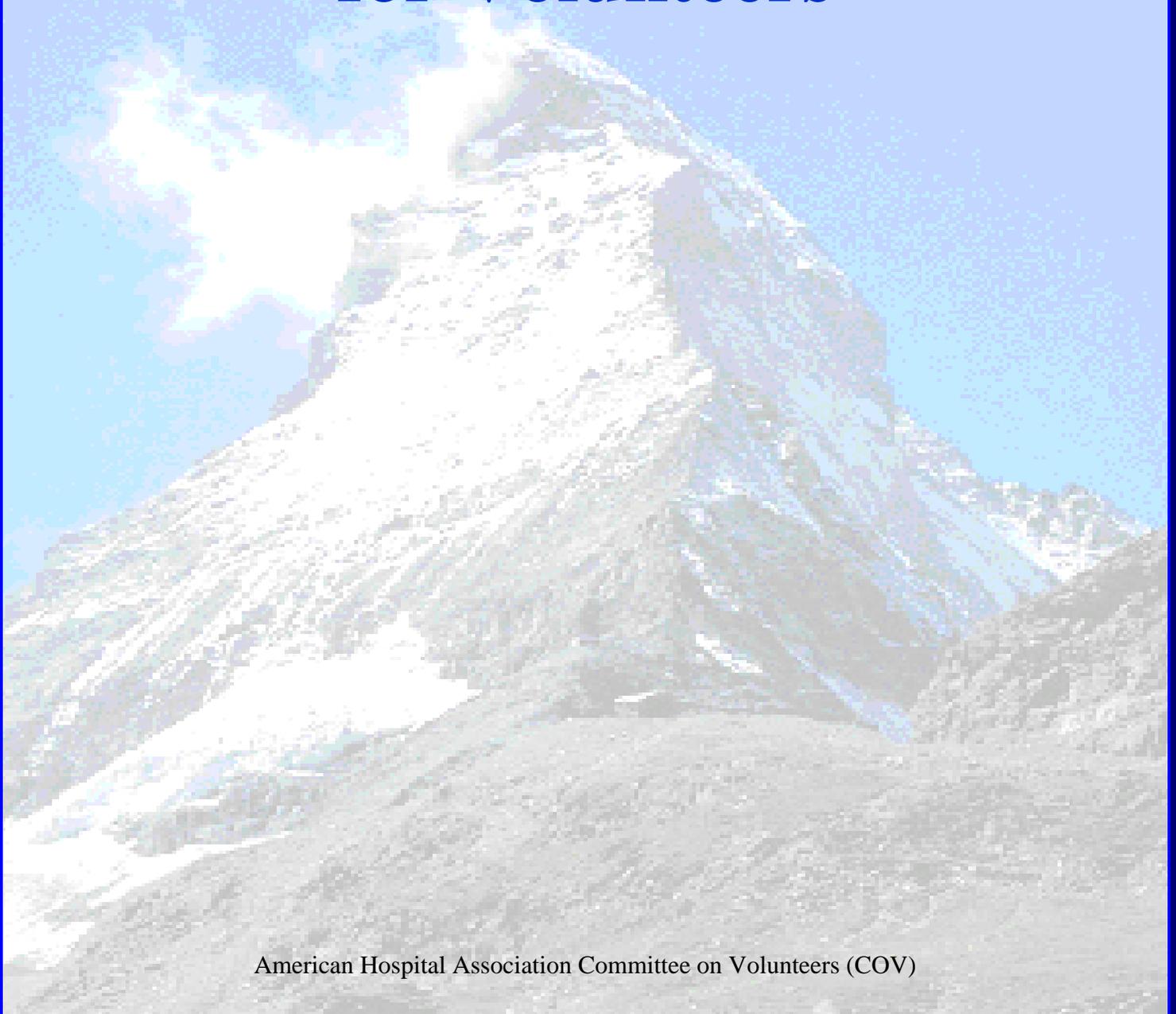




"View from the Summit"

Recruitment & Retention Guide for Volunteers



American Hospital Association Committee on Volunteers (COV)



Best Practices and Recruiting and Retention Resource Guide for Healthcare Volunteers

Recruitment and retention are vitally important to healthcare volunteerism. These interrelated issues directly affect the success of volunteer organizations.

This Resource Guide was developed to assist volunteer leaders in recruiting and retaining volunteers for their organizations. To successfully recruit volunteers for your organization, you must be able to explain in an enthusiastic, informative, and convincing manner what your organization is about, and why someone would want to be a part of it. Equally important is placing the new members in positions that are compatible, satisfying, and challenging. This Resource Guide provides the tools for the successful recruiting and retention of Volunteers.

Thanks to the 2003 Volunteer Summit Team for their expertise and many hours of dedication to this project. Thanks also to all contributors of this Resource Guide.

Wilma Boldt, Chair
AHA Committee on Volunteers

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PREFACE

In 1998, reports from state auxiliary leaders and professionals in the field of healthcare volunteerism confirmed a critical decline in the number and diversity of healthcare volunteers. Author, lecturer and consultant Steve McCurley warned State Auxiliary Leaders: *“In the absence of a concerted effort to reverse trends, hospital volunteering will become irrelevant in the next 15 years.”*

The reality that our hospitals and the volunteers serving them were faced with a serious threat was the catalyst to motivate these volunteer leaders to launch the idea for Volunteer Summits designed to enhance the image of our special brand of volunteerism.

A collaborative alliance made up of members of AHA, the AHA Committee on Volunteers, the American Society of Directors of Volunteer Services, Veteran’s Association Voluntary Chiefs, State Auxiliary Leaders, and auxiliaries and volunteers across the nation put together plans to advance the cause of volunteerism and volunteer leadership.

Collaborative teams (Vision & Values, Research & Reporting, Funding Communications, Resource/Events, and Publicity) planned three Summits in conjunction with the ASDVS/Auxiliary/Volunteer Annual National Conferences.

The goal of this initiative is “to recognize the reality and promote the potential of healthcare volunteerism” and thus draw positive attention to healthcare volunteerism and encourage a younger and more diverse group to join us as we serve our institutions and communities.

This Recruitment & Retention Guide has been assembled through the efforts of AHA, the AHA Committee on Volunteers, the Summit Resource/Events and Communication Teams and is the culmination of the Summit campaign. It addresses the subject that has been at the heart of the four-year initiative. We thank all who submitted their outstanding programs, which will be valuable resources for those striving to revitalize their volunteer programs by improving the image of who we are and what we do for our hospitals and communities. It is a positive step toward making healthcare volunteerism the Number One choice of everyone interested in donating his or her time and talents in a volunteer role.

Rosemary Fox, Coordinator
Volunteer Summit Team

RECRUITING AND RETAINING VOLUNTEERS

INTRODUCTION

Volunteers are the lifeblood of every hospital in our country. Year after year, they contribute time and energy to assist their hospital by:

- Responding to the needs of patients, patients' families, hospital staff, and visitors.
- Promoting the hospital and auxiliary as a caring organization.
- Enhancing community understanding of health care through educational programs and outreach activities.
- Maintaining ongoing sources of revenue to meet present and future requirements. (In some hospitals.)

WHY PEOPLE VOLUNTEER

People volunteer for many different reasons, such as:

- Helping others.
- Making new friends.
- Building self-confidence.
- Having a sense of well-being and connectedness to others.
- Gaining personal growth.
- Fighting boredom.
- Establishing a new direction in life.
- Giving something back to the community and/or institution (hospital).
- Sharing talents, abilities, and experiences.
- Learning new skills.
- Gaining training.

- Feeling needed, useful, and appreciated.
- Gaining membership benefits.
- Having fun and enjoying themselves.

RECRUITMENT STRATEGIES

Set The Stage For Effective Recruitment By:

- Assessing the needs of your hospital and your community.
- Creating a mission and vision statement that clearly ties into the mission of the hospital.
- Collaborating with hospital staff for needs in their departments.
- Designing diverse opportunities for volunteers.
- Developing creative, comprehensive, value-added assignments, e.g., volunteers training other volunteers, position sharing, cross training, etc.
- Considering the diversity of individuals who volunteer.
- Being aware of community demographics and volunteer trends.

What Benefits Can You Offer Potential Volunteers?

Your hospital volunteer organization is just one of many organizations competing for volunteers. What makes your group a special or attractive organization for the volunteer?

Market the positive aspects that your organization offers to volunteers:

- Establish friendships.
- Develop skills.
- Rewards of involvement.
- Education opportunities.
- Training opportunities and personal development and growth.

- Social interaction.
- Feeling of self worth.

Where Are Potential Volunteers Hiding?

