

MARKETING REQUEST
volunteer catalog



Meet your Marketing team!

Our team helps communicate our mission, vision, and values through many touchpoints:

BRANDING

Purpose + Strategy + Positioning + Personality + Voice
Communications, messaging strategy, design, brand integrity

TV + RADIO + PRINT + DIGITAL

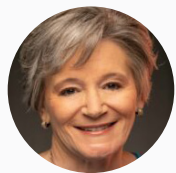
TV, radio, online ads, print ads, billboards
Facebook, Instagram, LinkedIn, YouTube, Twitter
Web + blogs

PRINT

Printed collateral (brochures, fliers, guidebooks, newsletters, etc.)

PUBLIC RELATIONS

Press releases and press events



Jan
BULLARD
VP of Marketing
+ Public Relations



Mark
TIRRELL
Director of Brand
+ Design



Sherry
GIBSON
Marketing Traffic
+ Print Manager



Audrey
CASSELL
Digital Media
Manager



Sydney
HALL
Junior Designer

THINGS TO REMEMBER:

You are the face of Mountain Valley every day

Become familiar with our website and social media accounts

Use Form M06 located on Teams in Forms for your request.

Email marketingrequests@mtnvalleyhospice.org for any questions

Refer all media inquiries to the PR department at (888) 789-2922.
Employees are not to speak to media or schedule interviews under any circumstances.



PAGE OF
contents

● apparel

● brochure

● cards

● fliers

● labels

● newsletter

● prayer blanket

● sign-in sheet

● years of service



apparel

- Volunteer shirt
- Volunteer vest



VOLUNTEER
SHIRT

Front + back





VOLUNTEER
VEST

brochure

● Volunteer brochure

BROCHURE



cards

- Christmas card
- Holiday luncheon
- Recruitment card
- Valentine's card
- Volunteer appreciation



