

*A quarterly update from the NJHA Council on Auxiliaries*

## MONEY MART 2004 ADDRESSES EVENT/SHOP MARKETING, VENDORS AND MORE!

Dozens of auxiliaries, hospital staff and volunteers gathered at NJHA on April 14 to enhance their fund-raising skills. Chet Kaletkowski, the 2003 – 2004 chair of NJHA's Board of Trustees and President & CEO of South Jersey Healthcare, warmly greeted attendees, who then enjoyed sessions on event marketing, shop marketing, computer training and New Jersey raffle regulations.

"One of the highlights was the session on event marketing," explains Mary Beth Brennan, past chair of the NJHA Council on Auxiliaries. "The program stressed the importance of having a clear identity for your organization, identifying your ideal audience, expanding your donor list, and developing successful communications with your ideal audience to build solid and supportive relationships."

In addition, attendees perused the chock-full vendor floor, which included many new vendors. "I was impressed to see several new and different types of vendors, such as candles, artwork and kitchen items," says Nancy Schade, chair of the NJHA Council on Auxiliaries Fund Raising and Public Relations Committee.



Browsing the vendor floor, Money Mart attendees gather new ideas for their hospital lobby sales.



*Chet Kaletkowski, the 2003 – 2004 chair of NJHA's Board of Trustees and president & CEO of South Jersey Healthcare, opens Money Mart.*

The list of Money Mart vendors is printed in this publication. NJHA also has a more extensive list containing more than 200 vendors for hospital lobby or gift shop sales.

During the closing session on bingo and raffle regulations, Bill Plowman of New Jersey Games of Chance Control Commission not only explained raffle laws, but also provided numerous samples on registered Casino Night operators, raffle license forms and reports. If you'd like to obtain copies or have suggestions for next year's Money Mart, contact NJHA at 609-275-4112 or [jkozsuch@njha.com](mailto:jkozsuch@njha.com).

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## SAVE THE DATES

### FALL REGIONAL MEETINGS

NORTHERN REGION:  
Thursday, Sept. 30  
Pascack Valley Hospital,  
Westwood

or Tuesday, Oct. 12  
Morristown Memorial  
Hospital, Morristown

CENTRAL REGION:  
Tuesday, Oct. 19  
Kimball Medical Center,  
Lakewood

SOUTHERN REGION:  
Tuesday, Oct. 5  
Underwood - Memorial  
Hospital, Woodbury

## 2004-2005

### COUNCIL ON AUXILIARIES

KAREN LAUB, Chair  
St. Francis Medical Center Auxiliary

NANCY SCHADE, Vice Chair  
Ocean Medical Center Guild

BARBARA K. ALLEN, Central Region Co-Chair  
University Medical Center at Princeton

BRIGITTE BUIE, Southern Region Co-Chair  
Bacharach Institute for Rehabilitation  
Auxiliary

KATHLEEN JONES, Northern Region Co-Chair  
Warren Hospital Auxiliary

LOU NOONAN, Northern Region Co-Chair  
Saint Clare's Hospital, Denville Auxiliary

CONNIE NORDSTROM, Member-at-Large  
Muhlenberg Regional Medical Center  
Auxiliary

ANN M. OLIVA, Member-at-Large  
Overlook Hospital Foundation

BEA RUSH, Member-at-Large  
Newton Memorial Hospital Auxiliary

VICKI VAFIADES, Southern Region Co-Chair  
South Jersey Hospital – Newcomb Auxiliary

JEAN WALTER, Central Region Co-Chair  
Capital Health System - Mercer Campus  
Auxiliary

KATHE BRANNON, Ex-Officio  
NJ Assoc. of Directors of Volunteer  
Services

MARY BETH BRENNAN, Ex-Officio  
Saint Barnabas Medical Center Auxiliary

JACQUI KOZSUCH, Secretary  
NJHA Director, Community Leadership

SALLY ROSLOW, Ex-Officio  
NJHA Vice President  
Development and Trustee Relations

## GREETINGS EVERYONE!

For the past two years I've watched Mary Beth Brennan in her role as chair. It has been an inspiration seeing Mary Beth's great leadership and immense regard for auxiliaries. Mary Beth realizes the importance of auxiliary growth in these challenging times as well as their impact on their hospitals and communities.