They are all around you. They are:

- Members of your family.
- Social and spiritual friends.
- Active adult communities.
- Students in school, college, and vocational centers.
- Pre or post retirement individuals.
- Hospital patients.
- Former volunteers.
- Local volunteer centers.
- Members of service organizations, e.g., Kiwanis, Rotary, AAUW, etc.
- Members of other organizations, e.g., AARP, Senior Citizens, singles groups, retired teachers, etc.
- People in support groups, e.g., heart, cancer, prostate cancer, etc.
- Health clubs and those assisting with golf or tennis tournaments.
- Corporations and businesses.
- Law enforcement agencies.
- Work force (volunteer hours required by employers).
- Unemployed or prospective employees.
- Shut-ins for work at home, crocheting, knitting, etc.

How Do You Create Visibility For Your Volunteer Organization?

- Making volunteering appealing: put some “sizzle” into recruitment ads, etc.
- Promoting National HealthCare Volunteer Day.
- Preparing volunteer position descriptions to include short term/episodic, virtual and other options.
- Making clearly defined volunteer information readily available.
- Making certain that the volunteer center, Internet volunteer website, local library, Chamber of Commerce, newcomers group, convention/visitors bureau have up-to-date information about volunteering in your organization.
- Identifying target groups and how to market them.
- Creating a speaker’s bureau by training volunteers to give presentations.
- Holding recruitment meetings, similar to Tupperware parties, in volunteer’s homes.
- Preparing an up-to-date user-friendly website with an easy sign-up.
- Planning and marketing “bring a friend” social events, e.g., teas, breakfasts, etc.
- Distributing bookmarks telling your auxiliary/volunteer story to local book clubs, libraries, etc.
- Providing a booth at school career days.
- Participating in health fairs at the mall or other facilities.
- Providing a generic auxiliary/business card, which states, “I am a Volunteer at _____(organization’s name). Let me tell you about it”, for volunteers to give to people they encounter.
- Writing feature articles, letters to the editor, classified ads, etc., in the local and community newspaper.
- Videotaping your volunteers at work to use at health fairs, community organizations, radio and television stations, etc.
- Planning programs and events to attract younger members.

- Showcasing a volunteer in your auxiliary/volunteer newsletter or hospital newsletter.
- Promoting “*special services*” programs on radio, television, and websites.
- Organizing a recruitment drive giving hospital gift shop gift certificates and other “freebies” to the person bringing in the most volunteers.
- Designing opportunities for volunteers to share positive experiences with prospective volunteers.
- Asking volunteers to share positive experiences when speaking to a service organization about volunteer opportunities.
- Distributing fliers for mailboxes in apartment buildings, retirement communities, schools, church bulletins, church pews, etc.
- Having a volunteer speak at hospital employee orientation.
- Preparing volunteer information tents for cafeteria tables.
- Preparing brochures and place in hospital waiting rooms, doctor’s offices, etc.
- Displaying volunteer posters in elevators.
- Developing a volunteer “shadow”, “tag-a-long”, “apprentice”, or “mentoring” process for new volunteers.
- Collaborating with bank, gas, and electric company to include brochure in mailed statements.
- Collaborating with another community organization on a project.
- Providing information through local realtors, Welcome Wagon, and the Chamber’s newsletter.
- Including volunteer brochure in patient admission packets.
- Showcasing volunteers, their programs and activities in the hospital in-house newsletter.

TRAINING STRATEGIES

Training is a key to retaining volunteers and is directly linked to job satisfaction. A training plan is essential for your organization.

Volunteers should participate in:

- Orientation in the hospital and in their department.
- Evaluations to insure the volunteer and service position are compatible.
- Immediate and adequate training where they serve.
- Educational sessions at retreats, district, state, regional, and national auxiliary/volunteer meetings or conferences.
- Personal interview with DVS or auxiliary officer.
- One on one mentoring with experienced volunteer for as long as the new volunteer feels it is needed.

RETENTION STRATEGIES

Integrating new volunteers to your organization is crucial to volunteer retention. The process should include:

- Making them feel welcome, special, and appreciated.
- Placing pictures of new volunteers in the lobby or volunteer room.
- Discovering and investigating their interests, motives for volunteering, and expectations from their volunteer experience and organization.
- Offering choices in volunteer placement.
- Briefing them on the organization's mission, goals, key people involved, and facilities.
- Providing an evaluation for ongoing feedback and communications with volunteers.
- Outlining specific roles and responsibilities. Position descriptions should clearly define responsibilities.
- Engaging in professional development.

- Periodically holding volunteer forums to address issues and concerns.
- Keeping up with the trends in volunteering.
- Matching technology to future needs.
- Encouraging questions.
- Printing a synopsis of volunteer board meetings in newsletters.
- Displaying volunteer opportunity board of pictures of volunteers in action.
- Giving immediate rewards, especially to young people who can't wait for their 30-year pin.
- Having members call new volunteers to welcome them to volunteer functions.
- Providing a "buddy system" for support.
- Providing an annual reorientation for all volunteers.
- Expressing appreciation of a job, especially those well done.
- Offering help and support.
- Strengthening the links between volunteers and staff.
- Planning a volunteer recognition event, which includes staff.
- Developing volunteer assignments. This will foster understanding and appreciation of volunteers and enhance the volunteer/staff relationship.
- Recognizing and encouraging potential leaders to take a more active roll.
- Surveying new members 30 days and 6 months after they become members.
- Having a special new member project, created and carried out by them, or an annual event that is the responsibility of the new members. Both activities will create a sense of ownership in the organization.
- Dealing with ways to avoid volunteer burnout.
- Providing exit interviews of volunteers who discontinue service.

RECOGNITION STRATEGIES

Volunteers are special people. Treat all volunteers as paid employees. Acknowledge their involvement and contribution. Ways to recognize volunteers include:

- Writing letters, notes, emails, and cards of thanks.
- Providing certificates of appreciation.
- Awarding volunteers pins for hours of service.
- Writing articles about volunteers in newsletters.
- Sending volunteers get well, anniversary (date began volunteering), thinking of you, and birthday cards.
- Awarding life memberships, if appropriate.
- Holding special social events honoring volunteers, e.g., lunches, teas, etc.
- Holding joint functions with adult and teen volunteers.
- Acknowledging their efforts at committee and board meeting.
- Providing farewell activities for volunteers moving away from the area and/or resigning for health or age reasons.
- Acknowledging volunteers creatively by giving small wrapped lifesavers to volunteers, saying “Thanks for saving my life today. You really did a good job...”
- Inviting staff to an event, honoring volunteers serving their department.
- Developing meaningful assignments or expanding current ones providing opportunity for volunteer mobility, e.g., added level of responsibility and satisfaction.
- Providing a wall plaque featuring nameplates for all volunteers, which are placed in service hour categories. Move nameplates from category to category as necessary.

SUMMARY CHECKLIST FOR RECRUITING AND RETAINING VOLUNTEERS

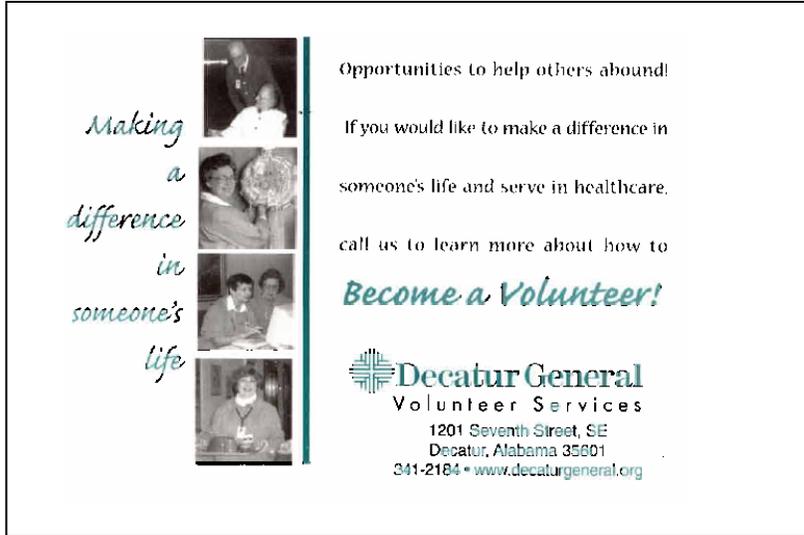
- Ask why your organization needs volunteers and what opportunities you can offer.
- Evaluate the number of volunteers needed and the time commitment required.
- Be flexible and open minded and think outside the box.
- Plan a recruitment campaign.
- Interview volunteers individually and recruit people that compliment other members of the team.
- Induct them into their new roles, providing support and feedback regularly.
- Involve volunteers in team meetings and in all matters that affect them.
- Provide opportunities for training.
- Manage, support, and evaluate performances.
- Reward and recognize volunteers appropriately.
- Make adjustments in volunteer opportunities and programs, as needed.
- Review recruitment strategies and checklist regularly.
- Smile, hug, love, and appreciate your volunteers for all they do.