CHRISTMAS CARD

Folded card
Envelope





HOLIDAY LUNCHEON

Card
Envelope

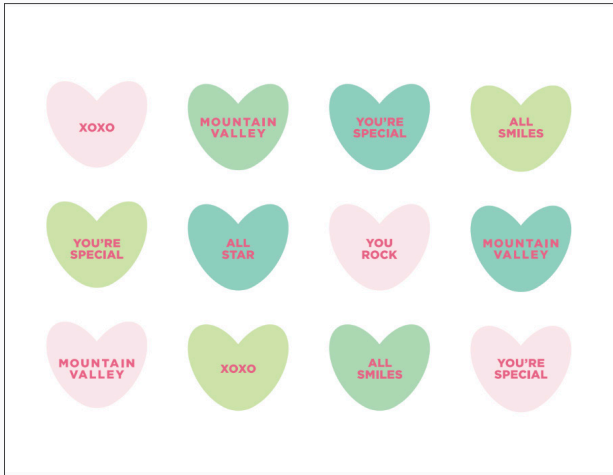
*Info based on need



RECRUITMENT CARD

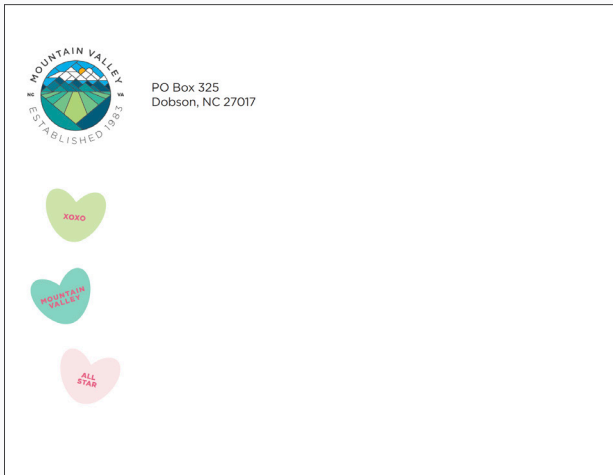
Front + back





VALENTINE'S CARD

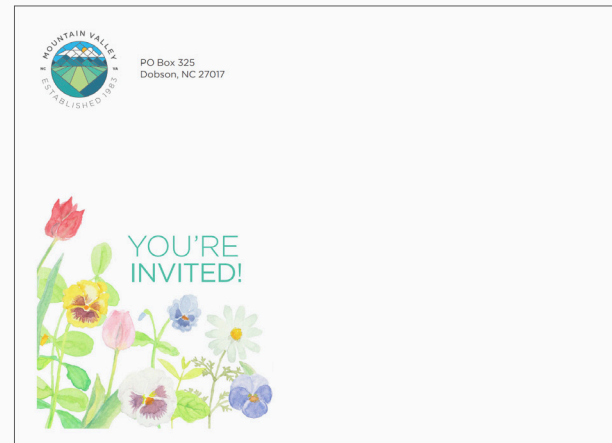
Folded card
Envelope



VOLUNTEER APPRECIATION

Card
Envelope


*Info based on need



fliers

- Bring a meal
- Prayer blanket
- Recruitment flier
- Wish list

 Prayer blankets



Do you have a talent for crocheting or knitting?

We need volunteers to crochet or knit prayer blankets for our patients. A prayer blanket is a gift from the heart and provides comfort for those who receive them.

Several groups in our service area can teach you to crochet or knit if you'd be interested in learning. We accept any stitch or pattern for 3' x 3' blankets. Red, white, and blue prayer blankets are made especially for our veteran patients.

Drop off prayer blankets at any Mountain Valley location

We also accept donations for purchasing yarn

For more information, please contact:
Raven Calloway
Volunteer Coordinator
rlove@mtvalleyhospice.org

In Virginia, contact:
Daniel Quesenberry
Volunteer Coordinator
dquesenberry@mtvalleyhospice.org
Or call (888) 789-2922

PRAYER BLANKET



BE A MOUNTAIN VALLEY Volunteer

It's easy to believe we need superhuman talent or special abilities to make an impact in the world. But the truth is, the simplest gifts are often the most profound. If you've got time, empathy, and compassion, you have the ability to truly make a difference in someone's life. Mountain Valley Hospice volunteers participate in interactive training courses, where we teach you how to best meet patient and family needs in your specific capacity as a volunteer.

Here are some of our volunteer opportunities:

Provide companionship through home visits or visits to nursing facilities. You may sit with a patient to lend an ear, look at photos, take walks, play cards, or watch television.

Offer family members a refreshing change, or a much-needed break to take care of their own personal needs.

Organize a group to prepare a meal or special treats for patients' families at Woltz Hospice Home or SECU Hospice Care Center.

Bring your certified pet therapy dog to homes and facilities to brighten a patient's day.

Deliver birthday cakes, balloons or flowers to patients on their special day.

Place tuck-in support calls to patients and family members and help the hospice care team ensure the patient's needs are being met.

Use your organizational skills as an administrative volunteer to help with data entry, answering phones, and newsletter mailings.

Greet visitors and answer phones at Woltz Hospice Home or SECU Hospice Care Center.

Do you crochet, knit, or quilt? Every Mountain Valley patient receives a handmade prayer shawl or blanket to provide care, comfort, and well-being.

Help us prepare for community events and organize fundraisers for impoverished patients.

And so much more!

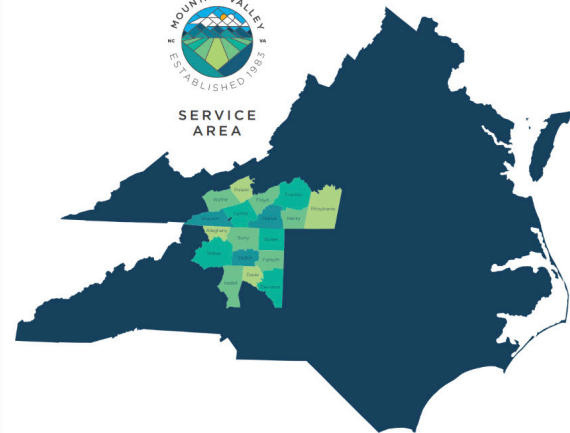
Hospice volunteers are extraordinary people who take the most precious resources — their time and attention — and use them generously to support those nearing end of life. A compassionate heart and a willingness to help are valuable beyond measure to our patients and their families.

