

FALL REGIONAL MEETINGS TO FOCUS ON RECRUITMENT AND RETENTION

Recruiting and retaining active members is a challenge for most organizations including auxiliaries. To assist auxiliary membership development efforts, the NJHA Council on Auxiliaries has decided to change the format for this year's regional meetings.

It's not too late to RSVP to attend your choice of any of the meetings, listed to the right. Registration is at 9:00 a.m., the meeting begins at 9:30 a.m. and concludes with lunch and an optional tour. The meetings are free to NJHA member hospital staff and auxiliaries.

If you are unable to attend, ask others to come in your place. We encourage you to bring potential auxiliary leaders to these meetings, as it often inspires them to consider assuming greater responsibilities for your auxiliary. Attendees will receive samples and discuss ideas on recruitment strategies as well as learn more about important healthcare issues.

To RSVP, contact NJHA at JKozsuch@njha.com or 609-275-4112.

RUNNING A THRIFT SHOP - AN EXCHANGE OF BEST PRACTICES

NJHA is hosting a best practices exchange focused solely on thrift shops on Tuesday, Dec. 6, from 10 a.m. to 1 p.m. at NJHA in Princeton. During this facilitated program, you will share ideas and examples on issues such as promoting the to community and staff; promoting your mission; merchandise displays; reselling on eBay; consignment sales; volunteer management and many other key topics.

The program is open to all thrift shop managers and auxiliaries as well as hospital staff who are involved with the thrift shop such as foundation and volunteer directors. The cost is \$20 for NJHA members and \$35 for NJHA non-members and includes lunch.

This is the first time NJHA is hosting such a program. It will be modeled after the successful gift shop best practices exchange held in June. Registration materials will be distributed in October. Attendees are asked to send samples of printed shop materials such as volunteer schedules, coupons, posters, sales fliers, brochures, training manuals and accounting forms to NJHA prior to the meeting. NJHA will copy all materials and distribute to all attendees.

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For ideas, samples and links, visit the NJHA auxiliary volunteer website: www.njha.com/auxiliaries/index.aspx

WANT HEALTHCARE UPDATES? NewsLink, the NJHA publication, is available free by e-mail to members.

SAVE THE DATE

FALL REGIONAL MEETINGS:

NORTH: Sept. 29 - The Valley Hospital, Ridgewood

or

Oct. 27 - Hunterdon Medical Center, Flemington

CENTRAL: Oct. 20 - CentraState Medical Center, Freehold

SOUTH: Oct. 18 - South Jersey Healthcare - Regional Medical Center, Vineland

THRIFT SHOP LEADERS EXCHANGE

Tuesday, Dec. 6
NJHA, Princeton

2006 EXPO

Tuesday, April 4, 2006
NJHA, Princeton

2005-2006**COUNCIL ON AUXILIARIES****CHAIR**

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St. Francis Medical Center Auxiliary

VICE CHAIR

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Women's Association of
Morristown Memorial Hospital

BEA RUSH
Newton Memorial Hospital Auxiliary

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Capital Health System Auxiliary

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NJHA, Director, Community Leadership

EX-OFFICIO MEMBERS
KATHE BRANNON
NJ Assoc. of Directors of Volunteer Services

SALLY ROSLOW
NJHA, Vice President, Development and
Trustee Relations

GREETINGS EVERYONE!

Autumn is my favorite time of year with its clear blue skies and the beginning of an exciting new year with the Council and, of course, all of you. By the time you read this letter, I will have returned from the State Auxiliary Leadership Conference in Minnesota. This national conference is an excellent opportunity to gain insight into the latest national auxiliary trends. I look forward to coming back refreshed with renewed knowledge to share.

Training and networking are always beneficial and inspiring. I encourage you to seek learning opportunities as often as possible. Why not start by attending an upcoming regional meeting? I especially encourage first-time auxiliary leaders to come, as it will be a valuable experience. This year's meetings will focus on recruitment and retention, which is an ongoing challenge. The exchange of new ideas and information will be enlightening as well as foster networking among hospital auxiliary leaders.