**RECRUITMENT
AND
RETENTION**

BEST PRACTICES

ALABAMA Decatur

Examples of postcards sent out to Auxiliary members.



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Decatur General Volunteer Services
1201 Seventh Street, SE
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Fax: 256-340-5172
E-Mail: shirleyre@dghosp.org

CALIFORNIA Napa/Solano Area

Kaiser Permanente in the Napa/Solano Area of California just started a recruitment process that is working very well.

We had a number of holes in our Monday through Friday “daytime” program. The local school district was contacted and asked how to reach students who were either being home-schooled or were on independent study. The names of a contact person at each of our four high schools were provided. We learned that home-schooled or independent study students must complete at least 100 hours of volunteer work unless they are employed at least 20 hours a week.

Each school contact person was sent information describing our program, requirements, expectations and needs. Interested students were asked to contact our DVS to set up an appointment for further information. A parent was required to attend this meeting.

The initial contact with the schools was December 2002. Within five months five wonderful students volunteer in our program during our high demand “daytime” hours, including a 15 year old who volunteers four days a week to support the gift shop manager. With one exception, these students have been responsible, quick to learn and, most importantly, seem to mix well with the senior volunteers who make up most of our daytime volunteer staff.

CONTACT:

Liz Burleigh

Volunteer Coordinator

Kaiser Permanente Napa/Solano Area

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E-Mail: Liz.Burleigh@kp.org

RECRUITMENT

In my four years experience as a DVS. I believe the most successful recruiting has come from “word of mouth”. Volunteers attracting volunteers. When you have a successful happy group of volunteers, they are going to tell their friends and encourage them to become volunteers.

Other important ways to recruit Volunteers:

- Work closely with your Community Relations Department.
- Find out when there are going to be Health Fairs, etc. and participate in a booth with application brochures and pictures of your volunteers in action.
- Many local Radio and TV stations will announce free “Public Service announcements” about volunteer needs. Ask your community relations department to assist you in writing a script.
- Send brochures and flyers to your local churches for their bulletin boards or letters for them to place in their newsletter.
- Have volunteer brochures and applications visible throughout your hospital, in waiting rooms, etc.
- Ask your volunteers that live in adult communities, e.g., apartment housing, mobile home parks or neighborhoods where they have a recreation room for permission to post flyers, brochures, and applications. You can even ask employees to help with recruiting by doing the same.
- When I leave work and stop to do any shopping, I purposely wear my ID badge. You would be surprised how many people will ask you about volunteering when they see the title of DVS.
- Our hospital has an on going monthly article as in our local Senior Scene Newspaper.
- We keep applications at our Information Desk in our main lobby of the hospital. I make it a priority to interview “on the spot”. If someone fills out an application or asks questions about volunteering, I have asked our Front Desk volunteers to call or page me whenever there is a potential applicant applying in person. You leave a good impression when you make the extra effort to show your volunteers that their interest is very important to you.
- Place volunteer applications and brochures in the waiting rooms/areas of your hospital.
- Attend your local “Welcome Wagon” or “Newcomers” group meetings. These meetings are for folks that have moved into your community.

RETENTION

As difficult as it may seem, it is extremely important to know all of your volunteers and, of course, their names and areas in which they work. Sending volunteers birthday cards is an excellent moral booster. Use your email calendar as a reminder.

Staying on top of what needs your service areas are for filling shifts is also important. Volunteers can start to “not enjoy” what they are doing, if too many demands are put on them.

Keep the lines of communication open. Make sure you have a large bulletin board, or binder, if space doesn't allow posting “hospital updates” and other key information that your volunteers need to be informed of.

Be careful with “changes.” Example: HIPAA has been a sensitive area as far as volunteers not having the access that they have had in the past. You never want anyone to feel that they aren't appreciated or trusted.

Involve volunteers in change as much as possible by having them help with new ideas and/or policies.

Have a suggestion box and follow through as you can with ideas.

Honor volunteers by recognizing them with awards for hours, lapel pins and National Volunteer Recognition Week. Our hospital gives each volunteer a “meal on us” ticket for every four hours worked. They also receive a 10% discount in our pharmacy.

Have a volunteer welcome committee send a note to new volunteers.

Spend as much time as you can making rounds throughout the various volunteer service areas.

CONTACT:

Shirley J. Knight
Mercy Medical Center Redding
2175 Rosaline Avenue
Redding, CA 96001
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How to Recruit and Retain Volunteers in the Millennium

When I accepted the Director of Volunteer Services position at John Muir Medical Center in January 2002, the once nearly-800 volunteer strong department had dwindled to 400+ active volunteers...many of whom were NOT members of the Auxiliary. Clearly, a major objective for our regional trauma center facility with 3,000+ babies born, 16,000+ admissions, nearly 7,000 surgeries and 42,000+ Emergency Department visits PLUS a major expansion of 100+ beds in the architects hands, was to INCREASE the number of volunteers! Working closely with our Auxiliary President, Jeanette Lorentz, we have made tremendous strides.

RECRUITMENT PROGRAM

During the past 17 months, our numbers are up to over 600+ active volunteers with ALL being members of the Auxiliary. How did we achieve these results? It has been a BUSY, but productive time...setting the groundwork for what we anticipate will be long-term success! First, we created information on volunteer opportunities on the John Muir/Mt. Diablo Health System Website. On average, we receive 2-5 contacts each week from this source...usually younger, internet-savvy volunteers! We also registered with VolunteerMatch.com and have received a few volunteers through that source.

Second, we worked diligently with the Auxiliary and our public relations team to create basic brochures which included warm pictures. These brochures are now in the Lobby and waiting areas, distributed in the patient information packets, used at outreach sessions, including presentations to community service clubs, on display in the Gift Shop, Thrift Shop and other Auxiliary/Volunteer entities.

Third, many of our inservice volunteers had asked for “business cards” which they could carry in their uniform pockets...to hand to patients and visitors when they were asked how one could become a volunteer. We created a two-sided business card which also serves as a mini-brochure outlining many volunteer opportunities in the medical center. When handing the card out, the existing volunteer signs the front of the card and receives credit for the new volunteer referral. We also encourage our volunteers to wear their uniforms out in the community AND to “spread the word” themselves about their involvement to their friends and neighbors...personal referral is still the best source of GREAT volunteers! AND, with the brochures and business cards, they have written information outlining our program to provide to any interested potential volunteer.

Fourth, we established a new volunteer orientation format which enables us to get newspaper coverage...and many volunteers have come to us from these articles. We hold group orientation sessions every other month with Administration and Department Directors welcoming the volunteers and telling them how much they are appreciated plus present volunteers talking about their involvement and services. As part of the ½ day session, we have a TB test done and have photo ID taken, saving them additional trips to

the hospital. In the alternating month, we hold a Saturday orientation which is not as personal...mostly videos...but does cover required materials and provides that alternative for our very busy full-time working volunteers and/or adult students.

Although most hospital volunteer programs must run according to schedules in order to augment staff, and we ask for a six-month commitment from new volunteers, we are building flexibility into our program by trying to match busy adult volunteers into their areas of interest. So, I am challenged frequently to work with other directors when I have a very talented volunteer who can offer much but is not able to work within our normal program. We have created opportunities for a number of individuals and some special services this way.

Building a more diverse volunteer base is a new priority for our program in order to more accurately reflect the growing diversity of the East Bay populations. This year we are creating a bi-lingual (English/Spanish) recruitment flyer to assist with our recruitment of more members from the Hispanic community. And, we will be attending a number of community celebrations—Pittsburg Seafood Festival and Brentwood Corn Festival—to take our volunteer story to those communities!

RETENTION PROGRAM

Attracting new volunteers is only part of the equation. Retaining existing volunteers and those new volunteers is equally important! We have made significant additions to augment volunteer retention in the last 17 months.

First, our group interviews and group orientation sessions allow new volunteers some time to “bond” with other new volunteers, providing an early sense of belonging to our John Muir family! New volunteers are also sent a welcome card signed by our department staff AND the head volunteer from their service area. The volunteer head calls the new volunteer and oversees his/her introduction to the department and the medical center.

We have always sent birthday cards to volunteers with a meal coupon enclosed. This year we increased the meal ticket amount from \$4 to \$5. Last Thanksgiving, we sent lovely cards individually signed by each Volunteer Department staff member to all volunteers thanking them for their efforts and wishing them blessings. This was new and a surprise...much appreciated by them! Some variation on that will occur each year.

