

SUCCESS IS IN THE CARDS!

NJHA'S ANNUAL LEADERSHIP, FUND-RAISING CONFERENCE & VENDOR EXPO — APRIL 4 AT NJHA

Success doesn't happen by luck, but rather by playing your cards right. Plan now to attend this year's EXPO to maximize your success.

Nationally-known speakers on leadership development, fund raising and gift shop management will present outstanding and informative sessions. This year we are especially delighted to welcome back Mary McCormack, who is renowned for volunteer leadership development. Also joining us is Patti Tegenborg of Tegenborg Events on blockbuster fund raising, and Tom Shay of ProfitsPlus! on gift shop profit boosting.

Choose from multiple sessions:

- One Size Does Not Fit All! Recruitment and Recognition Strategies That Work!
- Building Better Boards: A Winning Recipe for Success!
- Growing Small Events to Blockbusters!
- Gift Shop: Create Positive Cash Flow — with an "open-to-buy" and turn excess inventory into needed cash.
- Gift Shop Pricing Strategies for "Profits Plus" — boost your bottom line and keep customers returning.
- Executive Boot Camp — get your auxiliary's finances and operations in compliance with regulations.
- "Ask Bill" from N.J. Legalized Games of Chance about your raffle questions.
- Using E-mail and the Internet to recruit younger leaders.
- Let Excel simplify managing your volunteer, donor and financial lists.

The EXPO is ideal for fund raising, auxiliary, volunteer and gift shop leaders as well as other hospital professionals involved with hospital volunteer or fund-raising efforts.

To obtain a copy of the EXPO brochure, e-mail auxiliary@njha.com, visit www.njha.com/auxiliaries/index.aspx, or call NJHA at 609-275-4112.

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

SAVE THE DATE

2006 EXPO
Tuesday, April 4, 2006
NJHA, Princeton

**NATIONAL HEALTH CARE
VOLUNTEER DAY**
April 24, 2006

2006-2007

COUNCIL ON AUXILIARIES

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St. Francis Medical Center Auxiliary

VICE CHAIR

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University Medical Center at Princeton

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BEA RUSH
Newton Memorial Hospital Auxiliary

JEAN WALTER
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JACQUI KOZSUCH
NJHA, Director, Community Leadership

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KATHE BRANNON
NJ Assoc. of Directors of Volunteer Services

SALLY ROSLOW
NJHA, Vice President, Development and
Trustee Relations

As I look back on the past few years I am amazed at how fast my term as Council chair has gone. It has been a time for growth both for the Council and myself. I am grateful to NJHA, Sally, Jacqui and the entire council for their support, input and shared enthusiasm. Together we made great strides through self-assessment and strategic planning.

Here are some of Council's achievements from the past two years:

- We streamlined Council by consolidating our committees, making us more efficient and productive. We increased Council's personal calls to auxiliary leaders, which is a terrific way to inform auxiliaries of NJHA vast resources to address their needs.
- Realizing that people are busier than ever, we combined our two annual conferences into one spring Expo conference. The Expo is a progressive conference with professional speakers offering the latest information on leadership, fund-raising and gift-shop expertise.
- We initiated themes for the fall regional meetings. One theme focused on the need for strategic planning. This included learning to assess your auxiliary and formulate a plan to build on strengths and overcome weakness. Another theme was recruitment and retention.

- We discussed best practices on how to know your mission and impact on your hospital and community as well as how to let the world know it! Sharing your passion for your auxiliary and hospital boosts recruitment if you tell your story at every meeting, in your newsletters, on your brochures and in your local newspapers. Auxiliaries also learned ways to make their organizations highly visible and ones that people would love to join.

These changes resulted in our highest attendance to date for both the regional meetings and the 2005 Expo Conference. Our goal is to continue increasing participation among auxiliary leaders so we can continue growing together.

It has been a rewarding two years as Council chair. In May, we will welcome Barbara Allen of the University Medical Center of Princeton to take my place. I encourage you to support her and Council's efforts to enhance auxiliary development. One issue Council plans to address is improving communication. Together we can work proudly toward a common mission to improve the health-care of our communities.

Best wishes to Barbara and Council in your continuing endeavors,

KAREN LAUB
Chair, NJHA Council on Auxiliaries

VALUE OF VOLUNTEER TIME

The estimated dollar value of volunteer time is \$18.04 per hour for 2005. Assuming that the same number of volunteer hours was served in 2005 as in 2000, the total dollar value of volunteer time for 2005 is estimated at \$280 billion. Visit www.independentsector.org for a historical look at volunteering and its estimated dollar value.

GAMING TIDBITS:

Did you know that poker fund raisers are illegal in New Jersey? All types of poker gaming as fund raisers are outlawed. However, you can hold a casino night as long as you partner with a licensed casino night operator.

For more details on New Jersey's gaming laws, attend The EXPO on April 4 at NJHA.

FROM AROUND THE STATE

PRINCETON DOG WALK

Remember the Cow Parade, ornate fiberglass cows adorning the sidewalks of New York City? Well soon you'll see colorful ceramic Labradors throughout Princeton.

