

Motivate... Resolve... Believe!



M R B - Motivate... Resolve... Believe!
Marilyn R. Beverley

IT'S A MATTER OF THE HEART... CONCERN, CARE AND COMPASSION!

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February is month. Raising awareness to the care of our hearts, raising awareness to recognize those we love on Valentine's Day and raising awareness of the heart of a volunteer. That heart being mine. You see first, I am a volunteer. As I look at my heart, that of a volunteer, I see concern, care, and compassion.

Let's talk for a few minutes this month about these three C's. Starting first with concern.

Con-cern - to interest or engage; something that relates or pertains to a person; business; affair. If we look at "concern" as a verb in the life of a volunteer we show concern, interest in those we serve from our co-volunteers, to staff, to patients, to patient families etc. That is the true heart of a volunteer. If we look at "concern" as a noun, we have concern about healthcare issues in our respective states for those of us who volunteer in the healthcare world. In other organizations there are other legisla-

tive concerns. So concern is a important characteristic of the heart of a volunteer. You see as we communicate for our organizations we insure quality healthcare for tomorrow with the concerns we voice today.

Care—temporary keeping; to be concerned or solicitous; have thought or regard; to make provision or look out. As a noun the people we serve in a sense are under our care. We care about them their needs, their "concerns". *continued on page 3...*



The standard this month is courtesy. I was flying back to Michigan from New York and truly was impressed with the courtesy I received through **Delta Airlines**. The flight attendant, Demetrick, was **OUTSTANDING!** Out of all the flights over these years, he truly stands out as **OUTSTANDING**. So much so that I say to him, "Wonderful Outstanding Work!" Now you might ask me what made this flight so different...it actually began when I

- W O N D E R F U L O U T S T A N D I N G W O R K !

was dropped at the curb and asked a couple of directions and was directed very politely to the correct door. Once inside I met a CSR who answered my next question very politely. Next it was through security check...WOW...they were outstanding too! Next at my gate the CSR was again so courteous. Then on board we were greeted with a genuine smile of "Welcome Aboard". When Demetrick went through the customary announce-

ments, you could actually understand him. Walking down the aisle he leaned over to turn on my reading lamp. He helped a family with four children with such patience. Truly he was outstanding! We can learn from his example:

Be courteous to all you work with and enter your facility; smile—a genuine, "we are so glad to be here to help you" smile; answer questions as simply but as directly as possible; genuinely care about the people you serve! Thanks, Demetrick for the **OUTSTANDING SERVICE** and Happy Flying!

This year with our Festival of Trees, we broke the record...even with a down economy.

It is a tremendous fundraising event.

~Marilyn R. Beverley

FUNDRAISING...

One of the most awesome fundraising events I have ever been a part of is the Annual Festival of Trees. This year we broke our record, even though the economy is down. We have an awesome team, over 10,000 people attended this weekend event. So what are some questions we should ask ourselves in planning fundraisers for our organizations? Does the fundraiser benefit everyone involved? Does it give everyone something GREAT to talk about? Some things I believe that make this event successful are:

When planning this event the committee is a great team with each chair person doing their unique job and always considering the manpower needed to do each job.

We strive to keep the cost of the event as low as possible.

The compelling reason for the event is that it raises funds for children's service at the hospital.

Even though we advertise the best advertisement is by word of mouth. The whole community gets involved.

The event is fun and even though it has been around for several years it is unique to our area and the people of the community look forward to it.

This event is a good match for our foundation and for all the volunteers who are a part of it.

Planning, a great team, enough manpower, keeping cost down to minimize fund raised, compelling reason for event, the public get involved, fun and unique these are steps to make your fundraising event a success!



IS YOUR NETWORKING?...

Is your
"networking"?
Make the most of
your Website!
Use your virtual
volunteers!

We truly have a tool of great communication at our fingertips, the internet! How awesome it is to send out an email to your board and not have to make fifteen phone calls!

Yet, even more awesome is the visibility your website can give your organization to your community.

I just returned from working

with Volunteer Coordinator, Dana Housely, at St. Bernards Regional Medical Center in Jonesboro, Arkansas and I had to compliment her and her awesome team on their outstanding website.

What are some things that make a website outstanding?

Include areas of service, upcoming events, programs avail-

able, areas where donations may be made to your organization, news, links and search. Yes it does take a lot of work, design etc. but those virtual volunteers are available to help you make the most of your website! As we have moved into the 21st century this is an area where you need to be available to your community and also, this is an area where you need to "look attractive" to your community to recruit those GREAT volunteers! GET YOUR NETWORKING!

*Plan
Act
Dream
Believe
And
You
Will*

Achieve!