For 2003, we provide a voucher to each new volunteer to pay for their first uniform top. We added this component when the costs went up considerably. It is MUCH appreciated by the new volunteers, many of whom must purchase tan slacks or skirts and comfortable walking shoes...which are also required for our uniform. We anticipate keeping this uniform cost in the budget for subsequent years. Since the uniform is purchased through our Muir Galleria Gift Shop, an arm of our Auxiliary, the funds eventually come back to the hospital anyway!

For calendar year, 2003, as a one-time gesture of appreciation for the Auxiliary's 45th anniversary, the hospital is paying the Auxiliary membership dues for all inservice volunteers. It is a perfect time for the Auxiliary to "market" the positive aspects of membership...as next year each volunteer will be sent a letter inviting them to renew membership. This gesture was MUCH appreciated by both existing and new volunteers.

Traditionally, our Auxiliary holds its Annual Meeting and Luncheon in January...at which time the annual hours pins and awards are distributed by our department. And, of course, the Department of Volunteer Services always hosts a special Volunteer Week Reception with food, entertainment, special gifts, etc. In the distant past, the DVS had also hosted a special surprise for the top 10 hours volunteers. My predecessor had eliminated that event. I felt it was time to resurrect such an event but to expand it...top 10 TOTAL hours and top 10 for the previous year. Of course, many volunteers are in both categories, but it does allow for new people who spend a lot of time to be recognized and have special treatment! This year, we added a beautifully catered lunch for the top 20 volunteers. ALL members of top Administration attended (one seated per table of volunteers) and our President made a first-time presentation to this group. We had a very special gift for them, roses for each and it was a lovely time. They were VERY appreciative! This will become an annual event!

Also, our Health System has a program of "success sharing" with employees. IF the Health System has a good financial year, a certain amount of money is "shared" with employees. 2002 was a good year, after a number of poorer performance prior years. The employees received a nice "success-sharing" amount and a letter sent to each employee by the CEO. We decided to piggy-back on this idea for our 1,200+ volunteers throughout the Health System, who are a major part of our customer service program. Each volunteer received a letter (which I drafted and Administration approved) from the CEO of the Health System and the President of their medical center campus and a meal certificate to their medical center's café AND a gift certificate to their medical center's gift shop. This was such a surprise and SO APPRECIATED by ALL of the volunteers!

MANY of our volunteers were very elderly when I stepped into this position. In addition to the challenge of bringing in new volunteers, I was very concerned about losing large numbers of our existing volunteer base. THIS has NOT happened...in spite of HIPAA and the changes and constraints of hospital volunteer work today. I am convinced it is because we have the GREATEST medical center and administration, and AWESOME Auxiliary, a very supportive community, AND because of the many enhancements we have made in our recruitment and retention program.

CONTACT:

Roxanne Foster, DVS
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Volunteer Referral Campaign

Grand Place: Weekend Get-away at Amelia Island and \$100 Cash

First Place: \$100 Cash

Second Place: \$75 Cash

Third Place: \$50 Cash

Shands Jacksonville volunteers have such an outstanding reputation on campus for enhancing customer service and assisting staff that the Volunteer Office continues to receive requests for new volunteers. However, there just aren't enough of you to go around. For this reason, we want to challenge every volunteer to help us recruit more volunteers so we can accommodate the volunteer needs of our campus. The fall volunteer referral campaign is designed to reward you for taking the time to recruit others that may be interested in joining our program. Here are the details:

- | | |
|--------------------------------------|--|
| Who can participate? | Any active volunteer, including students. |
| When will the campaign start? | The campaign will run from October through December, 2001. |
| Who can you recruit? | Friends, neighbors, family members, patients and anyone else you meet. |
| How do you participate? | Distribute volunteer recruitment brochures to potential ADULT volunteers and refer them to Volunteer Services. Applicants should list the name of the volunteer referring them on the application. |
| What are the rewards? | Active volunteers will receive the following for every application submitted listing them as the referral source.
1) \$20 Gift Certificate for the Hospital Gift Shop
2) Opportunity to win the prizes listed above which will be based on the greatest number of applications submitted by December 31 st . |

Our first obligation is to provide the best quality services and care for our patients and their families. As a reminder, volunteers are:

- Asked to make a commitment of at least 6 months, and most volunteers give at least 4 hours of service per week
- Interviewed and screened (including background check)
- Placed according to availability, interest and need
- Scheduled for orientation and training

Thanks in advance for your participation in this campaign. Hopefully, this campaign will provide a little friendly competition and result in growing our volunteer program. Please call Volunteer Services at 244-4271 if you have any questions.

Retiree Recruitment Letter

August 5, 2002

Name
Address
City/State/Zip

Dear Mr./Mrs. _____ (Retiree's name) _____:

It was a pleasure meeting you at the Shands Homecoming Retiree luncheon during National Hospital Week. Observing the gathering of many long term friends and co-workers was such a joy. It was a privilege to bring you up to date on the many exciting things going on at Shands Jacksonville.

We would like to personally invite you to consider joining our team once again – as a volunteer. Your knowledge of our campus and services would be extremely beneficial and allow you to serve in a unique way. Volunteers are placed in approximately fifty departments. There are opportunities to serve with customer contact and also positions “behind the scenes”. We are sure to find a match to meet your skills and interests. Volunteer benefits are many and are described in the enclosed brochure.

Please consider accepting this invitation by contacting Volunteer Services at 244-4665.

Best regards,

Otis Story
Interim Chief Executive Officer

Tammy Penland
Director of Volunteer Services

CONTACT:

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Shands Jacksonville
655 W. 8th Street
Jacksonville, FL 32211
Phone: 904-244-4330
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GEORGIA Augusta

**Bring a Friend to Volunteer Day
Augusta VA Medical Center
Janice Kennedy**

This is a simple but effective program modeled directly from the “Bring Your Child to Work Day”. We select a day, targeted during National Volunteer Week, and ask all of our regularly scheduled volunteers to bring in a friend to shadow them for a few hours. We sign the guests in and give them a temporary ID badge. They then go with the volunteer to their assignment. Many of them jump right in and begin assisting while others just prefer to watch. We then provide a nice luncheon, do a presentation covering all of the volunteer opportunities available, and go over all of the benefits of volunteering and the impact volunteers have on the care we provide. It is then question and answer time. We find that the best recruiters during this program are our volunteers just talking about some of their own personal experiences. Before leaving, the potential volunteers are given an application and if interested, an appointment for an interview. If there are specific areas or assignments they would like to see, we gladly escort them to that area. By coming in with a friend, it seems to relax the potential volunteer and help them not feel too intimidated by the hospital environment. We have sponsored this program twice and have been able to recruit some very dependable volunteers.

CONTACT:

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IOWA Council Bluffs

TEEN PROGRAM:

Our teen volunteer program has been successful with printing descriptive flyers and posting them at schools, churches, the mall, grocery stores, and large companies. Parents are also excellent recruiters. The flyers have “pull tabs” on them. On one side of the tab we have the name of the hospital and on the other side the phone number and e-mail address. If the teens are interested, they can pull off the tab and follow through.

Fliers are also sent to the Council Bluffs School System via e-mail. Their Public Relations Director forwards the e-mail to the entire school system staff.

ADULT PROGRAM:

Fliers describing the adult program are posted at assisted living homes, retirement villages, golf courses, libraries and community halls.

An “Afternoon Tea” for all morning and afternoon PEO Chapters (a Service Organization) and an “Hors d’oeuvres party” for the evening chapters are recruiting events planned which will include some type of “private viewing” or shopping in the Hospital Gift Shop.

CONTACT:

Tara Slevin
Jennie Edmundson Hospital
933 East Pierce Street
Council Bluffs, IA 51503
Phone: 712-396-6040
Fax: 712-396-7780
E-Mail: tslevin@nmhs.org

KENTUCKY Danville

RECRUITMENT:

Annual Membership Brunch

Invitations are sent inviting prospective members to attend. The agenda includes a welcome and summation of the Auxiliary by the DVS and/or the Auxiliary President. After which chairpersons of available volunteer services speak about their individual services including specific duties to be rendered. The DVS and Auxiliary President may also speak about pertinent matters. The meeting is concluded with a questions and answer period.

RETENTION:

Quarterly New Members Luncheon

Attendees are “new members” that joined during that quarter. The new members are given an opportunity to share their ideas and express satisfaction with the program.

The meeting serves a dual purpose:

- New members have “new eyes” and may, therefore, express ways to better serve our patients giving them a little ownership in the program.
- This is a good way to find out how well the newcomers are becoming acclimated to the program.

CONTACT:

Linda Tillman, DVS
Ephraim McDowell Regional Medical Center
217 South Third Street
Danville, KY 40422
Phone: 859-239-1208
E-Mail: tillman@emhealth.org

MASSACHUSETTS Boston

The DVS at Dana Farber Institute established a relationship with the Gillette Company Retiree Council. Dana Farber volunteers job share one of its volunteer placement positions with the retiree members of the Gillette Company. The volunteers and retirees manage their schedules, cover for each other at vacation time and notify the DVS of the schedule a month in advance. The program has been very successful and now there is a possibility of extending an invitation to other Gillette retirees to volunteer at the Dana Farber Cancer Institute.

