

Making the Mark

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Making the Mark in Fundraising
~ Volunteers Are The Key ~

Problems:

Date of Event

Weather Conditions

Delivery of Items

Traffic Control

Parking

Getting Enough Volunteers

Event/Festival Volunteers:

Events celebrate our cultures and focus

Tell us a history (why you are fundraising)

People volunteers to belong to a cause

Give back to the community

Volunteers see the need

Volunteers:

I am sure everyone here has volunteered at some time

Did you have a good time?

Were you treated ok?

Why did you do it?

Would you do it again? (very important question)

Let's Look at Volunteers:

What is a volunteer?

Where can you find them?

How do you train a volunteer?

How can you recruit volunteers?

How can you take care of them?

Common pit falls with volunteers?

What is a Volunteer?

V- Valuable and Valued

O- Optimistic

L- Loyal

U- Understand

N- Network

T- Treasure, who we are

E- Enthusiastic

E- Effective

R- Reliable (most important)

S- Special

Importance of Volunteers:

When a content volunteer greets your guests, their good will and civic pride should literally flow from his/hers pores

Positive attitudes, Yes! We can do this!!

They are indispensable assets

Time is a volunteer's MOST precious contribution

Your Cause cannot thrive without them

Where do they come from?

Word of mouth

Friends & family

Speaking opportunities

Sponsor employees

Corporate volunteer groups

Media coverage

Church groups

Unions

Students

Senior citizens

Why DO they come to your aid?

Fun, Fun, Fun!

They Agree with your Cause
Fellowship/Social Interaction
Motivation
Good intentions
Recognition
Personal Growth
Feel important
Give back to the community
Fulfill something missing in their lives
Identify with something

Recruiting and Retaining Volunteers:

Determine the need of how many volunteers for your event
Set up guidelines for the selection and training of ALL volunteers
Put the right person in the right position
Learn to delegate
Empower you volunteers
Establish Trust
Communicate regularly
Provide early and frequent updates and meeting
Offer volunteer benefits
Send prompt Thank You's
Make them feel valuable, and they won't leave you

Training Volunteers:

Develop an effective volunteer handbook
Make brief list BUT detailed outline of responsibilities
Build the theme of a TEAM with your committee
Define authority, responsibility & relationships with staff
Receive feedback without offence
Groom them to succeed

Rewarding Volunteers:

Select volunteer of the year
Small gifts

Letters

Jackets, shirts, sweatshirts

Pin programs

Volunteer identification in media

Common Pit Falls to Avoid:

We have *always* done it this way

We can do this without *your* help

That person is the *only* one who knows how to do it

We do the work- you get the credit

Don't over commit your volunteers

Recognize their ideas, they are not just workers

Don't let the volunteer's attitudes become *anything* but positive

Don't assume you cannot do better

Statistics:

U.S. Bureau of Labor Statistics

62.8 Million volunteers last year

28.8% of the US population

1/4 men 1/3 women

34.5% Ages-35-44 were the largest group

32.7% Ages-45-54

30.4% Teenagers

24.8 Ages over 65

19.5 Early twenties

26.3 % Collecting, preparing, distributing or serving food

22.5 % General labor

21.3 % Teaching or tutoring

2 out of 5 involved themselves

43 % Were simply asked!!!

Reasons not to Volunteer:

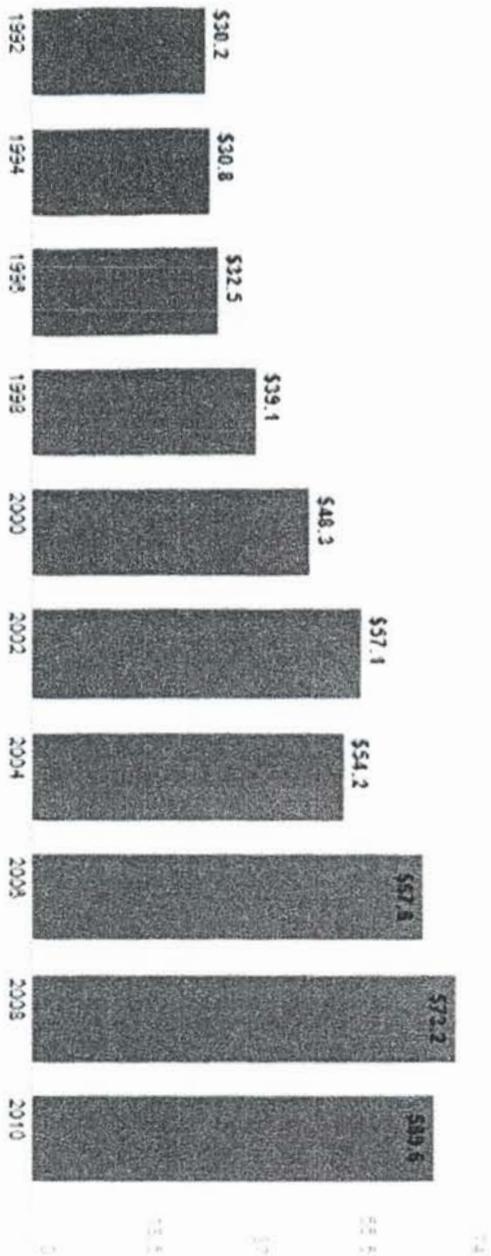
45.6% Most common reason - Lack of Time

15.2% Health or medical problems

9.3% Family responsibilities

Philanthropy 400 Through the Years

Total amount raised (in billions of dollars)



Note: All values adjusted for inflation to match 2010 dollars.

SOURCE: The Chronicle of Philanthropy

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The Chronicle of Philanthropy 1255 Twenty-Third St. N.W. Washington, D.C. 20037

New Report: Americans Devote 8.1 Billion Hours to Volunteering in 2010 *Generation X Deepens Commitment, Serves More Than 2.3 Billion Hours in their Communities*

Washington, DC — Volunteers provide a powerful economic and social benefit to communities across the nation, with 62.8 million adults serving almost 8.1 billion hours through organizations in 2010, according to research released today by the federal Corporation for National and Community Service (CNCS).

The agency's annual *Volunteering in America* research finds that America's volunteers provided services valued at nearly \$173 billion to communities and the nation last year, using Independent Sector's estimate of the dollar value of volunteer time.

Notably, Generation X volunteers (born 1965-1981) devoted more time to service in 2010 than they ever have before, giving more than 2.3 billion hours—an increase of almost 110 million hours over 2009. Generation X members more than doubled their volunteer rate between 1989 and the present day, from 12.5 percent in 1989 to 29.2 percent in 2010. This rise demonstrates a shift that researchers are seeing across the “volunteer lifecycle”—the arc of civic involvement that tends to increase as citizens feel a deeper connection to their communities through personal networks, their workplace, and their children's schools.

While the overall national volunteer rate dipped slightly from 26.8 percent in 2009 to 26.3 percent in 2010, the number of hours volunteers served remained approximately the same at 8.1 billion hours, indicating many volunteers committed more hours to service. The proportion of volunteers who serve 100 hours or more appears to have increased between 2009 and 2010 from 33.2 percent to 33.8 percent, and the median number of hours served per volunteer appears to have increased from 50 to 52 per year.

“Every day, volunteers of all ages are giving their time and talents to solve problems and make our country stronger,” said Robert Velasco II, acting CEO of CNCS. “Whether tutoring at-risk students or providing job training to veterans or responding to natural disasters, ordinary Americans are doing extraordinary things to improve the long-term health and vitality of the nation.”

CNCS produces the annual *Volunteering in America* research to provide elected officials and nonprofit leaders with in-depth information on volunteering trends and demographics to help them develop strategies to mobilize more Americans to address local needs through service. Offering the most comprehensive data on volunteering ever assembled, the report includes a volunteer profile for all states, including the District of Columbia, and hundreds of cities, including data on volunteer rates, rankings, area-specific trends, and analysis.

The research is part of the agency's efforts to expand the impact of America's volunteers on key economic and social challenges facing the nation. CNCS provides critical support to America's nonprofit and voluntary sector through grants, training, research, coordination, and partnerships with public agencies, nonprofits, and businesses. Last year, CNCS engaged more than five million Americans in results-driven service to help communities tackle local challenges.

