



Association of Florida
Healthcare Auxiliaries-
Volunteers, Inc.
AFHAV.org
www.AFHAVinc.org
March 2020



Judy Boles
President AFHAV



Spring has sprung! Clocks have sprung ahead and Spring is upon us. Let me thank each of you for your continued support and service throughout the winter months. I hope each of your Auxiliaries had a wonderful winter and is looking forward to Spring.

Now is the time for our District Meetings so I want to thank all of the District Directors and Nominating Committee Members for all the work they are doing to make your District Meeting meaningful to the hospital volunteers-Auxiliaries in your district. Remember these are meetings that should help put together the kind of Annual Conference that will help your hospitals in attendance find something that can strengthen and help them when they return home.

Please remember, another way you can support your District is through mini-meetings. If any Auxiliary would like to host a mini-meeting please contact your District Director. Mini-Meetings are a great way for three, four, or five hospitals to come together in an informal way to discuss topics of interest to their groups. Topics such as leadership and fundraising sharing particular ways of interviewing and retaining volunteers, sharing forms, and sharing why there are luncheon parties are topics used by many.

As you know, I chose Cancer – All Kinds as my project this year. My motto is “Fighting for a Cure”. So let’s join together to do just that. Monies raised from this year for the President’s Project will go to the fight. Thank you for the money your District raises for my cause.

Again, thanks to all of you volunteers and Auxiliaries for all you do for your hospitals. Your service is a blessing to all whom you touch.

Have a Blessed, Healthy & Safe Spring

Judy Boles
AFHAV President

Upcoming Events

March 11, 2020 **CANCELLED**
South District Meeting
April 15, 2020 **CANCELLED**
Northeast District Meeting
April 19-25, 2020
Volunteer Week
April 29, 2020
West Central District Meeting
May 7, 2020
Northwest District Meeting
Watch www.afhavinc.org for
Dates and Locations for
District Meetings



Four Steps To Creating A Campaign To Recruit Hospital Volunteers And Donors

As our population ages and healthcare costs climb steadily, hospitals need to effectively recruit volunteers and donors or risk compromising high-quality care. Through our agency's 40 years of helping hospitals achieve their marketing goals, we have seen again and again that successful volunteer and donor marketing campaigns are built around four steps:

1. Marketing a good experience
2. Focusing on the wellness benefits of volunteering and donating
3. Recruiting close to home
4. Letting volunteers and donors do the talking

1. Be sure you're marketing a good experience.

Let's start with recruiting volunteers. Before you launch your campaign, you need to be sure that the volunteers you already have are satisfied. New recruits won't stay long if the experience is unpleasant.

Having a declining volunteer retention rate strongly suggests dissatisfaction, but you need to pinpoint the causes. This requires an anonymous survey, complemented by an exit interview with every volunteer who leaves. Structure both in a way that lets respondents propose solutions to the problems they identify. Common volunteer complaints [include](#) feeling underappreciated, disengaged from decision-making that affects their work, and not having ways to gain more responsibility and autonomy.

If you uncover serious complaints like these, hold small group meetings in which the problems are discussed and solutions proposed. Follow up with a plan that includes action items and targets, a timeline and a set of Key Performance Indicators (KPIs). Common KPIs include:

- Average volunteer satisfaction level
- Number of volunteers recruited
- Average hours worked per volunteer
- Average length of volunteer service
- Estimated dollar value of hours donated

Give your new approach a few months to generate results, and then launch your marketing campaign. You'll also want to survey your donors, but I'd suggest not asking them if they're satisfied (why plant seeds of doubt?). Instead, keep it positive with a message like: *How can we give you more of what you want? Please take three minutes to respond to our donor survey.*

Just by asking, you'll be making donors feel valued and engaged. Your most important question will be: *Why did you become a donor?* The answers you get will help you develop messaging that resonates with potential donors.

2. Focus on the wellness benefits of volunteering and donating.

Many recruitment campaigns focus on how volunteers and donors help others. But that's only half the story. The other half is that volunteering or donating (or both) can make life richer and more satisfying. This is a key recruitment message, especially for former patients for whom giving back to their hospital can be a part of recovering physically and emotionally from a serious illness.

