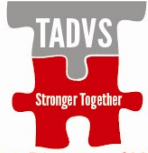


NET-WORKS

December 2011 Texas Association, Directors of Volunteer Services



Texas Association, Directors of Volunteer Services



From the President, Katie McCarty!

Greetings everyone!

This year is passing so quickly! It seems like yesterday we were at conference in Southlake, then TAHV in Dallas, and recently AHVRP in Orlando. It's always nice to see our colleagues and catch up the latest news.

The AHVRP conference in September was a fabulous learning opportunity. There were powerful speakers, including one of the Blue Angels who described how his team's planes fly at speeds of 1,000 mph and only 18" apart. After each flight, his team debriefs to discuss what went well and what can be improved. Most of all, they are thankful for making it through an-

other run, which would explain their motto, "Glad to be here." I have adopted that motto myself – it puts things into perspective.

Throughout the conference, Texas was very well represented. Our TADVS members led a fun, "Texas style" invitation to the 2012 AHVRP conference to be held in Dallas. The buzz was that we are a fun group and they can't wait until next year!

In February, we will have our TADVS educational conference in The Woodlands February 20-22. Be on the lookout for registration information. This year's theme, "Stronger Together," has been evident throughout

the year. I thank our board members who dedicate themselves to advancing our organization and our membership, everyone who supports one another by sharing best practices and information via our list serve, those who help at TAHV and AHVRP, and our Education Committee for planning our upcoming conference. My wish for each of you and your families is that you have a blessed Christmas filled with peace, joy and love, and a Happy and Prosperous New Year!

Sincerely,
Katie

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AHVRP
Association for Healthcare
Volunteer Resource Professionals

Member Notice

A Personal Membership Group of the American Hospital Association

AHVRP Enhances Education Benefits and Increases Dues in 2012

Beginning in 2012, regular member dues will be increasing by \$25 to \$150, which entitles members to:

- Three free, pre-determined audio conferences in 2012 (regularly \$99 each) for the first 200 registrants
- The opportunity to earn free CEU's for participation in those free audio conferences

Regardless of when you renew your membership in 2012, you will have access to these free audio conferences. The schedule of free audio conferences begins with the 2011 Extraordinary Program Award audio conference being held on Thursday, January 19.

Stronger Together

Education Conference

February 20-22, 2012



Texas Association, Directors of Volunteer Services

The 2012 TADVS Education Committee is hard at work putting together an amazing conference for its membership on February 20-21, 2012. Held at the beautiful Woodlands Conference Center and Resort in The Woodlands, TX, this conference aims to enhance this year's theme – *Stronger Together* – with topics that are relevant, cutting-edge and timely.

All of the educational sessions tie in to the following themes: our ever changing health care environment, our ever changing economy, and our ever changing volunteer demographics/dynamics. Because of these ever-changing factors, now more than ever, we need to be

“Stronger Together!” Our highly experienced speaker line-up will address the following: Social Media, HCAHPS/Patient Satisfaction, Becoming Change Agents, Networking and Cultural Competency.

In addition to the volunteer management track, an interactive, energetic and educational retail track is being planned as well. Retail participants will be treated to a special gift shop tour, as well as, information-packed sessions by Anne Obarski, a “contagious” customer service/retail strategist!

And of course, you won't want to miss the Silent Auction, Vendor Fair, President's Reception and

Dine-Around at the Woodlands Waterway. Registration packets will go online at the TADVS website by the first of December. So please make plans to join us on February 20-21, 2012 in The Woodlands, TX. It promises to be, from start to finish, an exciting conference that will be both relaxing and engaging.

Jennifer Barnes
Education Co-Chair



The Woodlands Resort & Conference Center





Gift Shop News

Marketing Strategy: Create a Loyalty Rewards Program

A customer loyalty program, sometimes known as a rewards program, gives your small business an easy way to reward your customers for doing what you want them to do: coming back and giving you repeat business. You already have a base of loyal customers, and creating a customer loyalty program helps you strengthen those relationships. For newer customers, or those who are still deciding how much they like you, a loyalty program can be just the right incentive to keep you front of mind and keep them coming back to your brick-and-mortar store.

