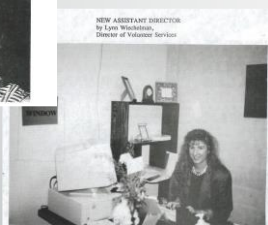


# Auxiliary and Volunteer Leadership *the Heart of Healthcare*

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Chief Philanthropy Officer, Methodist Jennie Edmundson Hospital

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## A little bit about me – *My journey from Candy Striper to Chief Philanthropy Officer*



- 1986 Joined Jennie Edmundson Candy Striper Program!
- 1987 First leadership role, promoted to Supervisor on the Saturday evening shift and joined the Teen Council
- 1988 Elected President of the Council
- 1989 Hired as the FIRST Teen Volunteer Coordinator
- 1994 Assistant Director of Volunteer Services
- 1998 Director of Volunteer Services
- 2008 Blended the Volunteer Department and Foundation
- 2012 Vice President of Volunteers & Foundation
- 2021 Chief Philanthropy Officer
- 2022 Chief Philanthropy Officer and President of the Foundation

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## Common thread throughout the years...

Every step of the way I was influenced by **Volunteer Leaders** who –



- We're passionate about their volunteer service and leadership roles. They taught me that leaders lead from the front. Never ask volunteers to do something that our leaders would not.
- We're always committed to excellence, good was never good enough.
- Independent and proud -- used their voice to ensure our volunteer service areas were impact focused, "not just nice to have" spots to fill.
- Leadership is about trust! As I looked back through the decades of our Edmundsonian (newsletter), the pages were filled with incredibly dedicated men and women who inspired their fellow volunteers to open new services lines, raise funds for various capital projects and most recently, help us navigate a pandemic!

Most importantly, I learned GRATITUDE! – How lucky am I to have "grown up" in such a nurturing and encourage environment within the volunteer department!

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## Road Map for Today's Discussion:

- ❖ Tools and qualities to be an effective, positive and passionate leader.
- ❖ Learn examples of how different leadership teams work well together.
- ❖ Importance of cultivating partnerships in the hospital, community and with state organizations.
- ❖ Recruiting leaders.

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## Tools and qualities to be an effective, positive and passionate leader:

### ❖ A shared vision

- What does it mean to be a volunteer at your hospital
- How does your work align with the mission and vision of your hospital
- Are your fellow volunteers inspired by the impact volunteers bring to our hospitals
- Importance of connecting the dots

### ❖ Lead by Example

- Champions of the organizational values
- Share your WHY
- Walk the walk – volunteer, serve on committees, be willing to lead during the difficult times as well as the good.
- Say/Do ratio



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## Tools and qualities to be an effective, positive and passionate leader:

### ❖ Communicate, Communicate, Communicate...

- **Communication is extremely important for effective leadership**
- **Important to manage the flow of information at every level of the organization**
  - Auxiliary/Volunteer Board Meetings
  - Newsletters /Updates to volunteer membership
  - Rounding on volunteers when working
  - Regular meetings with Hospital Leadership and Management
- **Listen carefully, acknowledge others contributions, encourage varying views...**
  - Volunteers on the frontlines are the best resources to highlight successes as well as identify barriers.
  - Volunteers on the frontlines are excellent candidates
- **Comfortable with utilizing different means of communication**
  - Face-to-face, small group, print, social media, video, etc...



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## Tools and qualities to be an effective, positive and passionate leader:

### ❖ Teamwork

- Share decision-making power
- Foster team ownership for leading the auxiliary/volunteer organization to include recruitment, training, looking for new ways to make impact within the hospital, as well as representing the hospital within the community
- Celebrate successes, birthdays, milestones, etc...
- Hold each other accountable

### ❖ Motivating and Influencing Others / Trusting Relationships

- Advocate for the role volunteers have within your hospital and community
- Volunteer leaders and staff leaders working side-by-side to create an environment where volunteers feel supported and thrive
- Volunteer leader rounding
- Volunteers included within department celebrations / National Volunteer Week-Month



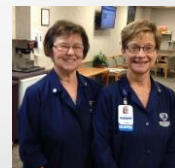
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## Not all Leadership Teams look the same...

