

Membership Form

Mercy Auxiliary is a dynamic organization of nearly 500 members (*women and men*) who come from all walks and seasons of life.

In volunteering their time and talents, members work toward a common goal: *to support Mercy Medical Center and participate in delivering The Mercy Touch.**

I would like to become a member of the Mercy Medical Center Auxiliary.

Name _____

Address _____

City _____

Alternate Address _____

City _____

Phone _____

Cell Phone _____

Email Address _____

Membership: New Renewal

_____ \$10 – Regular Membership

_____ \$100 – Lifetime Membership

*Auxiliary project area of interest
(refer to list in brochure):*

**If you have questions,
please call the Auxiliary Office at 398-6286.**

Mail this form to:
The Mercy Medical Center Auxiliary
701 10th Street SE • Cedar Rapids, IA 52403
Please do not send cash through the mail.

*You can help us grow the membership!
Look through your contacts to see who
might be interested in joining the auxiliary
and give them this form to send in.*



Dates to Remember:

March 18 Board Meeting

Sympathy & Prayers

Deanna Stallman Husband



If you have a change of address
or membership status -
please contact
Joleen Woods,
Auxiliary Administrative Assistant
at (319) 398-6286
or jjwoods@mercyare.org.



Mercy Auxiliary Newsletter News to You

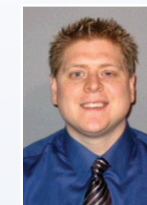


March, 2024

Comment Corner —

Marketing-Communications: Nurturing *The Mercy Touch*® Brand

— Submitted by Mark Wehr, Director of Marketing-Communications



Mark Wehr

You often hear the term “branding” or reference to an organization’s “brand.” It’s common to think of that as that organization’s logo or image that makes it recognizable and, hopefully, unique. But, a brand is much more than that; it is everything we say and do, as well as all perceptions, expectations, and experiences that patients have of and with Mercy. It establishes who we are in the minds of those we serve and the greater community, as well.

One of the primary goals of the work within Marketing-Communications is to build and protect the Mercy brand. This is accomplished by more than just advertising; it’s also done through comprehensive work in all aspects of the patient experience, ranging from access to our website or the ability to find information on search engines to wayfinding, community engagement, fundraising and more. By building the best possible experience at every encounter, we build Mercy’s brand and create top-of-mind awareness and preference for when individuals in our community need medical care.

Marketing-Communications is a mixed team of skilled professionals in both service and creative roles with experience in branding and communication. In addition to branding, we also seek to build volume and market share for Mercy’s services through our work by developing advertisements, supporting public relations efforts in coordination with local media, managing social media, conducting market research and more.

However, patients and potential patients are not our only concern. In fact, a key audience for ensuring excellent communication and helping achieve Mercy’s goals are employees, providers, volunteers and auxiliaries. By ensuring effective internal communication, we build brand ambassadors and, consequently, help these groups have a positive experience, as well, when sharing their talents at Mercy. We want the best and the brightest and those that fit Mercy – compassionate, service-oriented people to deliver on the promise of *The Mercy Touch*. When they feel good about being here, they can more easily and naturally deliver an exceptional experience for patients.

While the Marketing-Communications department supports all departments within the hospital for various needs, it focuses a sizeable amount of its resources of Mercy’s key services lines. Key service lines are those that are of strategic importance and help drive sustainability for the entire organization. These include Cardiology, Oncology, Surgery, ER, and Women’s & Children’s. Marketing-Communications also dedicates resources to supporting the MercyCare clinics and emerging services, like HallMar Village/dementia care and Gastroenterology.

Accordingly, the scope of the Marketing-Communications department is far-reaching, and our team members are committed to providing excellent service to the departments we support. Beyond what has already been described, Marketing-Communications also supports events like ribbon-cuttings and groundbreakings; conducts research to understand perceptions and actions of patients; and provides support for various patient experience initiatives. It’s all part of the entire experience at Mercy.

But, Marketing’s best tool is you! Individuals with a vested interest in Mercy who can speak to this exceptional place are the ones who can help spread the word within your social circles. Consider how you are supporting the Mercy brand, either through your actions while here or out in the community.

