Volunteer Motivation

How to Get and Keep Your Volunteers Motivated for Action...
Learning Points

- Matchmaking – Finding that nexus between organizational needs and your volunteers ability and motivation.
- Explore why people volunteer.
- What motivates?
- A quick look at motivation theory
- Keep it fresh... things change!
Take 5 Minutes To...

- Gather in small groups.
- Find someone in group who had a great volunteer experience.
  - What about the experience worked?
- Same process for someone who had a bad experience.
  - What about the experience didn’t work?
- Observations?
Matchmaking - success in volunteer programs occurs when the needs of the organization and volunteers are simultaneously met.

- One-Way Street?
- Jigsaw Puzzle Metaphor
- Why is this important?
  - What happens when volunteer’s needs are met but the agency’s are not?
  - What happens when agency’s needs are met but volunteer’s are not?
Understanding why people volunteer is REALLY important!

- Why do people volunteer?
- What’s different between why people may have volunteered in the past and why they do so now?
- New Motivations?
- Changing Needs?
Time to get... Motivated!

Understanding and appreciating a variety of motivational styles can lead to more effective and meaningful volunteer placement, supervision, and recognition.

The Motivational Theory is based on the premise that there are three primary motivators of human behavior:

- Achievement
- Affiliation
- Power/Influence
Think about:
- Achieving goals
- Solving problems
- Strong performance and success

Strengths:
- Well-organized
- Innovative
- Good planners, and problem solvers
- Strong initiative

Struggles and Weaknesses:
- Delegation to others
- Process (they can be impatient)
- Valuing relationships and team
- Sensitivity to feelings/needs of others
- Perfectionism
- Calculated risk taking
Achievers...

Needs:
- Feedback (they don’t like to fail)
- Challenges and opportunity to grow
- High standards, unique accomplishments
- Deadlines
- Responsibility
- Checklists (and crossing them off!)

Best Types of Roles:
- Fundraising
- Administration
- Training
- Financial
- Data gathering
- Professional tasks
- Board of Directors
Affiliators...

Think about:
- Interpersonal relationships
- Feelings (theirs and others)
- How they can help

Strengths:
- Good barometer of “climate”
- Team players
- Sensitivity
- Good listeners
- Persuaders

Struggles and Weaknesses:
- Over-sensitive
- Dealing with conflict
- Unaware of time
- Need much affirmation
- Can over-react
- Being alone or with strangers
Affiliators...

Needs:
- To help and be needed
- To be with friendly people
- To feel included, liked
- To be supervised by a “leader-friend”
- Personal recognition
- Opportunities to express feelings

Best Types of Roles:
- Direct client services
- Public relations
- Support activities
- Planning/giving recognition to others
- Leading support groups
Power/Influence People...

Think about:
- Impact, influence on behalf of others (social power)
- What’s in it for me? Keeping the power I have (personal power)
- Leadership, prestige and job status (social and personal power)

Strengths:
- Door openers

- Strategic thinkers
- Fundraising from individuals
- Teachers, trainers
- Work through hierarchy

Struggles and Weaknesses:
- Dominating
- Argumentative and outspoken
- Possibly intimidating to Affiliators
Power/Influence

Needs:
- Position of leadership and influence
- Public recognition
- Prestige and job status

Best Types of Roles:
- Advocacy
- Policymaking
- Fundraising
- Political action
- Speaker, trainer
- Media representative
- Board Chair or chair of powerful task force or committee
Points to Remember

- Organizations need people with a variety of motivational styles.
- Honor what motivates a person to volunteer!
- Recognize that some conflict can arise between people with different motivational styles. Be wise in how you partner your volunteers.
- Be thoughtful and strive to meet your volunteers motivational styles.
- Connect on a “human level” and all else will follow 😊.
Determining what motivates your volunteers... Just ask!

To determine motivational style, ask non-directive questions such as:

- What jobs have you enjoyed most? least?
- How do you like to be supported/guided? Hands on? Off?
- How do you like to celebrate your accomplishments?
- What are some other examples?

A solid supervisor will know that:

- Affiliators want a buddy.
- Achievers want a partner to offer parameters and checkpoints.
- Power People want to know the goal and be given a great deal of freedom in reaching it.
THINGS CHANGE
Learning Points Revisited

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