

Comments

A quarterly update from the NJHA Council on Auxiliaries

2005 LEADERSHIP, FUNDRAISING & VENDOR EXPO

"If you're doing the same thing this year as you did last year, you may be one year out of date." - ANONYMOUS

Taking that advice to heart, the NJHA Council on Auxiliaries has suggested many exciting changes to this year's spring conference, including a name change.

Previously called Money Mart, the new name, 2005 Leadership, Fund Raising & Vendor Expo, reflects many enhancements such as a leadership track in lieu of Fall Focus; room rearrangements to allow for more vendors; and extended educational sessions. Here's the program lineup:

- **RECRUITMENT AND RETENTION INNOVATIONS:** Creative techniques to help make your organization more attractive to new members.
- **CREATING NEW HORIZONS FOR YOUR AUXILIARY:** Options to strengthen your organization for the next century, while dealing with aging or non-committed members.
- **BEYOND FUND RAISING — Other Impact Opportunities for Auxiliaries:** Examples of empowering activities in advocacy and outreach as options for your auxiliary.
- **EVENT MARKETING & SOLICITATION TRAINING:** Enhance your marketing and solicitation skills to increase fundraising success.
- **MANAGING SHOP STAFF:** Recruiting, training and motivating paid and unpaid staff.
- **GIFT SHOP MERCHANDISING, MARKETING & PROMOTION:** Learn from a national expert on increasing profits.
- **N.J. LEGALIZED GAMES OF CHANCE:** Hear the latest on state rules and regulations.
- **VENDOR EXPO:** More than 20 vendors for lobby and gift shop sales.
- **COMPUTER:** Three hands-on training sessions of Internet, Word and Excel software.

Remember, critical thinking, strategic planning and investing in training are crucial to ongoing success. See you April 12!

AUXILIARY LIAISON - A TIME SOLUTION

Auxiliary presidents wear many hats. A common challenge is the lack of time to stay abreast of helpful NJHA resources and programs.

The NJHA Council on Auxiliaries suggests a simple solution: appoint an NJHA auxiliary liaison to summarize NJHA programs of interest and legislative activities at your meetings. Besides assisting the president, the liaison role is an excellent grooming opportunity for auxiliary leadership.

NJHA will add your liaison to the NJHA mailing list so he or she will receive the same information as you, the auxiliary president.

We suggest your liaison have e-mail and be a strong communicator. The liaison could be an auxiliary or a hospital staff person. For details, contact Jacqui Kozsuch at jkozsuch@njha.com or 609-275-4112.

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HEALTHCARE LEGISLATIVE UPDATES

To stay abreast of healthcare issues, register today for NewsLink, an NJHA weekly publication, or Government Daily, a daily publication. Both are free to members via e-mail only.

HAVE A QUESTION? NEED SAMPLES?

NJHA has numerous free auxiliary and volunteer resources.

NEED INFORMATION ABOUT RAFFLES OR AMUSEMENT GAMES?

Visit www.state.nj.us/lps/ca/lgccc.htm Or contact NJHA at 609-275-4112 or jkozsuch@njha.com

SAVE THE DATE

LEADERSHIP, FUND RAISING & VENDOR EXPO

Tuesday, April 12, 2005
NJHA, Princeton

2004-2005**COUNCIL ON AUXILIARIES****CHAIR**

KAREN LAUB
St. Francis Medical Center Auxiliary

COUNCIL MEMBERS

BARBARA K. ALLEN
University Medical Center at Princeton

BUNNY BIDERBERG
Virtua West Jersey Hospital Auxiliary, Voorhees

BRIGITTE BUIE
Bacharach Institute for Rehabilitation Auxiliary

JOANNE DESHENSKI
Carrier Clinic Auxiliary

LENORE FORD
Overlook Hospital Auxiliary

PEARL HAWTHORNE
Riverview Medical Center Auxiliary

CAROLYN HECKMAN
South Jersey Healthcare Foundation

NANCY JACKSON
Children's Specialized Hospital Auxiliary

KATHLEEN JONES
Warren Hospital Auxiliary

SHEILA KROLIKOWSKI
Capital Health System Auxiliary

VALERIE MACPHEE
CentraState Healthcare System Auxiliary

LOU NOONAN
Saint Clare's Hospital, Denville Auxiliary

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GLORIA PISERCHIA
Trinitas Hospital Auxiliary