A few of the [wellness benefits for volunteers](#) include:

- A sense of purpose, because volunteers are essential to the functions of a hospital
- Feeling connected to those they're helping as well as to hospital staff and other volunteers
- An increased [sense of happiness](#)
- A broader support network and a feeling of being appreciated and valued
- Improved [heart health](#)

Together, all of these benefits can lead not just to a better life, but a longer one. The Longitudinal Study of Aging found that people who volunteer have [lower mortality rates](#) than those who do not.

Being a donor also [makes people happier and healthier](#), which helps explain why it's so widespread. In 2016, for example, [more than 20% of Canadians](#) ages 15 and over donated to charitable or nonprofit organizations.

3. Let volunteers and donors do the talking.

The next step is to get out of the way of your volunteers and donors by giving them a platform for telling their stories. Video is the best medium for this because it so effectively conveys emotions -- joy, gratitude, compassion, hope -- and not just facts.

4. Recruit close to home.

Finally, find ways to entice potential volunteers and donors to view these videos. Create a campaign page with an easy-to-remember URL. Put up posters with the URL throughout the hospital and in your community. Use 15-second clips of the videos for your social media posts. And consider extending your reach with paid media such as video ads on Twitter, Facebook and YouTube.

And because your largest pool of potential volunteers is likely close at hand -- patients and their families and friends -- another way to invite them all into your community of caring is to create a patient alumni association. We've seen the University of Ottawa Heart Institute, one of our clients and Canada's largest cardiovascular health center, do this with great success.

Everyone Wins

These four steps can help you gain new volunteers and donors, but they may also do much more. By infusing fresh energy and ideas into your hospital, they can help take you to that ultimate benefit: better patient care.

Jamie McIntosh—President of [inMotion](#) Digital and Video Marketing, Jamie has decades of experience in marketing, sales and business development.

Corona Virus (Covid-19)

Corona Virus has taken the world by storm. Like many organizations and businesses, AFHAV has also been affected. Hospitals are restricting access and cancelling meetings. We have had to cancel our South District Meeting, scheduled for March 11th and our North East District Meeting scheduled for April 15th. These meetings will be rescheduled for later dates and we will inform you of the new meeting dates and places. Other District Meetings may also be affected, but we don't have any information on those at this time. We are proceeding with the meetings as scheduled unless notified by the host hospitals that we need to cancel. We will keep you updated and please keep checking our website (www.afhavinc.org) for the latest information.

Many hospitals have implemented Covid-19 screening for any person entering the facility. I recently visited Doctors Hospital of Sarasota and the VA Hospital in St Pete and they were screening as are many other facilities. I also recently went to Costco in Sarasota and found they were completely out of toilet paper. Seems strange, but that is one thing people are hoarding all over the world. It's a sign of the times. AFHAV urges you to use common sense, wash your hands, and be safe. Many volunteers have chosen not to volunteer until the crisis has subsided. Many parents of teen age volunteers have made the decision to keep their teens from volunteering as well. Every volunteer needs to make their own personal decision to volunteer or not. I have included an article from Dr Abdu Sharkawy, an infectious disease specialist in Toronto Canada. He argued that, while the coronavirus will be bad, people's selfishness could make it far worse. He cited incidents like people stealing face masks from hospitals and panic-buying supplies as proof that the virus is bringing out the worst in people. The post urges people to be calm and compassionate instead. It has been shared at least 300,000 times.

Here is the post he made:

I'm a doctor and an Infectious Diseases Specialist. I've been at this for more than 20 years seeing sick patients on a daily basis. I have worked in inner city hospitals and in the poorest slums of Africa. HIV-AIDS, Hepatitis, TB, SARS, Measles, Shingles, Whooping cough, Diphtheria...there is little I haven't been exposed to in my profession. And with notable exception of SARS, very little has left me feeling vulnerable, overwhelmed or downright scared.