CONTACT:

Thomas Edward, Director
Department of Volunteer Services
Dana-Farber Cancer Institute
44 Binney Street SW G140
Boston, MA 02115
Phone: 617-632-3308
Fax: 617-632-6717
E-Mail: thomas_edward@dfci.harvard.edu
Adm. Specialist, Cindi Orsini
Phone: 617-632-3307
Web: dana-farber.org

MARYLAND Annapolis

Volunteering at AAMC

Our Needs

- Active people, 18 years or older to volunteer in a wide variety of services
 - Volunteer services include customer service, staff assistance and retail sales
 - Volunteers give one 4 hour shift per week, morning, afternoon, or evening shifts are available with accommodation for travel, etc.
 - Volunteers participate in a service of their choice and receive training from staff and volunteers

Benefits

- All required medical tests and immunizations provided
- Participation in Auxiliary social events and AAMC class discounts
- Receive Auxiliary newsletter
- Other service members act as substitutes for vacation/medical leave
- Free parking while volunteering
- Access to AAMC Pharmacy and prescription discounts
- Discount to Gift Shop and Cafeteria purchases

How to join

- Attend a VOLUNTEER OPEN-HOUSE:
 - Held every 3rd Thursday of the month
 - Stop by anytime between 4-7 p.m.
 - The informational session is approximately 45 minutes
 - Located in the Clatanoff Pavilion Lobby at Medical Park
 - Parking available in the Acute Care Pavilion garage for a fee
- Attend orientation and training at your convenience

CONTACT:

Auxiliary
Anne Arundel Medical Center
2001 Medical Parkway
Annapolis, MD 21401
Phone: 443-481-1000
Fax: 443-481-1624
TDD: 443-481-1235
www.aahs.org

“41 Ways to Feel Good”

For the last two years, we have used the theme of “41 Ways to Feel Good” which emphasizes that there are LOTS of things you can do as a volunteer at Sparrow Health System and they all help you feel good about yourself and the community. We have reinforced the theme in posters, buttons, give-away items, business cards, press releases, all the “standard stuff.” Handouts were also designed listing 41 things that volunteers can do, and placed in small decorated boxes in our cafeteria and all public areas of our hospital where visitors wait or congregate. (The boxes were purchase from The Box Co., and are very attractive and sturdy.) We have used three different designs over the last year, so the idea does not get “stale”, but the handouts stay the same. We only leave the boxes out for 2-3 weeks at a time. One of the side benefits of this idea is that many employees, while sitting in the cafeteria, have read the handouts and have learned about the roles that volunteers play in our health system.

A most successful strategy has been to offer paper placemats that we design and offer to area restaurants. We started this during National Volunteer Week 2002, and seven restaurants at that time were willing to use our placemats, which were beautifully designed featuring the “41 Ways to Feel Good.” The same restaurants also used more placemats during the 2002 holiday season. And they again participated this past April during National Volunteer Week 2003. In April we provided placemats that featured Sparrow Health System employees (including our CEO) holding letters that spelled out “Thank You”. The placemat was designed to show appreciation for our current volunteers, but also invited new people to join our program and of course, had our phone number and website printed. Over 22,000 placemats were provided for nine area restaurants in April. They love it because we provide (pay for) the placemats, and we love the exposure. This is an idea that any hospital in any size community could use. I would be happy to provide samples of the materials we have used for these successful strategies.

CONTACT:

Kathy Berning
Director, Volunteer Services
Sparrow Health System
1215 East Michigan Avenue
Lansing, MI 48909
Phone: 517-364-3607
E-Mail: kathy.berning@sparrow.org

MINNESOTA Fridley

Unity Hospital Auxiliary and Volunteer Services just recently formed a committee to address the issue of recruitment. The following are some of the ideas that we came up with and have since implemented.

- We are in the process of updating our handout brochure and hope to distribute it to more areas in our hospital.
- We created a piece to be used for church bulletins or other organization's newsletters, etc. (See example below.)

NEEDED: Volunteers to work a 4-hour shift in a variety of positions at Unity Hospital in Fridley. If you are looking for a rewarding experience and a feeling of community spirit, this is the place for you. For more information about Unity's Auxiliary and Volunteer Services, contact the volunteer office at 763-236-3011, or visit our website at www.mercy-unity.com under Volunteer Opportunities, or e-mail us at UnityVolunteerServices@allina.com

- We are in the final stages of creating a video about our organization, which will be used at our volunteer orientations and as a recruitment tool. This video will include various shots of our volunteers at work in their service areas or helping out with a fundraiser. A narrator will give a short introduction and provide information along with the shots. The video will end with a large group shot. We're very excited about this video and look forward to having it as a valuable recruitment tool.
- During National Volunteer Week we set up a display table in our front lobby of the hospital. On this table was a huge collage of photos of our volunteers at work in different areas. Our "History Book" was on display and several handouts were available. We had a volunteer at the table each day of that week during the lunch hour to answer questions and encourage enrollment. The table was very well received and we pulled in several new volunteers as a result.

CONTACT:

Justine Grow, President
Unity Hospital Auxiliary
550 Osborne Road N.E.
Fridley, MN 55432-2799
Phone: 763-236-3011
E-Mail: www.allina.com

W.A.V.E. – “We Applaud Volunteer Excellence”

The W.A.V.E. program was created under the leadership of the Director of Volunteer Services at Saint Joseph Health Center in 1996. A volunteer committee developed, implemented and continues to coordinate the W.A.V.E. award program whose focus is volunteer recruitment and retention. The goal of the program is to recognize and reward volunteers for extraordinary actions, thereby encouraging greater customer satisfaction in keeping with the mission and values of the Health Center. The recognition and reward will help to insure retention of volunteers and encourage them to recruit new members among their friends, acquaintances and community.

How does the W.A.V.E. program work?

The criteria for the award is: Nominees must be active volunteers; recognition is for exceptional actions taken by a volunteer that are above and beyond their normal volunteer duties; nominations can be made by staff, volunteer peers, visitors, and/or patients.

W.A.V.E. Award nomination forms are readily accessible throughout the Health Center. When they're filled out they are returned to the Volunteer Services Department. The W.A.V.E. committee meets once a month to review nominations. Every other month, an awards program is held in honor of the recipients. The nominations are read aloud to the audience. All staff and volunteers are invited to attend the ceremony. The winners receive lapel pins bearing the logo of the W.A.V.E., which is worn on their uniforms. If they have received more than one nomination, they are presented with pens and other gifts imprinted with the logo. The CEO of the Health Center attends the awards ceremony when possible and is present for the annual celebration. Approximately 160 awards are given per year, or about 13 per month. Since its inception in 1996, 467 volunteers have received at least one award.

The program is unique because it enables the Volunteer Services Department and the W.A.V.E. Committee to recognize volunteers for individual actions of exceptional service as it occurs. It provides immediate feedback and appreciation. It also provides an opportunity for staff, patients, guests, and fellow volunteers to become involved in the appreciation and recognition of our volunteers.

Our volunteers feel appreciated and enjoy the publicity they receive for a job well done. They enjoy the recognition their lapel pins bring, and it encourages them and other volunteers to strive to go the extra mile. The award winners are recognized in both the employee and volunteer newsletters, and their photos are taken and displayed on the Volunteer Services bulletin board. The number of nominations has increased and the number of applicants for volunteer positions continues to grow.

The Committee also recognizes the need for recruitment of additional volunteers with a focus on young adults and professionals. The following resources are utilized: Internet use – volunteer positions are posted on the Community Resource Network/Spirit of Service website and on the Health Center website; Committee participation in community events – members set up a display and literature on Saint Joseph Health Center volunteer programs, job opportunities are posted on the bulletin board in the volunteer office and are published in the volunteer newsletter and local church bulletins.

In order to consistently recruit new members, the W.A.V.E. Committee hosts a yearly **Friday Fun Night** each October. Volunteers are asked to bring friends and acquaintances that may be interested in volunteering. For a nominal fee, participants are treated to Chili and Bingo. A presentation on volunteering at the Health Center is given as well as the opportunity to fill out volunteer applications. Volunteer Staff and designated volunteers are on hand to answer questions.

As an additional tool for retention, volunteer follow-up by the committee determines the satisfaction with their volunteer experience. Two follow-up calls are made to new volunteers at one and three months after beginning their volunteer services. IF there are concerns, volunteer staff provides further follow-up. In addition to contacting new volunteers regarding job satisfactions, committee members take new volunteers to lunch or for coffee as an added way to make them feel welcome, thus encouraging the retention of volunteers to fill established volunteer positions, as volunteers stay with the Health Center for longer periods of time.