BEA RUSH
Newton Memorial Hospital Auxiliary

VICKI VAFIADES
South Jersey Healthcare Regional Medical Center Auxiliary

JEAN WALTER
Capital Health System Auxiliary

KAY YEOMANS
The Valley Hospital Auxiliary

SECRETARY
JACQUI KOZSUCH
NJHA Director, Community Leadership

EX-OFFICIO MEMBERS
SALLY ROSLOW
NJHA Vice President, Development and Trustee Relations

KATHE BRANNON
N.J. Assoc. of Directors of Volunteer Services

MARY BETH BRENNAN
Saint Barnabas Medical Center Auxiliary

GREETINGS EVERYONE!

It was a whirlwind of activity this autumn traveling the state to our Council regional meetings. The meetings were a tremendous success with over 120 attendees and overwhelmingly positive feedback. A big thank you to our regional chairs and our host hospitals for making these meetings possible and to Jacqui and Sally for their wonderful support.

We covered several topics including auxiliary endeavors nationwide, the auxiliary's changing face and structure to keep up with the times, and how to implement change within your auxiliary by planning. Additionally, we discussed fund-raising initiatives, outreach programs and membership recruitment.

Where would you like to see your auxiliary in 5 to 10 years? This is the question all auxiliaries must confront. Auxiliaries need to seriously brain-

storm on their strengths and opportunities as well as their threats and weaknesses. Good planning is necessary to determine and attain long-term goals. If your auxiliary knows it needs assistance planning its future, NJHA can help. NJHA has numerous resources and can provide objective outside consultant services to work with your auxiliary to initiate positive change. Whether you're thinking about changing your bylaws, your board structure, your name or your focus to advocacy, NJHA can help. Simply call either Sally or Jacqui.

The New Year would be the perfect time to get motivated to set a day aside for a planning retreat meeting. Make 2005 a year for your auxiliary to set goal for new heights and make them happen!

KAREN LAUB
Chair, NJHA Council on Auxiliaries

FROM AROUND THE STATE:**NEW COUPLES AUXILIARY ON THE MOVE**

In less than one year, the new Chapter Two Auxiliary for Underwood Memorial Hospital (UMH) has raised more than \$2,000.

Jack Scott heads up Chapter Two. While serving on UMH Foundation Board, he was asked last year to start a "couples" auxiliary.

"My first recruit was my wife Jane," comments Jack. "Then we asked friends and hospital volunteers to join. Now we have 12 members and we plan to do a membership drive next year."

He credits Jane for the auxiliary's name, referring to their second chapter of life as retirees. A former systems analyst for Mobile Oil, Jack is also the treasurer for the Chamber of Commerce. Jack and Jane volunteer for several organizations, which expands their network of friends.

Their first auxiliary project was selling tick-

ets for a Camden River Sharks game. They also do group sales for the Phillies. In September, they held a voter registration drive at the hospital. Their largest fund raiser was selling 325 patriotic umbrellas for \$15 each, with a \$7 profit.

"I just like to help people. I've got two new knees and they're better when they're moving," beams Jack.

Chapter Two meets monthly for lunch at a local bank's boardroom. The auxiliary consists of both retired and working couples.

Debbie Cox, president of the UMH Auxiliaries, has glowing comments about Jack. "He is a real asset. Jack does not let any grass grow under his feet."

For more details on starting a couples auxiliary, contact Jack Scott at jackscott@comcast.net or (856) 845-5902.

FROM AROUND THE STATE: *continued*

CALENDAR RAFFLE BUILDS INCOME

For four years, the Palisades Medical Center Auxiliary has been selling calendar raffles (a calendar with a game-of-chance). Printing is limited to 1000 calendars, which sell for \$30 each. If all 1000 calendars are sold, the gross income is \$30,000, and the net is \$15,000, as half is awarded in prize money. Here's how it works:

- A numbered ticket is issued with each calendar. When purchased, a matching numbered ticket is placed in a drum. Five tickets are drawn every Friday for each day of the week (excluding weekends) with cash prizes ranging from \$30 to \$250.
- The winners receive the cash amount shown on the calendar date for which it's drawn.