If you're interested in discovering the joy of being a hospice volunteer, please contact:

Heidi College:
hcollege@mtnvalleyhospice.org
(336) 355-0419



SERVICE
AREA



RECRUITMENT FLIER

Front + back



Providing meals



You can give back by providing meals for the families and staff at our care centers

Meals should be prepared and ready to eat, delivered in disposable containers with serving spoons.

Meal suggestions include but are not limited to:

- Pasta dishes, salad, salad dressing, and bread
- Pizzas
- Casseroles, baked chicken or chicken pie with side dishes
- Hamburgers/hot dogs with fixings (buns, mustard, mayo, onions, slaw, tomato, etc.), and chips
- Individually wrapped sandwiches, chips, and fruit
- Chili and soups with crackers
- During the holidays, turkey dinners are greatly appreciated
- Desserts and drinks are a nice treat

Drop off
11am for lunch
5:30pm for dinner

SECU Hospice Care Center
Approximately 20 people
243 N Lee Avenue, Yadkinville, NC 27055
Raven Galloway (336) 960-0726

Joan & Howard Woltz Hospice Care Home
Approximately 40 people
945 Zephyr Drive, Dobson, NC 27017
Raven Lowe (336) 960-0726



Sign up today!

BRING A MEAL



Wish list



The family rooms are a great place for families to spend time, take a break, or prepare a meal. Please consider donating supplies, such as:

Woltz Hospice Home and SECU Hospice Care Center

- Cookie mixes
- Crackers/cookies (individually packaged)
- Puddings (single serving)
- Peanut butter (individual sizes)
- Canned vegetables/fruits (single serving)
- Canned tuna/chicken (single serving)
- Individual soups
- Canned drinks
- Keurig coffee pods
- Gift cards (Walmart, Food Lion, Lowes Foods, restaurants, etc.)
- Seasonal plants for flower gardens
- Birdseed
- Plastic flatware
- Serving platters
- Paper products (plates, hot/cold cups, napkins, etc.)
- Plastic kitchen storage containers
- Plastic wrap
- Gallon size freezer bags

In-home Hospice Care programs

- Yarn for Prayer Blanket Ministry
- Air conditioners
- Fans (for patients in their homes)
- Gas cards (for families and volunteers to see families)
- Baby monitors
- Walkie-talkie sets (rechargeable)
- Gallon size freezer bags

SECU Hospice Care Center
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WISH LIST

labels

● Onboarding

● Valentine's



ONBOARDING
LABEL

For folders



Happy Valentine's Day
FROM ALL OF US
AT MOUNTAIN VALLEY!



VALENTINE'S
LABEL

newsletter



Quarterly newsletter

FORMERLY THE MOUNTAIN VALLEY "VOLUNTEER NEWS" QUARTERLY NEWSLETTER 10.11.12.2023



the heart OF MOUNTAIN VALLEY

is our Volunteers!

**HAPPY NEW YEAR!
welcome!**

You're holding the new and improved Volunteer newsletter! We've added new features and included games to play. Let's get started!

We're wrapping up 2023 with some great memories! With all your hard work and generous hearts, we ended our fiscal year with 5.06% for the NC volunteer match and 3.77% for the VA volunteer match. These numbers have increased tremendously, and we want to thank each and every one of you for all of your efforts in making this happen!

Our team enjoyed seeing you at the luncheons and movie days we had throughout the year. We look forward to even more participation in the pumpkin decorating contest — we always enjoy seeing the pumpkins!