I am not scared of Covid-19. I am concerned about the implications of a novel infectious agent that has spread the world over and continues to find new footholds in different soil. I am rightly concerned for the welfare of those who are elderly, in frail health or disenfranchised who stand to suffer mostly, and disproportionately, at the hands of this new scourge. But I am not scared of Covid-19.

What I am scared about is the loss of reason and wave of fear that has induced the masses of society into a spellbinding spiral of panic, stockpiling obscene quantities of anything that could fill a bomb shelter adequately in a post-apocalyptic world. I am scared of the N95 masks that are stolen from hospitals and urgent care clinics where they are actually needed for front line healthcare providers and instead are being donned in airports, malls, and coffee lounges, perpetuating even more fear and suspicion of others. I am scared that our hospitals will be overwhelmed with anyone who thinks they " probably don't have it but may as well get checked out no matter what because you just never know..." and those with heart failure, emphysema, pneumonia and strokes will pay the price for overfilled ER waiting rooms with only so many doctors and nurses to assess.

I am scared that travel restrictions will become so far reaching that weddings will be canceled, graduations missed and family reunions will not materialize. And well, even that big party called the Olympic Games...that could be kyboshed too. Can you even imagine?

I'm scared those same epidemic fears will limit trade, harm partnerships in multiple sectors, business and otherwise and ultimately culminate in a global recession.

But mostly, I'm scared about what message we are telling our kids when faced with a threat. Instead of reason, rationality, openmindedness and altruism, we are telling them to panic, be fearful, suspicious, reactionary and self-interested.

Covid-19 is nowhere near over. It will be coming to a city, a hospital, a friend, even a family member near you at some point. Expect it. Stop waiting to be surprised further. The fact is the virus itself will not likely do much harm when it arrives. But our own behaviors and "fight for yourself above all else" attitude could prove disastrous.

I implore you all. Temper fear with reason, panic with patience and uncertainty with education. We have an opportunity to learn a great deal about health hygiene and limiting the spread of innumerable transmissible diseases in our society. Let's meet this challenge together in the best spirit of compassion for others, patience, and above all, an unflinching effort to seek truth, facts and knowledge as opposed to conjecture, speculation and catastrophizing.

Facts not fear. Clean hands. Open hearts.

Our children will thank us for it.

Watch for Annual Meeting Registration in the middle of July!!

This will be sent out via email and will be available on our website

www.afhavinc.org

Volunteers



Light
The
World

National Health Care
Volunteer Week 2020

©AHVRP

Celebrate National Health Care Volunteer Week April 19 - 25, 2020!

National Volunteer Week was established in 1974 to recognize and celebrate the efforts of volunteers across the country. AHVRP expands upon National Volunteer Week with **National Health Care Volunteer Week**, a time to honor and thank hospital volunteers for their commitment to patient care and their compassion toward patients, staff and the community. Over time, the original emphasis on celebration has evolved into a nationwide effort to urge people to get out and volunteer in their communities and we are providing resources to help promote participation in events and programs leading up to, and throughout the week.

AFHAV District Meetings

March 11,2020	South District Meeting, Broward Health Medical Center, Ft Lauderdale CANCELLED
April 15,2020	Northeast District Meeting, Memorial Hospital of Jacksonville, Jacksonville CANCELLED
April 29,2020	West Central District Meeting, Healthpark Medical Center, Ft Myers
May 7,2020	Northwest District Meeting, Gulf Breeze Hospital, Gulf Breeze
May 13,2020	East Central District Meeting, Advent Health Daytona Beach, Daytona Beach

District Directors have planned exciting speakers and programs.

We hope you will join your fellow AFHAV members and share your successes and lessons learned, positive and negative.



Save The Date

Don't sit on the sidelines... Get involved!!

**67th AFHAV ANNUAL MEETING AND
EDUCATIONAL CONFERENCE**

October 14-16, 2020

Hilton Ocala

Ocala, FL

Vendor Show

Key Note Speaker

Gift Shop Seminar

Round Table Conversations

Parade of Banners

Educational Sessions

AFHAV Past Presidents Luncheon

Registration packets for the annual conference will be sent via email or US mail. The packet will also be available on our website

www.afhavinc.org

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