



## **WHO ARE WE? DEFINITIONS TO REFINE YOUR VISION**

### **What is a Member?**

We agreed that a member is someone who is willing to work, someone who is aligned with the mission and vision of the auxiliary. Members may be required to pay dues; they may not. Dues can range from a token \$5 to \$25 and may be used for anything from administration to scholarships. Members need to be recruited and then retained by making them feel they are doing good work, something important outside themselves. But remember that it's human nature for people to ask what's in it for me? So make the message relevant.

### **Five Point Business Card**

A very fine tool for membership recruitment is a business card that lists vital contact information about the auxiliary on one side, and on the other, five quick bullet points listing positive attributes of your auxiliary that will make them want to join. Points may include:

- It's a great way to meet new friends
- We have some fun outings that we plan and do together
- We hold social events that are built around causes near and dear to our hospital
- Our meetings take place over lunch prepared by our four-star chef
- It's a great way to give back to the community

### **Auxiliaries today need to be:**

- Contemporary
- Widen appeal across generational lines/Include daughters, granddaughters and their friends
- Remember to be inclusive and sensitive to cultural differences

### **Suggestions for recruitment:**

- Ask them what they would like to do, what their interests are
- Tap into their desire to do good things and make a difference
- Start small—give them finite, manageable tasks (stuffing envelopes, taking tickets), then let them graduate to positions of leadership
- Think about recruiting around groups such as retirement communities, houses of worship, schools – try to recruit more than one new member at a time.
- Cultivate people who have free time – retirees and people who have just transitioned out of the PTA/PTO phase of life
- Market what you are doing. Look into generating good “ink” in the local papers.
- Draw them in by letting them get close to issues that are close to their heart. Maybe they want to volunteer in maternity or the cancer center.
- Prepare people for what to expect so they're not caught off guard

## **What is an Auxiliary?**

The word comes from the Latin word *auxiliaris* which means “help”

It is primarily used as an adjective meaning “offering or providing help” as in an “auxiliary power plant” or an “auxiliary branch of the university”

## **How do we define auxiliaries? Here’s what we have in our files at NJHA**

Auxiliaries are the hospital or health system’s community ambassadors. They are comprised of community members who seek to support and promote the functions of their local hospital, primarily through the areas of fund raising and volunteer management. Some hospital auxiliaries are separately incorporated, while others are integral to their hospital or hospital foundation. Their fund-raising activities range from galas, raffles and fashion shows to coffee, gift and thrift shop management within the hospital. Auxiliaries across the state have also become involved in a wide variety of health-related education and community outreach activities, with the most recent statewide initiative centering on emergency–information labels for children’s safety helmets. Auxilians also serve as catalysts in grassroots lobbying on a variety of issues that affect the management and operation of their hospital, and serve as key liaisons with various community groups. There are an estimated 20,000 auxiliarians in New Jersey who raised more than \$10 million for their hospitals last year. This does not include their grassroots efforts, which cannot be measured monetarily.

## **There is, however, a yardstick that gives one tangible measure:**

According to the Independent Sector the per hour dollar value of a volunteer in New Jersey is \$21.35 (2004 is the latest data). That doesn’t even factor in the value of the human contact and caring. It’s like one of those MasterCard commercials – that stuff is priceless.