As new chair, I am enthusiastic to continue working closely with Mary Beth and all the talented Council members. Together we can progressively reach out statewide to auxiliaries assessing their needs, strengths and challenges. In doing so, we can better advise and inspire auxiliary leaders to find new ways of enhancing their auxiliaries.

My auxiliary motto is, "KEEP GROWING, NEVER SLOWING." Never think you are so grand you need not learn more - that is when growth halts.

Always look for ways of doing things better or a little differently even if you have been successful.

All auxiliaries are unique in structure. Some are small and others large, some do only fund raising while others exclusively focus on advocacy or community outreach. We can learn so much from our differences. I invite all auxiliary and volunteer leaders to attend a fall regional meeting to share your thoughts and to gain new ideas.

It will be an exciting two years as Council Chair. I am honored to be a part of NJHA with its' first class staff and myriad of professional programs. I especially look forward to meeting you at our fall regional meetings.

Karen Laub  
*Chair, Council on Auxiliaries*

## STATE AUXILIARY LEADERS CONFERENCE REVIEW

BY KAREN LAUB

I had the pleasure of recently attending my first State Auxiliary Leader/American Hospital Association conference in Washington and returned energized to begin my role as Council Chair.

AHA President Dick Davidson emphasized the hospitals' need to reconnect with their communities to gain support and trust. It seems society has lost sight of the hospitals' importance and impact on a community. Not only a place for healing, hospitals also contribute more than \$1.3 trillion to the nation's economy and are the second largest private sector employer.

"Hospitals are more than a place where you go to get well. Hospitals truly are the cornerstone of the community," said AHA Executive Vice President Rick Pollack.

The report can be found at [www.hospitalconnect.com/aha/press\\_room\\_info/specialstudies.html](http://www.hospitalconnect.com/aha/press_room_info/specialstudies.html)

AHA Chairman David Bernd urged hospitals to advocate for the uninsured, quality of care and patient safety. Volunteers are the perfect ambassadors as they are passionate about improving their hospital and community.

This large, viable group thrives on making a difference and is key to getting community support. Politicians and society will listen to a volunteer more than anyone else. When educated and supported, they can advocate for their hospital, implement projects and do community outreach. Give a volunteer an important, achievable assignment and watch them happily get the job done.

## FROM AROUND THE STATE

### AUXILIARY GETS LOCAL TOWNSHIP TO ADOPT HELP

Virtua Memorial Hospital Burlington County - Pinelands Auxiliary is kicking off another HELP program (Helmet Emergency Labeling Program). For several years the auxiliary has had tremendous success collaborating with Medford Township.

According to auxiliary Gail O'Keefe, she began the program by contacting township officials inquiring how the auxiliary could distribute HELP labels. The safety-conscious mayor embraced the program and facilitated the distribution to all local school children. The police hand them to children on bicycles and skateboards to encourage friendly relationships. The police even get prizes donated for children seen wearing the helmet labels.

O'Keefe says they distribute 4,000 HELP labels every other year. They do not run the program annually as it is not needed.

If you are interested in learning how you can initiate HELP, NJHA has a comprehensive implementation guide. Contact Jacqui at 609-275-4112 or jkozsuch@njha.com for samples.

### AUXILIARY GOES ON NATIONAL TV FOR ORGAN AND TISSUES DONOR AWARENESS

Overlook Hospital Auxiliary has been actively educating its community about the critical need for organ donors. With more than 82,000 people nationwide on the waiting list for organs (2,800 in New Jersey), auxiliary members strive to reduce this number by handing out donor cards in supermarkets, hospitals and other venues. They speak at churches, synagogues, community groups and schools. They march in parades, participate in street fairs, and have even received national attention.