- The winning ticket is returned to the drum prior to choosing the next ticket, so players may win more than once.
- Checks are mailed to the winners every Friday and the winning numbers are posted weekly at the gift shop and via e-mail to all employees.

Claire Friedman, the hospital community resources director, noted they sold 750 calendars last year. To encourage sales, employees who sell the most calendars receive prizes.

"It's a great gift because it provides year-round entertainment," said Claire. "It initially takes work and a good committee to get it rolling, but business builds after a few years."

She urges anyone embarking on this project to first be sure you can sell enough calendars to cover the prize money. They must sell 600 calendars to break even.

Calendars are advertised by sending letters with a tear-off response and return envelope to employees, auxiliaries, medical staff and volunteers as well as through the gift shop. They accept credit card, cash or check. The hospital marketing department pays for printing because the calendars promote hospital services.

The event requires state and local permits as well as a separate checkbook. For additional details, contact Claire Friedman at (201) 854-5011 or cfriedman@palisadesmedical.org.

"I DON'T KNOW THE SECRET TO SUCCESS, BUT THE SECRET TO FAILURE IS TRYING TO MAKE EVERYBODY HAPPY." BILL COSBY.

FIRST-TIME COCKTAIL PARTY NETS \$34,000 FOR OCEAN MEDICAL CENTER

More than 200 people attended the first-time event, "Friends on the Bay" cocktail party to benefit oncology services at Ocean Medical Center (OMC). Held Oct. 17 at the Bayhead Yacht Club, the event netted about \$34,000.

"What made this event a real success was the collaboration among different groups," explains OMC Guild President Peggy Ashley. "The event committee included foundation staff and board members, Guild members and community leaders. Together we pooled our resources. It drummed up a lot of interest for the Guild. We even had staff and physicians participate."

Tickets were \$75 each. They promoted the tickets by developing a large mailing list and sending more than 700 invitations. Ashley and OMC's chief of staff also sent letters to hospital department heads, which elicited a large response.

Contributing to the event income was \$20,000 in sponsorships and \$10,000 from a silent auction. Two of the largest auction items were a "Dine Around," which included 10 restaurant gift certificates, and a commissioned watercolor painting of your home.

"We had a spectacular 17-piece band, almost an orchestra. It was very upbeat and fun." Ashley added that the Guild is striving to involve more people and to reintroduce itself to the community.

The Guild was affiliated with Point Pleasant Hospital, which closed recently. Rather than disband, the Guild chose to support nearby Ocean Medical Center. Since OMC is expanding its cancer center in the Point Pleasant - Bayhead community, the Guild seized the opportunity to garner local support.

For more details contact Peggy Ashley at pegleg43@aol.com or (732) 223-7921.

TARGET NEW YEAR'S RESOLUTION MAKERS

With the end of the year approaching, many people start focusing on New Year's resolutions. This is a great time to recruit new members by contacting area businesses, churches, schools, gyms, etc. Ask if you can leave posters, brochures or even decorate a wall with volunteer photos. This is also an excellent way to recognize volunteers.

"Leaders take us from where we are to where we've never been."

— ANONYMOUS.

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IMPROVING COMMUNICATION WITH HOSPITAL STAFF

“Don’t get any respect?”

Do you ever feel your communication with hospital staff isn’t noticed or getting results? Communication is crucial to your auxiliary’s success. Here are a few suggestions to improve your communication with staff:

1. Learn staff members’ preferred method of communication. If they prefer e-mail, try to use e-mail to connect with them. If you don’t have e-mail, recruit someone who does.
2. To arrange a meeting, know their schedule. Select a time that’s less hectic for them so they can better focus on your needs.
3. Have a typed agenda for your meeting. It’s also helpful to assign a time limit per topic on your agenda. This will demonstrate you are considerate of their time, and they’ll be more amenable to schedule future meetings with you.
4. If your agenda is to request assistance, type a list of specific requests.
5. If your agenda is to discuss a dilemma, offer solutions or a plan. If you don’t have either, be open to their suggestions even if they are uncomfortable.

COUNCIL COMMENTS
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For questions or comments contact:

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