

**COUNCIL ON AUXILIARIES  
2001 – 2002**

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Saint Barnabas Medical Center Auxiliary

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The Memorial Hospital of Salem County, Inc.  
Auxiliary

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*J. Dolores Baker*  
St. Francis Medical Center Auxiliary

*Arlene Meyers*  
NJ Association of DVS

## MONEY MART APRIL 18, 2002

### Fund-Raising Conference & Vendor Show

- Want to make fund-raising tasks easier?
- Want to advance your fund-raising programs?
- Then don't miss Money Mart.

Knowledge is power and this year's conference will provide you with the information you need to succeed. Come learn the latest on state fund-raising regulations, comprehensive strategies on shop marketing, advanced media promotion tactics and negotiating skills where everybody wins. You can also browse through the vendor arcade, network with your peers and participate in a special prize drawing.

We're particularly excited to have Carolyn Day from Denver, Colo. as one of our speakers. She is a nationally recognized expert in shop marketing. The conference sessions include:

- **WHAT'S NEW IN THE REGULATION GAME?**  
Hear from the New Jersey Gaming Commission and learn the latest in state regulations.
- **THE POWER OF DISPLAYS THAT MAKE A STATEMENT**  
Learn shop display techniques that will entice your customers to buy. CAROLYN DAY, Consultant.
- **THE POWER OF KNOWING YOUR CUSTOMER**  
While most of your gift shop customers are hospital employees, only 35 percent of all hospital staff are buying from your shop. Learn creative ways to increase your customer base. CAROLYN DAY, Consultant.
- **HOW TO GAIN WITHOUT LOSING**  
Whether negotiating with a vendor, your hospital's administration or even fellow auxiliaries, you can achieve a win-win situation. This course will strengthen communication and negotiating skills. VIC WALTON, Consultant.
- **MEDIA PROMOTION: KEYS TO SUCCESS**  
Learn proven strategies and obtain samples to implement a media campaign for your auxiliary's activities.

### New at Money Mart- Brochure Sharing!

Want to see what other auxiliary brochures look like?

Then bring two copies of your auxiliary brochure to Money Mart. We'll post one copy and make photocopies of the other to give at future meetings.

By now you should have received the conference schedule and registration form. If you have not, please call **609-275-4018**.

#### ALSO IN THIS ISSUE...

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*Dear Colleagues,*

*Imagine* - there is a bank that credits your account each morning with \$86,400. It carries no balance from day to day. Every evening it deletes the balance that you have failed to use that day. What would do? Draw out ALL OF IT, of course!!!!

Each of us has such a bank. Its name is TIME. Each day it opens a new account and credits you with 86,400 seconds. Every night it writes off the time you have failed to invest to good purpose. It carries no balance. It allows no overdraft. If you fail to use the day's deposits, the loss is yours.

There is no going back, nor drawing against tomorrow. You must live on today's deposits. Invest it to get the utmost in health, happiness and success! The clock is running. Make the most of it.

Members of the NJHA Council on Auxiliaries are making the most of our time, too! We have planned a varied and very informative Money Mart to be held April 18. Join us for sessions on shop marketing as well as fund raising and media relations. Don't miss the latest on state gaming regulations. This popular topic is the keynote address because of its relevancy and importance to every auxiliary. And, don't miss the vendor arcade!

**Please make every effort to send at least one representative from your auxiliary.** That's the best way to ensure your organization's fund-raising success. It is also imperative to keep abreast of the latest in state raffle licensing regulations. I guarantee your participation will be time well spent.

Lifting Lives, Spirits and Hearts©, that's the national slogan chosen for National Healthcare Volunteer Day, which will be Monday, April 22, during National Volunteer Week. I encourage all auxiliary presidents and volunteer leaders to contact your elected officials to inform them of this special day of recognition. This is a golden opportunity to help build awareness of who we are and what we do as healthcare volunteers.

Spring is right around the corner! Let's plant the seeds of our limitless possibilities and watch them grow!

*Kathy*



## Upcoming Dates:

- Apr. 18 MONEY MART**
- May 2 Consumer Health Advocacy and Education Cmte Council on Auxiliaries
- Jun. 19 Fund Raising/PR Cmte Council on Auxiliaries
- Sept. 20 Consumer Health Advocacy and Education Cmte Council on Auxiliaries
- Oct. 3 Region IV & V Meeting at Muhlenberg Regional Hospital
- Oct. 16 Region V & VI Meeting at Cooper Health System
- Oct. 23 Region I, II, & III Meeting at Chilton Memorial Hospital
- Oct. 30 FALL FOCUS**
- Nov. 21 Fund Raising/PR Cmte Council on Auxiliaries



## ***A Special Recognition for Healthcare Volunteers!***

The American Society of Directors of Volunteer Services of the American Hospital Association and the AHA Committee on Volunteers has designated Monday, **April 22**, of National Volunteer Week as National Healthcare Volunteer Day.