*Find what works best for your organization and build on your success!*

### ❖ Volunteer Led

- Auxiliary/Volunteer leaders take on an enormous role –THANK YOU!
- Supported by a hospital department leader – Admin/HR, etc...
- Auxiliary/Volunteer President and Board of Directors



### ❖ Volunteer Leaders & Employed Volunteer Leaders working as one team

- Shared responsibility and accountability
- Volunteer Leaders
- Employed Leaders
- Blended responsibilities

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## Methodist Jennie Edmundson Volunteer Leadership Structure:

### Division Heads/Executive Team: (meets monthly)

- President
- President-Elect
- Vice President Administration & Family services
- Vice President Front-Line Services
- Vice President Fundraising
- Vice President Patient Services
- Director of Volunteers & Foundation
- Chief Philanthropy Officer

### Board of Directors: (meets quarterly)

- Division Heads/Executive Team
- Service Line Chairman
- Event /Committee Chairs
- Director of Volunteers & Foundation
- Chief Philanthropy Officer



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## **YOU Are Not Alone...** Importance of cultivating partnerships in the **hospital**, community and with state organizations.

- ✓ Engage Champions within the services areas supported by volunteers
- ✓ Participate in hospital celebrations and milestones
- ✓ Participate in health screenings, fundraising activities, etc... work alongside staff within the hospital and community
- ✓ Engage hospital staff in recruiting their friends and family to volunteers



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## YOU Are Not Alone...Importance of cultivating partnerships in the hospital, **community** and with state organizations.

- One of the silver lining's coming out of COVID – Greater appreciation for hospitals and community impact. How can we continue to engage community volunteers who step forward?
- Connecting volunteer passion and interest with the needs of the hospital – think outside the box, there are a lot of creative and generous people in our communities. How can we connect?
- Engage with hospital staff to build community partners to improve health equity and health outcomes. One example -- combine your passion for healthcare with the work to reduce barriers for our vulnerable patients who discharge back the local homeless shelters.



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## YOU Are Not Alone...Importance of cultivating partnerships in the hospital, community and with state organizations.



- ✓ Leadership Conferences
- ✓ Listserves
- ✓ Sharing best practices, resources and lessons learned
- ✓ Support System

<b>WEDNESDAY'S DATE:</b>		<b>OPEN LOBBY DEM:</b>	
City Council	#	City Council	#
Energy	#	Energy	#
Phone Calls	#	Phone Calls	#
Subcommittee	#	Subcommittee	#
Staff Present	#	Staff Present	#
Chair	#	Chair	#
Working Group/Steering	#	Working Group/Steering	#
Other (specify):	#	Other (specify):	#
<b>THURSDAY'S DATE:</b>		<b>OPEN LOBBY DEM:</b>	
City Council	#	City Council	#
Energy	#	Energy	#
Phone Calls	#	Phone Calls	#
Subcommittee	#	Subcommittee	#
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Working Group/Steering	#	Working Group/Steering	#
Other (specify):	#	Other (specify):	#
<b>FRIDAY'S DATE:</b>		<b>OPEN LOBBY DEM:</b>	
City Council	#	City Council	#

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# Recruiting leaders!



## General Tips and Tools:

- Relationships matter – Connect with hospital leadership to gain buy-in for the role you are asking volunteers to step forward to lead.
- Delineate current needs for your organization -- officers, chairman or committee leads –
  - Create expectations, scope of work and reporting structure (when appropriate).
  - Ensure expectations are manageable – potential for shared leadership?
- Inventory talent and skills of your current leaders and membership – align passions with positions
  - Train-the-trainers
  - Active committee members
  - Leaders in like organization in the community
- Reward and Recognize
  - Praise and appreciation is one of the best motivators for leaders to step forward.
- Allow failure / soft-landing



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