Mercy is an exceptional place that is undeniably important to this community, rooted in a unique history and founded by the extraordinary Sisters of Mercy. What a legacy! Thank you for all you do to help share this story and encourage everyone to continue their support and use of our services so that Mercy can be strong for another 123+ years.

The Mercy Touch®

Mercy Auxiliary Spring Bazaar

Submitted by Joyce Klimes, Event Chair



Gear up for another fun time at Mercy Medical Center!

Spring is coming and so is the fourth annual Spring Bazaar. If you haven't marked your calendar yet, get your pen out now and highlight Thursday, April 18, 2024, from 8:30 a.m. to 4:30 p.m. Mercy is the place to be!

From the time you enter the doors at Mercy, the shopping opportunities begin with nearly 40 local vendors showcasing their homemade handcrafted items. We are proud to say these items are made in Iowa!

Kroul Farms will have their plants ready for you to get the dazzling color of spring ready for your garden. This year, we also welcome featured vendor Iowa Nutty, offering mouth-watering roasted and glazed cashews, pecans, and almonds.

Of course, the gift shops will have their display of items to enhance that spring touch in your home. And, don't forget about the amazing raffle prizes – six prizes each valued at \$500 or more. Then, if you need a break from shopping, grab a cup of coffee and enjoy some time with friends.

All this adds up to fun and frolic at Mercy's Spring Bazaar!

10th Street lobby pop-ups feature variety from books & more to themed cookies

Submitted by Pat Martin

Vendor sales are a great extra source of income for auxiliary's fundraising. In fact, a solid percentage of monies from these events goes to Mercy Auxiliary and then to the Mercy Foundation.

February 6-7 featured Midwest Books and February 12-14 displayed Valentine-themed cookies. Such convenient and enjoyable shopping experiences!

Midwest Books is more than a variety of reading materials, including activity books. This pop-up also features items like wallets, pillows, stationery, electronics and a wide variety of gifts. Shoppers made exciting discoveries in the 10th Street lobby.

Tammi's Cookies gave us opportune shopping choices for Valentine's Day. Tammi has been in business for around five years. She also provides delectable gourmet cookies for weddings, showers or really any sort of celebratory event. Tammi is on Instagram@Tammiscookies.

Keep your eyes open for future auxiliary-sponsored vendor sales.



Tammi Reed, Tammi's Cookies, at the valentine cookie sale



Jeff Smith, Midwest Books, and Ginny Ekwall, auxiliary vendor sales chair

Scholarship committee begins preparation for applicants

Submitted by Linda Kelly, chair

The scholarship committee is responsible for evaluating applications submitted by Mount Mercy University students in the healthcare field, interviewing applicants, and selecting the recipients for the Mercy Auxiliary scholarships.

The scholarship process begins in January when the requirements and application are sent to the Department of Nursing and the Office of Financial Aid at Mount Mercy University. Current sophomores and juniors are notified by email that the scholarship is available.

Then, students complete the forms, get the required signatures and email their application to the Mercy Auxiliary office. The students receive a notification that the application was received and the applications are emailed to each committee member for review.

Next, each applicant is contacted to set up an interview day/time, which is held in April. A decision is made soon after the interviews are completed. Candidates selected are contacted by U.S. mail, as are those who are not chosen for scholarship.

The Mercy Auxiliary scholarships are presented to the candidates in early May at the Mount Mercy University nursing recognition event.

The members of the committee are:

- Leah Rae Highly
- Pat Wilson
- Vicky Wieseler
- Chris Hoffman
- Joleen Woods
- Linda Kelly, Chairperson



Uncommon Grounds Needs Volunteers, STAT

Calling all energetic, enthusiastic go-getters: **Join the Uncommon Grounds brew crew!**

If you can **withstand light, physical tasks** and **enjoy learning new things**, serving coffee for a cause is a **perfect, flexible volunteer opportunity**. You'll meet great people, form new friendships and, because each beverage sold **helps support the mission of Mercy**, you'll **make a big difference** every day!

Our volunteer application is online at www.mercycare.org/volunteer; indicate your interest in Uncommon Grounds. Questions? Call the **Mercy Volunteer Office** at (319) 398-6035.