For the first time ever, there is a special day to recognize healthcare volunteers for a year of dedication and caring.

We hope that all hospitals and healthcare facilities will unite and share in this special theme on April 22.



## Labels Testimonials

You've heard about the handy tag identification program available from NJHA, but you may have been wondering how other auxiliaries are using them. Here are comments from two auxiliarians on their success with Labels for Life:

- **Catherine Bevers** of Memorial Hospital of Salem County Auxiliary and chair of the Council on Auxiliaries Consumer Health Advocacy and Education Committee explains how her hospital has embraced the program:

"Each year our hospital holds an orientation for all hospital volunteers. Last year the hospital gave each volunteer a Label for Life tag as a gift. Everyone really liked them. They are all thanking us and continue to ask for extras. Many of them passed the tags along to spouses, children and grandchildren."

- **Sharon Meola** of Overlook Hospital Auxiliary says her group has used the Labels for Life tags in a variety of ways:

"We have sold them at twig meetings and at a gingerbread fund-raising luncheon. We've gotten great feedback from those who bought them. We are also considering giving them to past donors. Our foundation is interested in them too. One member of the foundation staff realized that as she walked her dog that she wasn't carrying ID. Her dog was better identified than she was."

Sharon adds that the tags can be used for many purposes such as:

- grandchildren
- elderly family members
- children while on class trips
- party favors
- when walking your dog
- when bike riding or jogging, or
- when going to amusement park.

To accompany the tags, NJHA has Labels for Life brochures and posters. The brochure is useful when distributing the tags as it explains the program and allows you to add auxiliary and sponsor information to the brochure. For ordering information, please contact NJHA.

## Committee Nominations

Ever thought about serving on an NJHA Council on Auxiliaries committee but weren't sure? It's fun, rewarding and not much work, according to Annette Calabrese, chair of the Fund Raising and Public Relations Committee.

"Generally these committees are advisory. It's a great chance for me to offer my expertise and to guide programs that enhance the success of all auxiliaries," explains Annette.

The committees meet at NJHA headquarters in Princeton three times each year. Here's a brief explanation of the Council's two committees:

- **Consumer Health Advocacy and Education Committee** – It plans the fall leadership development conference and identifies statewide health education and advocacy programs designed to improve the health of the general public.
- **Fund Raising and Public Relations Committee** – It plans the spring fund-raising conference, Money Mart, and provides guidance to NJHA on other auxiliary fund-raising and public relations activities.

If you'd like to know more about serving on one of the committees, then please contact NJHA at 609-275-4112. NJHA will review the names for committee appointment.

**"The best way to find yourself is to  
lose yourself in the service of  
others."  
~Ghandi**

## Survey Thanks

A big thanks to everyone who responded to the recent volunteer and vendor survey. Also thank you to our Council on Auxiliaries regional chairs for encouraging auxiliaries to respond.

If you are interested in receiving a copy of the volunteer survey results or the list of almost 70 vendors, contact Jacqui at NJHA. Let her know if you'd prefer to receive the list via e-mail or regular mail at 609-275-4112 or [jkozsuch@njha.com](mailto:jkozsuch@njha.com).



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## **Save the Date – October 30, 2002 Fall Leadership Conference**

Make plans now to attend the fall leadership conference. It will be Oct. 30 at NJHA in Princeton.

A special thanks to the Council on Auxiliaries Consumer Health Advocacy and Education Committee for its effort in planning the program.

## **Four Quick Tips for Recruiting Volunteers:**

When talking to potential volunteers, emphasize the following:

1. How their effort will impact the lives of others and your organization
2. How they will learn new skills and use ones that they probably wouldn't otherwise use
3. How they will be recognized
4. How much fun they'll have!

## **Encouraging Volunteer Follow-Through**

Need to boost your volunteer follow through? Then write your volunteers a pre-event thank you. Have the card arrive just a few days before your event and list the place and time. It not only encourages them to attend; it also serves as a kindly reminder.

## **Council Comments Summer Issue Membership Recruitment and Retention**

Thanks to a suggestion by Nancy Schade, Region III chair, we're trying something new. We're announcing a theme for the next newsletter, which will be membership recruitment and retention.

Don't be shy. Please forward your success stories and your questions or challenges by April 30 to NJHA at 609-275-4112 or [jkozsuch@njha.com](mailto:jkozsuch@njha.com). We'll respond in the summer issue of Council Comments.

## **Working for the Fun of It – Business Rules Part I**

- You can only please one person per day. Today is not your day. Tomorrow isn't looking good either.
- Love deadlines. Especially the whooshing sound they make as they go flying by.
- Tell me what you need, and I'll tell you how to get along without it.
- Needing someone is like needing a parachute. If he isn't there the first time, chances are you won't need him again.

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