volunteering during the study period. However, according to the federal statistics, employed people volunteered at the same rate as the unemployed – 22.9 percent.

Who are the people most likely to volunteer? 31.5 percent of people ages 35 to 44 reported that they had given their time to at least one organization. But in terms of actual hours spent, people age 65 and older volunteered the most.

Now here's the really interesting part of the report. We are always trying to figure out ways to bring new members into our organization. Do you know one of the biggest reasons why volunteers got involved with their organization? According to the survey, a full 44 percent of people said they joined up because they were asked to volunteer, in most cases by someone at the organization. So don't be shy, go ahead, ask.

SEE PAGE TWO FOR REGIONAL MEETING INFORMATION!

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*For ideas, samples and links, visit the NJHA auxiliary volunteer website: [www.njha-auxiliaries.com](http://www.njha-auxiliaries.com)*

For questions or to obtain copies, e-mail us at [auxiliary@njha.com](mailto:auxiliary@njha.com) or call us at 609-275-4112.

## SPRING PROGRAMS

Need Fresh Ideas? Do You Want to Network and Brainstorm On Some New Money-Making Plans?

Join Us at NJHA for a Spring Menu of Opportunities for Your Hospital and Auxiliary.

### APRIL 20, 2010

**SPECIAL GUEST - Masquerade \$5 Jewelry and Accessories**

**PROGRAM A:** 9:30 AM – 12 PM  
*Gift Shop Exchange*

12:00 PM – 1:00 PM Lunch

**PROGRAM B:** 1:00 PM – 3:30 PM  
*Thrift Shop Exchange*

### APRIL 28, 2010

**PROGRAM C:** 9:30 AM – 12 PM  
*How Volunteers Can Use Social Media*

12:00 PM – 1:00 PM Lunch

**PROGRAM D:** 1:30 PM – 3:30 PM  
*Fund Raising Exchange*

**COST FOR EACH PROGRAM (includes lunch): \$35 for members; \$45 for non-members.**

## 2010 COUNCIL ON AUXILIARIES

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Women's Association of Morristown Memorial Hospital

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SALLY ROSLOW  
NJHA, vice president, Development and Trustee Relations

## LETTER FROM THE CHAIR

It is the season of renewal and rejuvenation, and I hope you are enjoying the warm spring air after a season of unprecedented snow and rain. It also is the season to clear our heads of old ways of thinking and embrace new ways of doing things. We hope you are joining us for the upcoming NJHA Spring Programs, the Thrift and Gift Shop Exchanges on April 20 and the Social Media and Fund Raising Exchanges on April 28. Masquerade, the \$5 jewelry and accessory vendor will holding an all-day sale in the NJHA Gallery on April 20, and on April 28, motivational speaker Bill Crawford, PhD will be our special guest for both sessions. As fund raisers and ambassadors for our hospitals in our communities, we are on the front

lines every day, and our work is vital to the success of our organizations. Now, more than ever, we have to stay on top of everything that is going on in the healthcare volunteer world and there is no better way than to talk to each other, network and learn. There is a Carly Simon song that says "nobody does it better" and indeed, nobody does it better than you, our energetic and dedicated auxiliaries and volunteers, and for that, we thank you. Another reminder: the dates for the Fall Regional Meetings are set so please mark your calendars.

*Sincerely,*

AMY HASKEL  
Chair, NJHA Council on Auxiliaries

## THE VALUE OF A VOLUNTEER: PRICELESS

Everyone is trying to do more with less in these hard economic times, and that includes manpower, which is why a good volunteer is a valuable commodity. We know that our volunteers are priceless and so is their time, talents and goodwill, but there are actual numbers that bear out what we already know. According to the Independent Sector, the value of a

volunteer hour nationally averages \$20.25. This is the value calculated for 2008, the most current national figure available. In New Jersey, the value of one hour of a volunteer's time was \$24.48 for 2007, the most current figure available for the state. An update on the 2009 national values and the 2008 state values is expected soon.

## SAVE THE DATE

### FALL REGIONAL MEETINGS

It's not too early to mark your calendars to attend one of three fall regional meetings that will be held across the state.

You will enjoy opportunities to exchange best practices with other auxiliaries, share ideas and explore solutions as well as learn more about important healthcare issues.