Plan a board retreat !

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~Marilyn R. Beverley

A BOARD RETREAT FOR YOUR NEW TEAM...

Many of your organizations have just completed annual meetings and installation of officers. Now is the time to do some "team", motivating and "team" planning. The successful team is the team that beats with one heart. A great way to bring that motivation and planning to your team is through a board retreat. Bring your

team aside for a 1-2 days with time for sharing, learning and experiencing together, along with some time spent to do some strategic planning for the future of your organization. If you fail to plan then you plan to fail! You may get along during the year without a retreat but I assure you your organization will grow be-

yond belief if you will take the time as a team to grow together for the growth of your organization. Facilitating Board Retreats is a passion of my heart... consider it and give me a call. As Janet-Rubenzner-Pike of WI puts it, "an apple a day for a healthier way; Awesome, Partners, Planning, Learning and Experiencing together."

Creative

Awesome

Reaching out to help

Encouraging

Committed

Organized

Notable

Champions

Enthusiastic

Responsible

Nice

Contributors

Opportunist—turning obstacles into opportunities

Motivators

Positive

Admirable

Special

Servants

Irreplaceable

Otstanding

Necessary in our world!

Volunteers Serve with CARE, CONCERN, and COMPASSION.

It is a matter of the



!

**GENERAL DOOLITTLE SAID,
“THERE IS NOTHING GREATER THAN THE HEART OF A VOLUNTEER!”**

IT IS A MATTER OF HEART... CONTINUED...

As a verb we “care” about healthcare issues today in our grass roots support. We are advocates for our organizations and ambassadors to our communities with our care and concern for such issues for the future. With that “care” we insure as

much as possible the value of healthcare for those who come behind us.

c o m · p a s · s i o n—sympathetic consciousness of others' distress together with a desire to alleviate it . Volunteers truly have a

heart of compassion. Daily around our world you can hear the heart beat of volunteers through their compassion. Many times I have been accused of having too much compassion. I don't know if there is such a thing, yet, if there is, then I am guilty as charged. With that said, I hope I never lose that compassion because it truly is the mark of the heart of

a volunteer.

General Doolittle said is quite simply, “**There is nothing great than the heart of a volunteer!**” and I quite agree with him! Remember it is a matter of the heart...concern, care, and compassion. Thanks for serving from your heart! From my heart to yours!



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Marilyn is the author of:

“Miss Missy of Jamaica” and “Jesus In Jamaica Blessed Love”
both available at www.amazon.com

Also in print are: “The Board As A Team With Visionary Leadership” and “The Gift Shop Operations Manual”, both written by Marilyn R. Beverley. Please contact her regarding these publications.

This month a “gold star” to Demetrick, flight attendant for Delta Airlines-  for Super—Outstanding—Service!

CUSTOMER SERVICE THAT COUNTS...

As I travel around the world and across the USA it amazes me that it is no longer the “norm” to receive super outstanding customer service.

In a volunteer organization you are many times the first and last person that the customers you serve sees in the facilities for which you volunteer. We want to hear those words... “THANKS” and yes the words, “We’ll Be Back!” so remember in all that you do give it your best and “do unto others as you would have them do unto you”. Practice “the Golden rule”. We want the service we give to be

Superior...Super...Outstanding! Remember to SMILE!

THOSE RECORDS ARE IMPORTANT!

Congratulations to all of you newly installed officers and boards! There are many jobs on the board, one of which is membership. This job affects our organizations in many ways from the local level all the way to the state level. Recording of hours by each volunteer within their service area, to the Service Chairman recording those hours monthly. Then the Service Chairman compiles the year end report. The year end report then goes to the District Membership Chairman who in turn records all the data for the District and sends that report into the State Membership Chairman.

You might ask, “why is all of this important.” It helps us to know our membership, to know how many new members were recruited, how many members left our organizations and in turn to be able to follow up on those losses to make sure we are doing all we can do to retain those precious volunteers.

The hours worked by volunteers represent a huge amount of monies to our hospitals that would leave a service unable to be given if it were not for volunteers. It is said that volunteers are not paid because they are priceless and I happen to wholeheartedly agree with that.

When it comes to a nonprofit organization we need to be able to show our benefit to the community and it is in all of these reports that we indeed do show to the facilities we serve, the government and to our world that volunteers do indeed make a difference.

So to you membership chairman, my hat is off to you! I have worked in this position on all three levels, local, district and state and it is a huge job! It is important to keep the record accurate and to complete them in a timely manner. Share these numbers with your organizations let them know their value to your organization, to the facilities your serve, to your communities and to our world! It is a matter of record!