Other findings about the volunteer lifecycle include:



Festival of Trees

**St. Luke's Magic Valley
Health Foundation, Inc.**

650 Addison Ave. W.
P.O. Box AK
Twin Falls, ID 83303

The Twelve Days of Christmas



-  **Designer's Evening**
OCTOBER 16
 -  **Gala**
NOVEMBER 28
 -  **Seniors' Day**
NOVEMBER 29
 -  **Ladies Night Out**
NOVEMBER 29
 -  **Children's Day**
DECEMBER 1
 -  **Family Day**
DECEMBER 2
 -  **General Exhibition**
NOVEMBER 29 - DECEMBER 2
- See more details inside!*



2007 Festival of Trees

St. Luke's Magic Valley Health Foundation presents

The Twelve Days of Christmas

The popular song "The 12 Days of Christmas" is usually seen as a simple song for children. Some have suggested that it is a song of instruction dating to the 16th century, with hidden references to basic teaching of faith. Join with us in celebration of this century old Christmas song, and let your view be creatively expressed in decorating a Christmas tree or wreath.

The "12 Days of Christmas" theme is sure to spark a flair of interest for all to participate in our important community health fundraiser.

Proceeds from this event will benefit St. Luke's Magic Valley Regional Medical Center's children's healthcare programs and our area's Quick Response Units. Please help by:

- Donating a decorative item.
- Providing a cash donation.
- Volunteering your time.
- Purchasing items for your home, office or as a gift for others.

Please complete the attached form and return to St. Luke's Magic Valley Health Foundation by



November 9, or register online at www.stlukesonline.org/magic_valley/ways_to_give/specialevents.php.

Your participation and support will enable the SLMV Health Foundation to continue supporting quality healthcare for the Magic Valley and northern Nevada. Please know you have our sincere appreciation for whatever donation you share this wonderful holiday season.

For more information, please contact the Foundation office at 737-2480 or Merrily Huether at 737-2481 or email merrilyh@mvrmc.org. If you would like your group to perform at the Festival of Trees, call Sandie Davis at 733-1143 or e-mail FestivalofTreesTwinFalls@hotmail.com.

Festively yours,

The Festival of Trees
2007 Committee

First Federal (underwriter)

Canyon Park,
a Nielsen & Company Development
(underwriter)

and the Festival 2007 sponsors

PRE-FESTIVAL

DESIGNER'S EVENING

Tuesday, October 16, 7:00 p.m.

Turf Club, 734 Falls Ave., Twin Falls
Call 737-2480 for reservations: \$10 each.

*For tax purposes, \$5 of each \$10 entry
may be considered a charitable gift.*

Come and enjoy a night with top designers who will show you a variety of creative ideas for your Christmas tree and home.

TREE DECORATING AND SET UP

Friday, November 23, 9:00 a.m. - 8:00 p.m.

Saturday, November 24, 9:00 a.m. - 6:00 p.m.

Herrett Center For Arts & Science (CSI)
315 Falls Ave., Twin Falls

All trees and wreaths must be **artificial**.

Items may be decorated by the donor's employees, professional decorators, or by civic and volunteer organizations in our area. "In memory trees" welcomed. Register on line at www.stlukesonline.org/magic_valley/ways_to_give/specialevents.php or mail the attached form.

Your support of the Festival of Trees is essential to SLMV Health Foundation's mission!

The SLMV Health Foundation is a non-governmental, non-profit corporation with its own principle fund. Helping enhance local healthcare since 1978, the Foundation's volunteer board of community leaders supports SLMVRC's mission and encourages giving to local healthcare services. The Foundation's vision of enhancing Magic Valley's healthcare is carried out through more than 60 funds that help meet local needs. The Foundation accepts gifts from community minded organizations and individuals, LIKE YOU who have the spirit and the will to give to help meet those healthcare needs.

Schedule of Events

GENERAL EXHIBITION AND ENTERTAINMENT LOCATED AT
HERRETT CENTER FOR ARTS & SCIENCE, 315 FALLS AVE., TWIN FALLS.
SEE ALL OTHER EVENTS FOR TIMES AND LOCATIONS.

WEDNESDAY, NOVEMBER 28 – OPENING NIGHT GALA

Premier Tree Viewing & Pre-sale on all decorated trees & designated holiday decorative items.
5:00-6:00 p.m., Herrett Center For Arts & Science, 315 Falls Ave., Twin Falls

6:00 p.m. Gala Social Hour followed by dinner & live auction

Renaissance Office Park, Portofino Building, 730 N. College, Twin Falls

Location Sponsor: Renaissance Office Park / Joe Russell & James Retmier, MD

Call 737-2480 for tickets: \$100 each. Table reservations available in groups of eight only.

For tax purposes, \$70 of each \$100 ticket may be considered a charitable gift.