### NORTHERN REGION:

Wednesday, Oct. 13  
Clara Maass Hospital, Belleville

### SOUTHERN REGION:

Tuesday, Oct. 19  
South Jersey Healthcare, Vineland

### CENTRAL REGION:

Thursday, Oct. 21, Carrier Clinic,  
Belle Mead

## HISTORIC HEALTHCARE LEGISLATION

After what can only be described as a rollercoaster of passionate debate, maneuvering and emotional give-and-take, our nation's leaders finally passed a bill on healthcare reform that is monumental. NJHA President and CEO Elizabeth A. Ryan, Esq. writes a blog on the NJHA web site ([www.njha.com](http://www.njha.com)) called Healthcare Matters, which examines the many issues confronting New Jersey hospitals and their patients. Here is how she responded to the vote that took place just a few weeks ago:

*"Healthcare providers and patients alike have long struggled under our disjointed and in many ways broken*

*healthcare system. Last night's historic vote on healthcare reform offers tremendous new promise for New Jersey's healthcare consumers, our physicians and hospitals, and most importantly, for New Jersey's 1.3 million residents without health insurance. A projected 920,000 New Jerseyans could be added to the insurance rolls as a result of this landmark bill.*

*The nation's hospitals committed early on to be part of this new and improved healthcare system by agreeing to more than \$150 billion in funding reductions over the next decade that will help pay for other key components of reform. The impact to*

*New Jersey hospitals will be about \$5 billion in reductions over the next 10 years. We firmly believe that everyone – including insurance companies, hospitals, physicians and consumers – must have a stake in healthcare's future. It is, quite simply, the right thing to do."*

It is the right thing to do and the right time to do it. There is no question that this issue affects all of us and if you want to join the discussion and read Betsy's blog on a regular basis, we encourage you to sign up for e-mail updates by going to the NJHA web site.

## ARE YOU "ALL ATWITTER" ABOUT TWITTER? OR JUST WONDERING WHAT'S THE BIG DEAL?

If your hospital hasn't signed up yet for Facebook or Twitter, it may only be a matter of time. Social media has taken off, even in the non-profit world. But for those wondering what the fuss is all about, this may all seem like a whole lot of noise in a tiny, tiny room. The fact is, technology is here to stay, and it is reshaping the way nonprofit organizations, charitable causes and relief agencies are reaching out for volunteers and donations.

New technology can be scary. Think back, way back, to 1994 when e-mail was fairly new and critics were all over the concept and wondering about its longevity. Now think about how indispensable e-mail has become to most of us in our daily lives. In the mid-90s, internet access and then online commerce were the new ideas that some people found difficult to embrace. Today, major retailers who don't have an online presence are few and far between, and

whole industries have shed the bricks-and-mortars approach to sales going completely to the click and pay method of merchandising their wares. About 10 years ago, the idea of instant messaging—the IM, and social networking seemed fairly preposterous to some. I mean, really, who would want to communicate via a screen, whether a computer or cell phone? Now the Facebook community can be found in all corners of the globe and the demographic knows no boundaries.

Think about it. What is the value of personal conversations and recommendations from people you know for the best movies to watch or the best cars to buy or the tastiest restaurants in town? It is the value of the word-of-mouth personal referral that drives many businesses, and this is also true when it comes to raising friends and raising funds. Radio and television are one-way conversations – Facebook, Twitter, E-mail, IM, all of this

fulfills the basic human need to have a two-way conversation, which is why this technology is proving to be so potent.

Case in point: the devastating earthquake in Haiti put the power of social media on center stage. A mobile phone-text-messaging campaign raised \$21 million dollars in the first 48 hours alone. Donations of \$5 and \$10 dollars came in from add-ons to monthly cell phone bills and this outreach was conducted through mainstream media outlets. The rest of the money came in through millions of Twitter tweets and Facebook updates. This kind of campaign works especially well with young adults and teenagers for whom social media technology comes as naturally as breathing.

So think about how social media might help your organization make friends and raise money. You might be pleasantly surprised at what you can accomplish.

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## NEW AWARDS AVAILABLE JUST IN TIME FOR VOLUNTEER WEEK

You know how much you appreciate your volunteers and auxiliaries and all the hard work and care they put into every effort. Your hospital could not function without them. Excellence deserves recognition. The NJHA Council on Auxiliaries encourages you to recognize your volunteers and auxiliaries for their outstanding achievements. We are pleased to announce three new awards that have been added to our list of achievement awards.

**THE "EXTRA MILE" AWARD** - *For going the "extra mile" with energy, enthusiasm and dedication to contribute to the success of the auxiliary.*

**THE "UNDER THE RADAR" AWARD** - *For successfully completing stealth missions in organizing and orchestrating auxiliary programs and events.*

**THE "FROM THE HEART" AWARD** - *For gifts of love to our patients.*

Since it is often more meaningful to recognize achievements in front of peers, the Council on Auxiliaries recommends presenting the recognition certificate at a hospital or auxiliary event.

Also, we suggest distributing press releases to local newspapers with photos of your recipients receiving their certificates. For sample press releases and promotional ideas, please contact NJHA at 609-275-4112 or [auxiliary@njha.com](mailto:auxiliary@njha.com).

### COUNCIL COMMENTS

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