One method to recruit and retain members is with a newsletter. Does your auxiliary

have a newsletter? Is it circulated consistently to current and potential members? Are your newsletters placed throughout your hospital, such as the lobby, cafeteria, gift shop and waiting rooms? Newsletters are an inexpensive way to stay connected. They improve awareness of your auxiliary, its mission, exciting initiatives, activities, meeting dates, volunteer opportunities and so much more. Newsletters help you attract new members as well as retain your current ones. Members need to be updated continuously and to feel connected, so you don't lose them to competing organizations.

In closing I would like to thank the members of our NJHA Council on Auxiliaries for their time and effort for making numerous calls encouraging auxiliary leaders to attend a regional meeting. Reaching out across the state helps us stay connected, an important endeavor as we strive to support our hospitals' mission of providing quality healthcare to our communities.

KAREN LAUB
Chair, NJHA Council on Auxiliaries

GIFT SHOP BEST PRACTICES – SUMMARY AVAILABLE

In June about 25 hospital gift shop leaders gathered at NJHA to identify key issues and exchange best practices to enhance their shops' success. During their lively discussions, they swapped information and samples on various issues including merchandising, volunteer recruitment and management, accounting and marketing.

As a result of this successful meeting, NJHA has produced an outline summarizing its best practices. This outline is free to auxiliaries, volunteers and staff of NJHA member hospitals. This outline includes interesting tidbits such as:

- The top two selling items in hospital gift

shops are plush toys and jewelry ranging from \$25 - \$60. The most expensive items sold were jewelry for more than \$400.

- About half the gift shops allow payroll deduction. Those who offer it agree it greatly increases sales and estimate 55 percent of their sales are through payroll deduction. However, some shops limit payroll deduction charges to a minimum \$10 and a \$300 maximum purchase.
- Some gift shops offer frequent buyer cards to employees.

For more details or to receive a copy of this outline, contact NJHA.

FROM AROUND THE COUNTRY

While attending a national auxiliary/volunteer conference in mid September, Karen Laub, chair, Council on Auxiliaries, and Jacqui Kozsuch, NJHA director of community leadership, gleaned several new ideas from other auxiliaries and hospitals. Here is a sampling:

NORTH CAROLINA HOSPITAL RECRUITS MEN:

A North Carolina hospital held a "men's-only" breakfast in the hospital for potential male members. Since the auxiliary president and director of volunteer services were women, they both dressed as men wearing suits and fake mustaches, which provided a humorous twist. The breakfast included a hospital tour and an explanation of auxiliary involvement opportunities geared toward men such as helping with the golf outing, wheelchair repair and computer help. Following the breakfast, current male auxiliarians made personal follow-up calls to the men who attended the breakfast.

OHIO HOSPITAL RECRUITING PATIENTS AND VISITORS

An Ohio hospital successfully recruits patients and visitors to the auxiliary or the volunteer department through ice cream socials held quarterly in the hospital lobby. Here's how they coordinate the program: Auxiliarians distribute ice cream flyer/coupons to nursing stations on each floor by mid-day. Nurses then distribute these coupons to patients and their visitors, who redeem them between 5:30 and 7:30 p.m. for a free scoop of ice cream in the lobby. There they provide more information on volunteer and auxiliary opportunities as well as sometimes arranging for a magician or other entertainment to encourage networking and socializing.

Ben & Jerry's sponsors the program by delivering free ice cream, which requires about five volunteers to scoop. The auxiliary recommends scooping ice cream rather than providing ice cream bars as scooping generates more enthusiasm. Ben & Jerry's also supplies an ice cream cart, which allows a

few auxiliarians to trolley through the pediatric unit and scoop on the spot so their pediatric patients and visitors won't have to visit the lobby for ice cream.