This past winter, Lenore Ford and several other auxiliary members, joined the crowd at the "Today Show" awaiting Katie Couric and Al Roker. Holding banners Lenore and friends had a few moments on national television to promote organ donation. Not stopping there, the auxiliary arranged for the Empire State Building to illuminate green April 19, 20 and 21 in honor of April as National Organ and Tissue Donor Awareness month.

*For more details on the Overlook Auxiliary efforts, call Lenore Ford at 973-984-2174 or 908-522-2004.*

### CASINO NIGHT RAISES FUN AND FUNDS

St. Francis Medical Center Auxiliary recently held its third annual Casino Night. The event netted about \$6,000 with 120 attendees. According to Karen Laub, auxiliary past president, the Casino Night is tremendous fun and fairly easy to manage.

The first year the auxiliary held the event at the Trenton War Memorial and the following years at the Trenton Marriott. Laub recommends using a hotel, which can adjust the room size as needed. Also she recommends using a reputable casino company as it can manage most of the event activities. The auxiliary contracted with Tumbling Dice, which provided the tables, all gambling materials, a charismatic emcee and table staff. To obtain a list of registered casino companies, contact NJHA or the New Jersey Legalized Game of Chance Control Commission.

Tickets were \$60 per person, which included dinner buffet, beer and wine as well as \$20 for gambling chips. In addition, the auxiliary held a 50/50 raffle (which netted an additional \$1,000) and a tricky tray auction. The event is growing and the auxiliary hopes to increase profits through additional ticket sales and an ad journal.

## TIPS FOR OBTAINING SPONSORS

Sponsorship income can greatly enhance your bottom line. There is no magic formula for obtaining large sponsorship dollars; however, below are some tips to assist in your efforts. Remember, recruiting and retaining sponsors are like all relationships. They require ongoing cultivation.

Know the difference between "prospects" and "suspects." Prospects have interest and have demonstrated similar involvement whereas you know little about suspects.

Why does someone want to be a sponsor? You cannot change a person's beliefs, but you can make what you present consistent with his/her beliefs.

Target your prospects. Don't mass mail. Cultivate your better sponsors. Ask face-to-face whenever possible.

Know who should solicit whom and how best to do it. There must be chemistry, credibility and rapport between prospective sponsors and solicitors. What donors or board members can help you approach the potential sponsor?

What are the benefits? Don't just mention exposure; learn of their interests, needs.

Watch lead time – don't approach too early or too late. Ask the sponsor.

Make sure your pricing is competitive. Check out other local events.

Consider exclusivity on types of major sponsors: only one bank, one grocery store, and one car dealer as a major underwriter.

Know your mission. Share why this event is necessary. Use visual aides if possible.

Show the sponsor's name in print. Show sample event materials with the potential sponsor's name in it.

Provide demographic details. Who will see these materials?

Know what else is going on around town and the hospital. Avoid competition.

# BUILDING SUPPORT FROM WITHIN

SOURCE: VOLUNTEER TODAY

**B**uilding support for new initiatives and changes means finding allies in the ranks of volunteers and paid staff. Here are some tips for finding allies with vastly different concerns.

**The Information Junkie** has a need for data. The more research, statistics, graphs, charts you can produce the happier this person is. The details and numbers help to bring them aboard as an ally.

**The Risk Averse** person is a good ally. They can help prevent the problems that plague some programs. They require reassurance that nothing will go awry if they support your program. Talk with them about precautions and plans you have to prevent bad things from happening.

**Global Thinkers** are bored by details and want to hear a brief overview. Outline the overall vision of what the program or project will bring. Have

ideas in bulleted form and be sure to mention how the new initiative benefits the entire organization.

**No Controversy** individuals will avoid anything that is not expressly approved by management. It is important to let this person know who is supporting this project. For example, you can mention that the program will be operated with great efficiency and that the bookkeeper has supported the program for just that reason.