The Health Center staff has been educated on the value of volunteers in their departments. The W.A.V.E. program gives them the opportunity to see how volunteers are utilized in other areas.

The Volunteer Services Department and the Health Center strive for *Service with Excellence*. The visibility of the W.A.V.E. lapel pin is quite distinctive and those wearing them are often asked what they stand for. Not only are they rewarded for the extraordinary action they have performed, but also they are inspired to give even more of themselves, and it encourages other volunteers to meet the Carondelet Health Mission of “ICU” – *Integrity, Compassion, and Unity*.

CONTACT:

Rita M. Laws, DVS/Patient Representative
Saint Joseph Health Care
1000 Carondelet Drive
Kansas City, MO 64114
Phone: 816-943-2775
E-Mail: rlaws@carondelet.com

NEW JERSEY Pomona

**Bacharach Institute for Rehabilitation
Jr. Volunteer Intergenerational Program**

A Senior Volunteer teaches groups of students how to crochet.

The needles and yarn are provided and each student is taught how to start a crochet chain. Once they have the chain down, they start to add other rows. They practice until they have it correct. Then they are given the year to start making an afghan. Each student is expected to crochet a 12 x 12 square. When they have the right amount of squares completed; the Senior Volunteer joins the squares together. The girls last year crochet enough squares to make 2 afghans, which were donated to charity.

The relationship that the students had with the Senior Volunteer was absolutely delightful. Each person came away from this program enlightened, in more ways than one!

This program helps when there is a lot of down time for the juniors. This kept the girls focused and in a controlled environment.

Example:

September 23, 2002

Dear Guidance Counselor:

Once again, the Junior Volunteer Program at Bacharach was very rewarding. Both to the students and the hospital employees. Seventy-five students from twenty-one various schools participated in our program. Your student _____ contributed ____ hours over a two-month period.

Some students participated in nursing assignments, making 900 beds and delivering water to our patients on a daily basis. All students assisted our wheelchair bound patients to various therapies. Other students assisted our staff members in various clerical assignments including data input inventory control, and putting together various educational manuals. High school seniors were allowed small tasks in either our Physical or Occupational therapies departments. I feel that the students learned valuable skills while they were volunteering. This year 23 students participated in an Intergenerational program where they learned the art of crocheting.

If you have any questions, please feel free to contact me at 748-5493.

Respectfully,

Janice L. Peterson
Volunteer Coordinator

Enclosures

Bacharach Institute for Rehabilitation Jr. Volunteer Program

This program enables young students to have access to a hospital setting, while learning different aspects of a rehabilitation hospital. Local schools along with former patient's and employee friends/relatives are feeders into this program. Though over the years, we have had students from 21 various schools outside our area.

Students or parents call in all during the year and ask about our program. I tell them all that we only start the Jr. Program in the summer. That there is only one orientation held near the end of the school year at 6 pm and a parent/guardian meeting is held at 8 pm. This orientation is for all new and returning Jr. Volunteers.

A calendar sheet is made up for each weekday, with the name of the department that will utilize Jr. Volunteers. The students sign up at the end of orientation, while I speak with parents/guardians. (I stopped having refreshments, as the students were not eating them.)

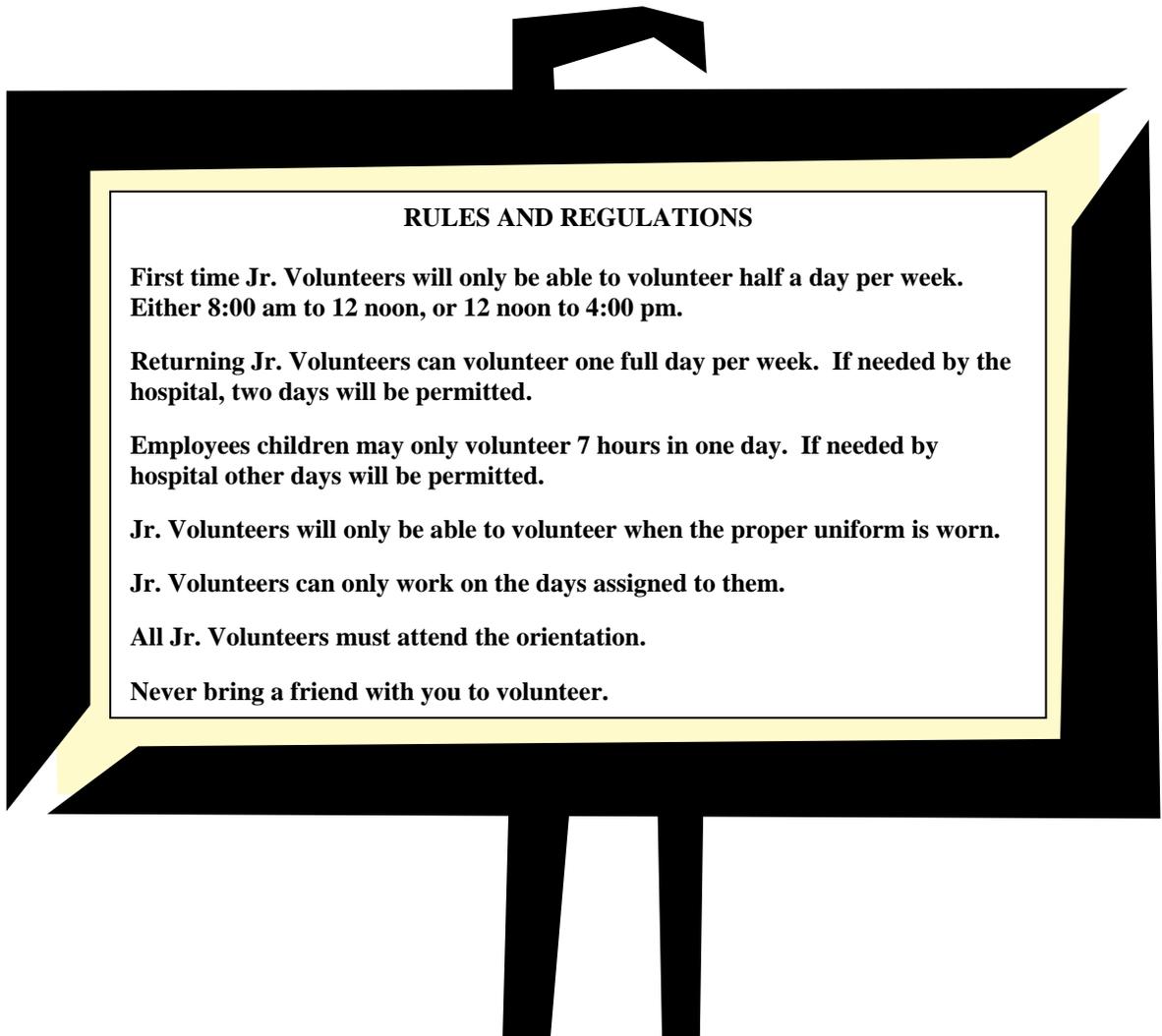
The returning Jr. Volunteers are able to start as soon as school is out. Some of the returning Juniors are given a responsibility (team leader) of overseeing some of the newest volunteers once we start the program.

A bed-making contest is held and all are supposed to make beds. This is where the team leaders come in. Each participant has an individual card with their name in large print, the nursing staff has to sign off on the number of beds properly made. The cards are totaled at the end of the summer and prizes are mailed to the student's home. I pick the top 3. Once the beds are made students then proceed to the area where they signed up for at orientation. All morning students are allowed to go to lunch on a staggered schedule, starting at 11:15 am. Students then assist our patients to the dining room for their meals. Again another area for team leaders to take charge. The juniors assist our patients to all meals and therapies during the day. The students, who come in at 12 noon, can choose to go to lunch at that time. Once they are finished with lunch, they also assist our patients back from lunch and to their next therapies. The afternoon students' tasks are different from the morning groups. There are no beds to make, so they act as friendly visitors, straighten up patient rooms, work in offices, or go directly to the area where they signed up for at orientation.

At the end of the summer program, I send to each of the Junior's school, a letter to the principal, guidance counselor with a certificate of appreciation. I do not hold an awards program. I feel that by the school handing out the certificates it is a better way for the students to get recognized.

The following are examples used by Bacharach Institute for Rehabilitation:

Example 1:



Example 2:

Sign-in Sheet for Orientation Night

<u>NAME</u>	<u>GRADE GOING INTO</u>	<u>SCHOOL</u>

Example 3:

Patient Mail

(Schedules also made for other services: Landscaping, Data Input, Transportation, etc.)