The Auxiliary of University Medical Center at Princeton has selected 50 artists and schools to participate in the Princeton Dog Walk. Artists, many of them well known, will create masterpieces on 30-inch statues, which will be displayed in local sponsoring stores all summer.

Event co-chair Christie Robb witnessed a similar event in Kent, Connecticut, and was struck by its beauty. New to Princeton and interested in helping her local hospital, she approached the auxiliary to see if she could manage a similar event for them.

"It's such a positive event for the community. It brings awareness of the auxiliary and the hospital to the community," says Robb. "It's a joyful and unifying experience for everyone."

The auxiliary welcomed Robb to their leadership team and paired her with an existing auxiliary leader, event co-chair Jodie Erdman, to assist with the project. The Dog Walk requires upfront costs of about \$10,000. Robb credits Erdman's support in taking this risk and for the great enthusiasm they've already received from the community.

"My initial goal is to have a successful event of 50 painted dogs in 50 host stores and net about \$15,000. But, this event could easily raise more than \$100,000 for the auxiliary," adds Robb.

The auxiliary will host a Grand Unleashing Party on May 12, by invitation only for sponsors, artists and media. Afterward the dogs will be photographed for a coffee table book and poster and then sent to their sponsoring stores for display. The auxiliary is requiring all dogs to be displayed inside the stores to protect them from weather, theft and breakage.

Most of the dogs will be auctioned on E-bay. This allows out-of-town visitors to bid on the dogs without having to return to Princeton. A few of the dogs are being decorated by local schools, and their dogs will be auctioned at the June Fete, the auxiliary's summer festival fund-raiser.

The coffee table book is being published by X-libris.com, an online publishing company. For \$5,000 or less, X-libris.com will produce a book and does not require an upfront publishing commitment. Books will be sold at Princeton stores and online.

The Princeton Dog Walk will have its own Web site, linked from the auxiliary's site of www.princetonhcs.org/Default.aspx?p=2510. For more details, contact the auxiliary at (609) 497-4069.

UNDERWOOD AUXILIARY JOINS WITH YMCA IN LABELS FOR LIFE

The Chapter Two Auxiliary of Underwood Memorial Hospital is collaborating with its local YMCA to distribute Labels for Life identity tags. Jane Scott and her husband, Jack, are the co-chairs of this new auxiliary.

"The main auxiliary is committed to community outreach and is supporting our Labels for Life project. Partnering with the YMCA is an excellent opportu-

nity to educate senior citizens on the need for emergency identification," Jane says.

Labels for Life identification tags are a small plastic pouches that can tie into shoes or attach to zippers. The pouch can contain your name, emergency contact information and a key or a few coins.

Labels for Life provides emergency responders with vital information if you are caught in an emergency without identification, such as when strolling through a park. It can also help identify an elderly loved one who wanders away.

Jane adds that the YMCA has a variety of classes and programs for seniors. The Chapter Two Auxiliary is reaching out to seniors and sees this as a great opportunity to promote the need for emergency identification and also to promote their auxiliary.

The auxiliary will provide the YMCA with 300 zipper pull Label for Life tags. YMCA program leaders will hand out the tags individually rather than placing them openly on a table.

If your auxiliary or hospital would like to purchase Labels for Life tags, contact NJHA.

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

NJHA WEB SITE OFFERS VAST RESOURCES

Need ideas or help recruiting volunteers? Want to know JCAHO's standards regarding volunteers? Seeking new fund-raising events or assistance? Looking for details on NJHA's recognition certificates? Want to compare Web sites from other auxiliaries, foundations, gift shops and thrift shops?

Then visit NJHA's Web site at www.njha.com/auxiliaries/links.aspx and save it as one of your "favorites." This site offers you a vast array of resources and samples such as:

- NJHA recognition certificates descriptions and applications
- NJHA Free Resources List
- Links to N.J. hospital volunteer Web sites, auxiliary Web sites and foundation Web sites
- Links to N.J. hospital gift shop and thrift shop Web sites, and
- Links to government regulation sites such as JCAHO's standards for volunteers, the N.J. vendor registration form and N.J.

Games of Chance Control Commission.

One example of a great site on volunteer recruitment you'll find is www.volunteer-match.org/. Just register your organization and the details of your volunteer opportunities. While this site is a national database of volunteer opportunities, people looking to volunteer in your community can search the database for opportunities by zip codes. This site is an excellent chance to connect you with local people seeking to volunteer. And, it's FREE.

Also, we encourage you to compare N.J. hospital auxiliary, foundation, volunteer or shop Web sites. Many organizations are utilizing their sites very effectively to boost their efforts. For example, you'll see that some gift shop sites allow you to order online for hospital patients. This should be a standard for all hospital gift shops, and by visiting the sites you can learn how to improve your own Web site.

If your site is not listed on NJHA's site, please contact us at auxiliary@njha.com or 609-275-4112.

COUNCIL COMMENTS

is a publication of the
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