## 2004 MONEY MART VENDORS

### ACCESS ACCESSORIES

Lauri Lefkowitz  
348 Glenwood Avenue  
Leon, NJ 07605  
201-585-1747 ■ 201-592-0172  
[jeweldivah@aol.com](mailto:jeweldivah@aol.com)

CATHARINE'S HOUSE OF SILVER  
Jim Koppke  
784 Morris Tpke, ite #241  
Short Hills, NJ 07078  
201-679-2550 ■ 201-436-9614  
[kjk@chofs.com](mailto:kjk@chofs.com)

COORDINATED STORE INTERIORS  
(Store fixtures and layout planning)  
Bill Knight  
426 W. Franklin Street  
Baltimore, MD 21201  
410-728-7222

D & D INT'L JEWELRY DESIGNS  
David Shapiro  
PO Box 413  
Franklin Lakes, NJ 07417  
973-962-4860

ELLEN'S NOVELTIES  
Ellen Lodico  
63 Eleron Place  
Wayne, NJ 07470

GIFTS BY REENA  
Reena Taneja  
56 Roosevelt Avenue  
West Orange, NJ 07052

G&S CORPORATE SALES  
Joe Sindt  
681 Lawlins Road, Suite #50  
Wycoff, NJ 07481

HEIGH HO SILVER  
Jane R. Van Hise  
444 Sked Street  
Pennington, NJ 08534  
609-737-1657

HUNTER DESIGN  
Ron Hunter  
237 Chapel Drive  
Holland, PA 18966  
215-355-4451

IN THE BAG  
Murray Scott  
127 Gaither Drive, Suite E  
Mount Laurel, NJ 08054  
856-439-9398

JERSEYLITE CANDLES  
Bud Devlin  
4940 Ocean Heights Av  
Mays Landing, NJ 08330  
609-625-8820

RECYCLED PAPER GREETINGS  
Fred Wolf  
70 Surrey Lane  
Eatontown, NJ 07724  
732-542-5527 ■ 732-542-2280  
[fred.wolf@recycled-greetings.com](mailto:fred.wolf@recycled-greetings.com)

RING RAGE  
Nancy Marks  
64 Eleron Place  
Wayne, NJ 07470  
1-973-696-7623

SWEET BLESSINGS  
(confectionaries with a spiritual message)  
Bill McGee  
23805 Stuart Ranch Rd  
Malibu, CA 90265  
310-317-1172 ■ 310-317-1132  
[bmcgee@sweet-blessings.com](mailto:bmcgee@sweet-blessings.com)

# FALL REGIONAL MEETINGS



*SAVE THE DATES:*

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**M**ark your calendar now for the fall regional meetings and invite key members of your organization to attend.

The meetings are free, conveniently located and one of the best opportunities to share new ideas, challenges and solutions with peers on topics such as fund-raising, recruitment and retention, leadership transition, etc.

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## NORTHERN REGION:

THURSDAY, SEPT. 30  
Pascack Valley Hospital  
Westwood

OR

TUESDAY, OCT. 12  
Morristown Memorial  
Hospital, Morristown

## CENTRAL REGION:

TUESDAY, OCT. 19  
Kimball Medical Center  
Lakewood

## SOUTHERN REGION:

TUESDAY, OCT. 5  
Underwood - Memorial Hospital  
Woodbury

INVITATIONS AND DIRECTIONS WILL BE MAILED IN AUGUST.

*For details, contact Jacqui Kozsuch at 609-275-4112  
or [jkozsuch@njha.com](mailto:jkozsuch@njha.com).*

760 Alexander Road  
PO Box 1  
Princeton, New Jersey 08543-0001

## REGIONAL MEETINGS!

“Networking with peers from other hospitals is extremely helpful.” That’s a frequently heard comment at the regional meetings.

Now is the time to make plans to attend one of the regional meetings listed to the right. They are free, conveniently located and offer one of the best opportunities to share ideas, to explore solutions on common issues and to hear important healthcare issue updates.

Plan to bring other auxiliary members. If you are unable to attend your regional meeting, ask another auxiliary leader to come in your place. Or, you can attend one of the other regional meetings convenient for you. Also, foundation and volunteer staff are encouraged to attend.

In August you’ll receive invitations with times, directions and more. If you have

questions, contact Jacqui Kozsuch at NJHA at [jkozsuch@njha.com](mailto:jkozsuch@njha.com) or 609-275-4112.

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