We hope all of you had a wonderful holiday season and enjoy a very healthy and prosperous New Year. **We're so thankful you're a part of our team!**



FORMERLY THE MOUNTAIN VALLEY "VOLUNTEER NEWS" QUARTERLY NEWSLETTER 01.02.03.2024



the heart OF MOUNTAIN VALLEY

is our Volunteers!

**VOLUNTEER LUNCHEON
you're invited!**

MOUNT AIRS
Apr 10th
@ 11am

HILLSVILLE
Apr 17th
@ 12pm

MARTINVILLE
Apr 24th
@ 12pm

Please RSVP **Jasmine**
jclerk@mtvalleyhospice.org
(336) 355-0419

On behalf of everyone at Mountain Valley, I wish to extend our gratitude and sincere appreciation for your dedication and invaluable contributions as a volunteer.

Your commitment to supporting our patients and their families during their most challenging times is truly commendable. Your willingness to visit patients in their homes, deliver birthday cakes, make weekly tuck-in calls, crochet or knit prayer blankets, prepare cards and crafts, showcases your extraordinary compassion and selflessness. Your presence brings comfort and solace to those in need, and your acts of kindness leave a lasting impact on both our patients and our team.

In addition to the tangible support you provide, your genuine empathy and compassionate nature create a sense of warmth and reassurance for everyone you encounter. Whether it's offering a listening ear, providing a comforting embrace, or simply sharing a smile, your presence brings hope and encouragement to those facing difficult circumstances. Moreover, your dedication exemplifies the spirit of generosity and community that lies at the heart of our hospice mission. Your willingness to give your time and energy to assist our team, regardless of the task at hand, embodies the true essence of volunteerism.

Continued on page 2

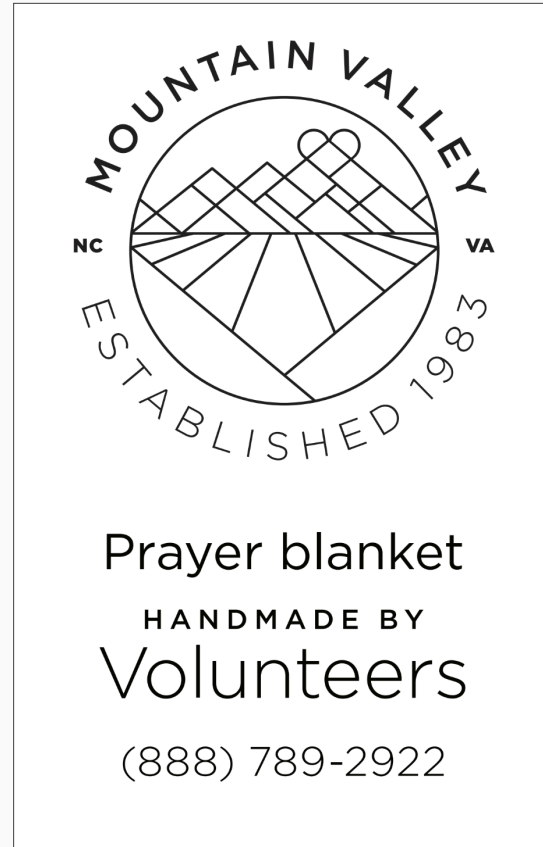


QUARTERLY
NEWSLETTER

prayer blanket



Prayer blanket tag



PRAYER
BLANKET TAG

sign-in sheet



Sign-in sheet



Mountain Valley
Volunteer Services

Date: _____

Name	Phone	Email

SIGN-IN SHEET

years of service

● Certificates

● Pin cards

CERTIFICATES

1 yr

5 yrs





CERTIFICATES CONT.

10 yrs

15 yrs

20 yrs

25 yrs



PIN CARDS

- 1 yr
- 5 yrs
- 10 yrs



- 15 yrs
- 20 yrs
- 25 yrs
- Back