**Bacharach Rehabilitation Hospital
Volunteer Services
Calendar**

Volunteer name: _____ **Code:** Spirituality **Department:** Volunteer

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY

Date: _____

Example 4:

September 23, 2002

Dear Principal:

Enclosed is a letter for your Guidance Counselor and certificates for each student who volunteered this past summer, from your school. Some students may have more than one summer of volunteer hours.

I am asking that you recognize these students in some way that will reinforce their self-esteem and the wonderful work that they have done at Bacharach.

If you have any questions, or want more information concerning our Junior Volunteer Program, please contact me at (609) 748-5493.

Respectfully,

Janice L. Peterson
Volunteer Coordinator

Enclosures

CONTACT:

Janice L. Peterson, Volunteer Coordinator
 Bacharach Institute for Rehabilitation
 PO Box 723
 61 W. Jimmie Leeds Road
 Pomona, NJ 08240-0723
 Phone: 609-748-5493
 Fax: 609-652-7487

NEW MEXICO Las Vegas

RECRUITMENT:

- Advertise in the Newspaper and on the Radio
- Advertise in Church Bulletins
- Wear uniform with pride (People will notice and perhaps want to join.)
- Wear uniform while performing volunteer work
- Be visible in community

RETENTION:

Careful recruitment and job assignment eliminates reassignments or “dropouts”.

- Discuss where auxiliary/volunteer services are needed.
- Interview the candidate for available position.
- Discuss the position’s job description. Make sure the candidate understands and is willing and able to work the assigned position.
- Be cognizant of language skills: reading, writing, English and local language.
- Discuss standards of wearing uniform and personal cleanliness.

Create a Win-Win for everyone!

CONTACT:

Carol Searcy

New Mexico Hospitals & Health Systems Association Auxiliary/Volunteer Services,
President-Elect

Northeastern Regional Hospital Auxiliary/Volunteer Services, President

HC 31 Box 19

Las Vegas, NM 87701

Phone: 505-425-5010

E-Mail: cjsearcy@cybermesa.com

NEW YORK Albany

The Stratton VA Medical Center Volunteer Manager purchased license plate holders that say “VOLUNTEER AT THE STRATTON VAMC” and gave one to each volunteer. Volunteers like to advertise where they work and in this way, can invite or suggest to others to join them as volunteers.

CONTACT:

Karen B. Haas
Volunteer Manager
Stratton VA Medical Center
113 Holland Avenue
Albany, NY 12208
Phone: 518-626-5506
Fax: 518-626-5511
E-Mail: KarenHaas@med.va.gov

NEW YORK Kingston

Volunteers are encouraged to “bring a friend” to the Kingston Hospital annual Volunteer Celebration Luncheon at no cost. New volunteers are sometimes recruited because they have such a great time and want to get involved.

.....

“Corporate gifts” are given to volunteers who have offices or other business locations. These items don’t have to be expensive but should display the hospital name prominently. The items displayed send a subtle message to their business partners and may help them think about selecting our hospital as a place to volunteer.

.....

A local hospital encourages the local high school Service Club to adopt the Auxiliary. Though the time commitment is only during the school year, they have assisted with the various fund raising activities the Auxiliary sponsors. It’s a natural partnership that is very successful.

.....

For those hard to fill slots—we’re starting a “SWAT” team – Senior Workers Attract Team. These volunteers are called for specific duties or jobs. They may only volunteer once or twice a year because they may not want a big time commitment, but do want to contribute to the community and to the hospital. As an example, the Auxiliary sponsors a huge Geranium Sale each year. We need many hands to make the 2-day sale run smoothly. The SWAT’s are a perfect fit. They also help at other foundation sponsored events in the community.

.....

Another untapped area is to recruit outside organizations to volunteer inside the hospital—e.g., our local Grange volunteers their time/money to make dolls for distribution throughout the hospital. Some of the Grange members have become hospital volunteers because they had such a positive experience.

CONTACT:

Amy L. McAden, DVS
The Kingston Hospital
396 Broadway
Kingston, NY 12401
Phone: 845-334-2761
Fax: 845-334-2850
E-Mail: amcaden@kingstonhospital.org

NORTH CAROLINA Asheville

Mission St. Joseph's Volunteer Recruitment Cards

As we all know one of the top recruitments for new Hospital Volunteers is by word of mouth. Mission St. Joseph's Volunteers wear our uniforms with pride. On several occasions the volunteers have received gifts of long and short sleeved tee shirts, tote bags, etc. with Mission St. Joseph's Volunteer logo either printed or monogrammed on them. If it's a day to volunteer and we have errands to run, we wear our uniform. If it's a day for grocery shopping, senior classes at the local college, exercise classes, etc. we often wear or carry our logo. People will say I would like to be a Volunteer. We had business cards printed on the front of the card

**Mission St. Joseph's
Volunteers Needed!
Come join our volunteer family.
For more information,
Please call 213-1057**

On the back of the card our mission and core values are printed. We carry the cards with us to be given to people that are interested in being a member of our volunteer family. With the card in hand they will have a reminder.

CONTACT:

Steve Kirkland, DVS
Mission St. Joseph's
429 Biltmore Ave.
Asheville, NC 28801
Phone: 828-213-4182

NORTH CAROLINA Kinston

“For Men Only Breakfast”

As happens in many small rural hospital auxiliaries, our volunteer group had over two hundred female volunteers and only six male volunteers. Our men volunteers were less inclined to attend the general meetings and activities planned by the auxiliary. We often asked ourselves, what could we do to promote the recruitment of men for our organization.

We decided to hold a “For Men Only Breakfast.” It would be held early in the morning in a room within the hospital and each of the men presently volunteering would be asked to bring a least one man friend to the breakfast. Each male auxiliary member was asked to share something about his work within the hospital and a male hospital chaplain was contacted to say the prayer. All the plans were completed.

“Oh, no!” The president of the auxiliary and the Director of Volunteer Services were women and could not attend! Thinking quickly, they decided to rent or borrow a man’s suit, hat and cane and attend. They even purchased fake mustaches from a costume shop.

The big day arrived! The men in our auxiliary arrived with friends in tow. The president and the DVS arrived, were given puzzled looks, but were accepted into the group—until they spoke. Then the cover was blown! All enjoyed a good laugh.

A success? Definitely! Our male members spoke from their hearts and as a result, all of the invited guests joined the auxiliary. We found that when more men volunteer, the more men are attracted to volunteering. We couldn’t do without them!

CONTACT:

Ann Durusky, Director
Lenoir Memorial Hospital Auxiliary
PO Box 1678
Kinston, NC 28503
Phone: 252-522-7006
E-Mail: adurusky@lenoir.org

OKLAHOMA Oklahoma City

The Auxiliary Vice President of Membership sends out post cards to all newly oriented members welcoming them to the Auxiliary, letting them know that we will be making a follow-up phone call to check on them as they begin their service and give them her name and phone number if they have questions. She and her husband also offer to pick them up if they would like to ride to one of the monthly membership meetings. It is a “warm fuzzy”, we feel, to get a card and a call to a new member and to actually have a buddy to call.

.....

The Auxiliary holds monthly (with few exceptions) membership meetings, instead of quarter or semi-annual meetings like some do. The President-Elect acts as program chairman and chooses programs that are informational, self-help or humorous...just things that we can present in about 20-30 minutes. The Auxiliary Board feels these meetings give the membership a chance to fellowship and stay connected. About one-third of our active members consistently attend the general meetings and they would not want to meet less often. We do not meet in June, July or August and the September and December meetings are “pot luck covered dish” suppers or luncheons instead of regular meetings with speakers. The September meeting is also our service awards presentation and the December meeting is our holiday party. The membership loves the covered-dish meals where they are welcome to bring guests or family members.