Gala Table Sponsors: Nagraj Narasimhan, MD & Susan Rupert

Southern Idaho Cardiology Doctors: Reed Harris, DO; David Kemp, MD; Daniel Brown, MD & Dennis Enomoto, MD

Gala Premier Lead Sponsor: CH2M Hill OMI - Twin Falls & Boise

Additional Gala Sponsors: HCM Holmstead, pllc • Architectural Nexus

Hummel Architects, PLLC • Mountain States Tumor Institute (MSTI) • Norco Medical
Regence BlueShield of Idaho • Southern Idaho Radiology, PA • Taylor, Taylor & Pitts, PA

Live Auction Sneak Peak:

Dazzling 2-carat total weight round brilliant
diamond stud earrings in 14K white gold.

Generously donated by Alpine Jewelers

1-week for four at the Mayan Resorts.

Choose from Acapulco, Nuevo Vallarta or Cancun. Airfare
included. Visit www.thegrandmayan.com/english/

Generously donated by Oasis Stop 'N' Go

Soft & cozy Lunarine Mink jacket
with inset designs for a casual contemporary look.

Generously donated by
Sheepskin Coat Factory & Fur Salon

Melt your cares away with this relaxing spa package.

Generously donated by Brady's, Inc.

Scottsdale Arizona the golf destination extraordinaire!

Enjoy 4-day/4-night stay & two rounds of golf for four.

Generously donated by Showtime Clothing, Purcell,
OK/Kay Mortensen & Penny Young
and Acushnet Sales Rep, AZ/John Parker.

Home Entertainment Package

Includes home theater seating and flat panel T.V.

Generously donated by Mel Quale's Electronics, Inc.

4-day, Carnival Cruise getaway to Mexico for two.

Port of calls include Catalina Island & Ensenada.

Generously donated by Pioneer Federal Credit Union

Sportsman's Delight, everything you need and more!

Generously donated by Sportsman's Warehouse

Wine extraordinary package!

Generously donated by various donors.

THURSDAY, NOVEMBER 29 – "LADIES NIGHT OUT"

Ladies Night Out Premier Lead Sponsor: Pioneer Federal Credit Union

Additional Ladies Night Out Sponsor: Irwin Realty, Inc.

7:00 p.m., Turf Club, 734 Falls Ave., Twin Falls

Tickets: \$40 each. For reservations, call 737-2480.

For tax purposes, \$30 of each \$40 ticket may be considered a charitable gift.

The Twelve Days of Christmas

Complimentary hors d'oeuvres, no host bar. • Stunning style show featuring a variety of fashions and
Sheepskin Coat Factory and Fur Salon. Beautiful Silent Auction items.





GENERAL EXHIBITION INFORMATION

Admission Prices: Adults: \$4

Seniors' 60 and over: \$3 except Thursday, Seniors' Day: Free
Children 12 and under: \$1 except Saturday, Children's Day: Free
Sunday, Family Day: Free with The Times-News coupon

All who attend this year's Festival of Trees will receive free admission into special Planetarium movie presentations at the Herrett Center For Arts & Science during the Festival week. Generously donated by the **Herrett Center For Arts & Science.**

THURSDAY, NOVEMBER 29 – 10 A.M. - 9 P.M. – SENIORS' DAY

Sponsored by:

Alterra Wynwood • BridgeView Estates • Fred Meyer • SunBridge Rehabilitation & Twin Falls Care Center
Complimentary photos from Inkley's, 10:30 a.m. - 12:30 p.m. • Treats (to go) donated by Fred Meyer of Twin Falls.
Complimentary transportation to the Festival for any senior provided by Alterra Wynwood by calling 735-0700.

SHOWING AT THE PLANETARIUM

11:00 a.m. "Season of Light"	4:00 p.m. "Season of Light"
1:00 p.m. "Steamrolling Through the Holidays"	7:00 p.m. "The Christmas Star"
2:30 p.m. "WSKY - Radio Station of the Stars"	



FRIDAY, NOVEMBER 30 – 10 A.M. - 9 P.M.

Come watch fabulous entertainment and view the beautiful trees and Christmas décor.