Elements of a Customer Loyalty Program

Implementing a customer loyalty program is a pretty simple matter. You need to make it easy for people to sign up, preferably in several ways: a short form to fill out when they're shopping or checking out in the store, an easy form to fill out online via your Facebook page, blog, and/or website. Once people sign up, you need to have a system for keeping track of those in your loyalty program; you want a single place with all the information on each customer who has opted in. That way, when you do special mailings or offers, you have your mailing list right there.

The third element of a successful customer loyalty program is the rewards that customers can "earn" by continuing to give you repeat business. Rewards programs can be simple, and are usually very low cost to the business, but they need to be measurable and tangible. Your customers need a tangible reason to opt in to the loyalty program, and you need a measurable way to see what you're investing in the loyalty program and what kind of return you're getting on it.

Types of Customer Loyalty Programs

Points system: this is what airlines and credit card companies use. In simplest terms, a point is awarded for every dollar spent, though the ratio may vary (1 point for every 1.50 dollars, for example). When a customer accrues a certain number of points, they can be redeemed for a product or service offered by the company or, often, by a partner company.

For small businesses: this system is simple in theory but can get a little complex to keep track of without an electronic system. Be sure you have an accurate way to track the points earned by your customers and to track when those points are used for rewards. You'll also need to set up a rewards scale with specific prizes or options for certain amounts of points.

Discount system: many retail businesses use a discount system for loyalty programs. This works well for both retail shops and restaurants. For every purchase or for every dollar amount spent (could be \$10 or \$20 or whatever level you choose to set), the customer receives a credit. Once the customer has earned a certain number of credits, he gets a discount, perhaps a dollar amount or percent amount off on their next purchase.

For small businesses: this system is easy to implement and track. Generally, businesses use a punch card type system and customers simply show their card when it is full to receive their discount. Another bonus of this system is that the reward actually brings in even more business.

Freebie system: similar to the discount system, the freebie system is often used by cafes and coffee shops. When a customer makes a sufficient number of purchases or spends X amount of dollars, she gets a freebie. A coffee shop might offer one free coffee drink for every ten cups of coffee purchased, or a free pound of coffee for every ten pounds of coffee purchased.

For small businesses: this system is also easy to implement and track using a punch card set-up, and customers love the idea of getting something for free. It's also easy for small businesses to track the amount of money they'll invest for each customer, and it's usually minimal. Retail shops can always offer freebies too, and it's a good way to get rid of excess inventory.

Continued on page 5



Pictures from the AHVRP Conference



Welcome New Members!

Diane Finch

Christus VNA Hospice & Palliative Care

Shannon Buckner

Silverado Hospice

James Stegall

Medical Center Lewisville

Sarah Drew-Watson

Methodist Charlton Medical Center

Michele Shetler

Seton Highland Lakes Hospital

Laurie Bougher

Connally Memorial Medical Center

Linda Davis

Hill County Memorial Hospital

This is a reminder to all members to stay current with your annual dues. Dues for TADVS are based on the calendar year and are due and payable each January.

If you have any questions about membership, please contact:

Nancy A. Villarreal, CAVS
Office: 832-355-2103
Email: nvillarreal@sleh.com

Texas Association, Directors of Volunteer Services

TADVS will serve as the association of choice for leaders of healthcare-related volunteer programs by promoting professional and personal development.

TADVS will provide its membership with dynamic educational programs, a comprehensive communication network and leadership opportunities.

Customer Loyalty Programs

Continued from page 3

Ideas for Loyalty Programs in Hospitals:

Payroll deduction—One easy way to reward your Loyalty Members is through your payroll deduction system. If you have a minimum charge for payroll deduction or if you charge a fee to use payroll deduction, consider reducing these by half or eliminating them entirely. If you do not currently offer payroll deduction, consider offering it to your Loyalty Members.

Pre-Sale Events/Parties—Invite your Loyalty Members to be the first to preview events your shop is hosting. For example, if you consistently have a large Holiday Sale, host a Loyalty Members Holiday Party. This allows your members to pre-shop the sale and receive discounts before anyone else. You might also consider giving an extra discount or a small gift to those in attendance. Ask your sales representatives for discontinued items that you can purchase at reduced cost.

Newsletter with Sale Previews & Coupons

—With your Loyalty Program, create an email distribution list and newsletter. Let your customers know about weekly sales promotions and include a monthly coupon. Coupons might include a free cup of coffee, 20% off any gift, discount on their birthday, or \$5.00 off every \$30 spent...get creative and have fun!

Remember your Loyalty Members are often your best and most loyal customers—keep them excited about your store!