CONTACT:

Julia Hunt, DVS
INTEGRIS Southwest Medical Center
4401 S. Western
Oklahoma City, OK 73109
Phone: 405-636-7075
Fax: 405-644-6098
E-Mail: Julia.Hunt@integrish-health.com

101 WAYS TO GIVE RECOGNITION TO VOLUNTEERS

by

**Vern Lake, Volunteer Services Consultant
Minnesota Department of Human Services**

1. Smile
2. Put up a volunteer suggestion box.
3. Treat to a soda.
4. Reimburse assignment-related expenses.
5. Ask for a report.
6. Send a birthday card.
7. Arrange for discounts.
8. Give service stripes.
9. Maintain a coffee bar.
10. Plan annual ceremonial occasions.
11. Invite to staff meeting.
12. Recognize personal needs and problems.
13. Accommodate personal needs and problems.
14. Be pleasant.
15. Use in an emergency situation.
16. Provide a baby sitter.
17. Post Honor Roll in reception area.
18. Respect their wishes.
19. Give informal teas.
20. Keep challenging them.
21. Send a Thanksgiving Day card to their family.
22. Provide a nursery.
23. Say "Good Morning".
24. Greet by name.
25. Provide good pre-service training.
26. Help develop self-confidence.
27. Award plaques to sponsoring group.
28. Take time to explain fully.
29. Be verbal.
30. Motivate agency VIP's to converse with them.
31. Hold rap sessions.
32. Give additional responsibility.
33. Afford participation in team planning.
34. Respect sensitivities.
35. Enable to grow on the job.
36. Enable to grow out of the job.
37. Send newsworthy information to media.
38. Have wine and cheese tasting parties.
39. Ask client-patient to evaluate their work- service.
40. Say "Good Afternoon."
41. Honor their preferences.
42. Create pleasant surroundings.
43. Welcome to staff coffee breaks.
44. Enlist to train other volunteers.
45. Have a public reception.
46. Take time to talk.
47. Defend against hostile or negative staff.
48. Make good plans.
49. Commend to supervisory staff.
50. Send a valentine.
51. Make thorough pre-arrangements.
52. Persuade "personnel" to equate volunteer experience with work experience.
53. Admit to partnership with paid staff.
54. Recommend to prospective employer.
55. Provide scholarships to volunteer conferences or workshops.
56. Offer advocacy roles.
57. Utilize as consultants.
58. Write them thank you notes.
59. Invite participation in policy formulation.
60. Surprise with coffee and cake.
61. Celebrate outstanding projects and achievements.
62. Nominate for volunteer awards.

63. Have a "Presidents' Day" for new presidents of sponsoring groups.
64. Carefully match volunteer with job.
65. Praise them to their friends.
66. Provide substantive in-service training.
67. Provide useful tools in good working condition.
68. Say "Good night."
69. Plan staff and volunteer social events.
70. Be a real person.
71. Rent billboard space for public laudation.
72. Accept their individuality.
73. Provide opportunities for conferences and evaluation.
74. Identify age groups.
75. Maintain meaningful file.
76. Send impromptu fun cards.
77. Plan occasional extravaganzas.
78. Instigate client-planned surprises.
79. Utilize purchased newspaper space.
80. Promote a "Volunteer of the Month" program.
81. Send a letter of appreciation to employer.
82. Plan a "Recognition Edition" of the newsletter.
83. Color code name tags to indicate particular achievement (hours, years, unit, etc)
84. Send commendatory letter to prominent public figures.
85. Say, "We missed you."
86. Praise the sponsoring group or club.
87. Promote staff smiles.
88. Facilitate personal maturation.
89. Distinguish between group and individuals in the group.
90. Maintain safe working conditions.
91. Adequately orientate.
92. Award special citations for extraordinary achievements.
93. Fully indoctrinate regarding the agency.
94. Send Christmas cards.
95. Be familiar with the details of the assignment.
96. Conduct community-wide, cooperative inter -agency recognition events.
97. Plan a theatre party.
98. Attend a sports event.
99. Have a picnic.
100. Say "Thank You."
101. Smile.

RESOURCES

Book Title:	Publisher Information:
<u>55 Minute Training Module 2 (One Training Module in the 55 Minute Training series)</u> by Betty B. Stallings.	Betty Stallings and Associates; 1717 Courtney Avenue, Suite 201 Pleasanton, CA 94588 (510) 426-8335
<u>77 Ways to Recognize Volunteers</u> by Bill Wittich. Knowledge Transfer Publishing, 2003, paperback, 90 pages, ISBN 1-928794-15-7.	Knowledge Transfer Publications; 8650 Heritage Hill Dr. Elk Grove, CA 95624 (714) 525-5469 knowtrans@aol.com; www.Volunteerpro.com
<u>77 Ways to Recruit Volunteers</u> by Bill Wittich. Knowledge Transfer Publishing, 2003, paperback, 90 pages, ISBN 1-928794-18-1.	Knowledge Transfer Publications; 8650 Heritage Hill Dr. Elk Grove, CA 95624 (714) 525-5469 knowtrans@aol.com; www.Volunteerpro.com
<u>101 Tips for Volunteer Recruitment</u> by Sue Vineyard and Steve McCurley, 1988.	Heritage Arts Publishing VMSystems 1807 Prairies Avenue Downers Grove, IL 60515 (800) 272-8306
<u>Beyond Banquets, Plaques and Pins: Creative Ways to Recognize Volunteers and Staff</u> by Sue Vineyard. Paperback, ISBN 091102901X, August 1981.	Heritage Arts Publishing VMSystems 1807 Prairies Avenue Downers Grove, IL 60515 (800) 272-8306.
<u>Mega Trends and Volunteerism: Mapping the Future of Volunteer Programs</u> by Sue Vineyard, ISBN 091102901X.	Heritage Arts Publishing VMSystems 1807 Prairies Avenue Downers Grove, IL 60515 (800) 272-8306
<u>Recruiting and Retaining GenX Volunteers</u> by Marilyn Moats Kennedy.	Career Strategies 1150 Wilmette Avenue Wilmette, IL 60091 (847) 251-1661 mmkcareer@aol.com

<p><u>Recruiting Volunteers for Difficult or Long Term Positions</u> by Steve McCurley. Paperback, ISBN 091102901X, April 1991.</p>	<p>Heritage Arts Publishing VMSystems 1807 Prairies Avenue Downers Grove, IL 60515 (800) 272-8306</p>
<p><u>Recruiting Volunteers: A Guide for Non-Profits</u> by Mary Ann Burke and Carl Liljenstolpe. Paperback, ISBN 1-56052-141-4, 1992.</p>	<p>Crisp Publications, Inc. 1200 Hamilton Court Menlo Park, CA 94025</p>
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<p><u>To Lead is to Serve: How to Attract Volunteers and Keep Them</u> by Sher McBee 2003, paperback, 230 pages, ISBN 0-9638560-2-2.</p>	<p>www.amazon.com</p>
<p><u>Volunteer Recruitment (and Membership Development) Book, Third edition</u> by Susan J. Ellis, Energize, Inc., 2002, paperback, 144 pages, ISBN 0-940576-25-X, 1996.</p>	<p>Energize 545 0 Wissahickon Avenue, Box C-13 Philadelphia, PA 19144 (800) 395-9800 www.energizeinc.com</p>
<p><u>Volunteers: How to Get Them, How to Keep Them – An Essential Guide for Volunteer Leaders and Staff of Professional, Trade, and Charitable Nonprofit Organization</u> by Helen Little. Panacea Press, 1999, 117 pages, ISBN 1-928892-01-9.</p>	<p>Panacea Press PO Box 4054 Naperville, IL 60567-4054 (877) 870-6603 inf@panatech.com</p>

Books can also be purchased at:

www.Barnesandnobles.com
www.Amazon.com
www.Allbookstores.com

VOLUNTEER WEBSITES

www.todaysvolunteer.org

www.nhtsa.dot.gov

www.nonprofits.org: - Internet Nonprofit Center

www.independentsector.org – Independent Sector

www.pointsoflight.org – Points of Light Foundation

www.servenet.org – Service and volunteering – register your opportunities

www.serviceleader.org – Volunteer management and community engagement service

www.avaintl.org – Association for Volunteer Administration

www.techsoup.org – Technology assistance for non-profits

www.energizeinc.com – Susan Ellis' site

www.volunteermatch.org – Advice and services – register your opportunities

www.volunteertoday.com – Electronic Gazette for volunteerism

www.networkforgood.org – Volunteer resources - register your opportunities

www.iciclesoftware.com/vlh – Volunteer Legal Handbook

www.charitychannel.com – Resources for programs – free weekly e-newsletter

www.nptimes.com – Non-profit Times

www.nonprofitrisk.org – Free risk management tutorials and downloads

www.idealists.org – International site – register your opportunities

www.e-volunteerism.com – Electronic journal – purchase and download articles

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Volunteer Organizations From:

Decatur General – Decatur, Alabama
Kaiser Permanente – Napa/Solano, California
Mercy Medical Center – Redding, California
John Muir Medical Center – Walnut Creek, California
Shands Jacksonville – Jacksonville, Florida
Augusta VA Medical Center – Augusta, Georgia
Jennie Edmundson Hospital – Council Bluffs, Iowa
Ephraim McDowell Regional Medical Center – Danville, Kentucky
Anne Arundel Medical Cneter – Annapolis, Maryland
Dana-Ferber Cancer Institute – Boston, Massachusetts
Sparrow Health System – Lansing, Michigan
Unity Hospital – Fridley, Minnesota
Saint Joseph Health Care – Kansas, Missouri
Bacharach Institute for Rehabilitation – Pamona, New Jersey
Northeastern Regional Hospital – Las Vegas, New Mexico
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