SHOWING AT THE PLANETARIUM

11:00 a.m. "Season of Light"	4:00 p.m. "Season of Light"
1:00 p.m. "Steamrolling Through the Holidays"	7:00 p.m. "The Christmas Star"
2:30 p.m. "WSKY - Radio Station of the Stars"	8:15 p.m. "Steamrolling Through the Holidays"



SATURDAY, DECEMBER 1 – 9 A.M. - 9 P.M. – CHILDREN'S DAY

Sponsored by: United Dairymen of Idaho

Physician Center (Doctors: Mary Beth Curtis, Kenneth Harris, Matthew Jolley, Greg Jones, Laurence Martens, Ronald Miller, Daniel & Jennifer Preucil, Kathryn Reese, Richard Sandison, Jane Scott, Kurt Seppi, David Spritzer, Doug Stagg and Jack Trotter) and their staff

Free for all children 12 and under!

The first children (ages 4-12) to arrive by 9:00 or 10:00 a.m. on Saturday will see a special showing of "Frosty the Snowman" in the Planetarium.

SHOWING AT THE PLANETARIUM

9:00 a.m. MOVIE "Frosty the Snowman" 26 min	2:30 p.m. "WSKY - Radio Station of the Stars"
10:00 a.m. MOVIE "Frosty the Snowman" 26 min	4:00 p.m. "Season of Light"
11:00 a.m. "Season of Light"	7:00 p.m. "The Christmas Star"
1:00 p.m. "Steamrolling Through the Holidays"	8:15 p.m. "Steamrolling Through the Holidays"



SUNDAY, DECEMBER 2 – 11 A.M. - 5 P.M. – FAMILY DAY

Sponsored by The Times-News

Free admissions with coupon from the Times-News! Come see a variety of performers and enjoy the day with your family and friends!

SHOWING AT THE PLANETARIUM

1:00 p.m. "Far Out Space Places"	2:30 p.m. "Season of Light"	4:00 p.m. "Steamrolling Through the Holidays"
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OTHER SPONSORS

Setup & Take Down Sponsors: AmeriPride Gem Linen & Apparel Service • Bond Electric
Frontier Moving/Storage • Frank Hegy • Lions Club of Idaho • SLMVRMC Plant Engineering

Festival Angel Sponsors: BlueCross of Idaho • Clear Springs Foods, Inc. • Turn Key Medical

Festival Friend Sponsors: Kevin D. Banner, DDS • Gene Burton & Associates
Johnson Brothers of Idaho Falls • KeyBank • Sprague Solutions



PLEASE RETURN BY NOVEMBER 9

I would like to support the St. Lukes's Magic Valley Health Foundation and the 2007 Festival of Trees by donating:

- Large decorated tree (Size _____)
- Wreath
- Christmas décor (Description _____)

Name of Sponsor: _____
(PLEASE LIST NAME AS DESIRED FOR RECOGNITION PURPOSES)

Please list the name(s) of the decorator (as desired for recognition purposes.)

(I understand that my tree/item is to be delivered to the Festival site at the Herrett Center For Arts & Science on Friday, November 23 or Saturday, November 24 and will become the property of the Foundation. I also understand that all items, i.e. trees, wreaths, garland etc. must be artificial due to fire hazard.)

Decorating Contact Person: _____

Contact Day Telephone: _____

Address: _____

- I plan to attend the "Designer's Evening" on Tuesday, October 16. Please reserve my ticket.
- I want to volunteer as a Festival host/hostess.
- I plan to purchase _____.
- I would like to help the Festival of Trees by making a cash gift of: \$ _____.
- Check enclosed. Please invoice me.

Please place my name on the mailing list for:

- Festival of Trees Gala Festival of Trees Ladies' Night Out
- June Golf Tournament September "Epicurean Evening"
- Festival of Trees Entertainers

If you would like your group to perform at the Festival of Trees, call Sandie Davis at 732-5464 (Home) or 733-1143 (Office) or e-mail FestivalofTreesTwinFalls@hotmail.com. To register online, go to www.stlukesonline.org/magic_valley/ways_to_give/specialevents.php, then to Festival of Trees page.

All donations to the Festival of Trees are tax deductible. Please make your check payable to St. Luke's Magic Valley Health Foundation. All gifts will be publicly acknowledged unless the donor requests confidentiality. The Internal Revenue Service has required all charitable organizations to inform patrons as to the appropriate deductibility of donations for fund raising events. Generally, only that amount above the value of any product or service you receive can be considered a tax-deductible donation. Please consult your personal tax advisor as to the applicability of any charitable donation.