CALIFORNIA HOSPITAL GIFT SHOP AIMS FOR \$1 MILLION:

A California hospital gift shop that raises \$700,000 each year is striving to reach an annual \$1 million goal through various creative strategies. Here are some of the gift shop's techniques:

- Publishes a monthly newsletter that features upcoming sales, new merchandise and promotional gimmicks. The newsletter is distributed in the lobby areas, waiting rooms, employee payroll stuffers, cafeteria and various community senior centers;
- Provides tote bags with the hospital gift shop logo on it to all customers purchasing more than \$100;
- Holds Spa Days, which provide mini-manicures for a fee. Pre-registration is requested but not mandatory;
- Sells flowers on Fridays at \$3 per bunch. Local florists sell their unsold flowers for a limited time on Friday afternoons, and give proceeds to the gift shop;
- Rotates some merchandise frequently by buying items like infant clothing at local discount stores such as Sam's Club. If the clothing doesn't sell in two months, the merchandise is returned.

The gift shop also holds numerous promotional sales:

- **NAME GAME** – every day a first name is selected to receive a 10 percent discount. For example, one day anyone with the name "Mary" receives a discount. The next day might be "Tom," and so on.
- **COUPON SHEET** – the shop sells a coupon sheet with eight coupons on it for \$10 each, redeemable within one year.
- **NEW YEAR'S RESOLUTION CONTEST** – the gift shop holds a contest for the most creative resolution, the most sincere resolutions, etc., and the winners receive a free item from the shop.

- **POT OF GOLD SALES** – the shop promotes seasonal colored items to be discounted, such as all red items in December are 10 percent off, all green items in March are 10 percent off, etc.
- **SELL UNSOLD MERCHANDISE** – the shop displays unsold merchandise on a table outside the shop. The first week all items are 10 percent off, the second week they are 20 percent off and so on, until all merchandise is sold.
- **BIRTHDAY DISCOUNTS** – receive a 10 percent off on your birthday, validated by your driver's license.
- **SANTA VISITS** – Santa roams the hospital handing out chocolate kisses with shop coupons for staff.
- **UNIQUE CHANGE** – the shop gives out only \$2 bills and \$1 coins in change. Everyone in town knows if you pull out a \$2 bill that you were shopping at the hospital gift shop.

SAVE THE DATE

Plan now to attend next year's EXPO. Hospital auxiliary and volunteer leaders, fund raisers and gift shop managers will be treated to an exciting day of outstanding educational programming partnered with a gift shop and fund-raising vendor expo. Choose sessions among three program tracks of leadership, fundraising and gift shop management.

Next year's leadership track will be an auxiliary president's orientation. It will provide training for new and potential auxiliary leaders on volunteer and meeting management as well as legal and financial practices.

While it will be several months before EXPO brochures are available, now is the time to mark it on your calendar. The conference will be April 4 from 9 a.m. to 3 p.m. at NJHA in Princeton.

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

INCREASE AUXILIARY MEETING ATTENDANCE

Want to increase auxiliary meeting attendance? Below are several tips for building attendance and active involvement in your auxiliary:

- Keep your meetings to one hour – this will force you to be productive and use the time wisely.
- Have an organized agenda – and stick to it. If your regularly scheduled meeting doesn't have a strong agenda or a purpose, cancel the meeting. This tells members you respect their time.
- Distribute agendas and meeting reports with the meeting announcements at least two weeks prior the meeting.
- Don't read reports at your meetings – ask everyone to read them before they come. Only discuss issues that require decisions or that will have an impact on your activities.
- Delegate tasks and hold them accountable.
- Offer mentoring to newer members.
- Always have good food and fun – don't take yourselves too seriously.
- Consider including a speakers on topics such as women's healthcare, skin care in the winter, art in windows or window gardens, photography techniques, etc.
- Keep in mind – if you are a leader, you are perceived as a leader, so be a leader.

COUNCIL COMMENTS

is a publication of the
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