

Motivating Your Volunteers

Saturday, June 2, 2012

Agenda

- Research behind motivation
- What works for CMU volunteers
- Motivational types
- Match types with volunteer roles
- Questions/discussion

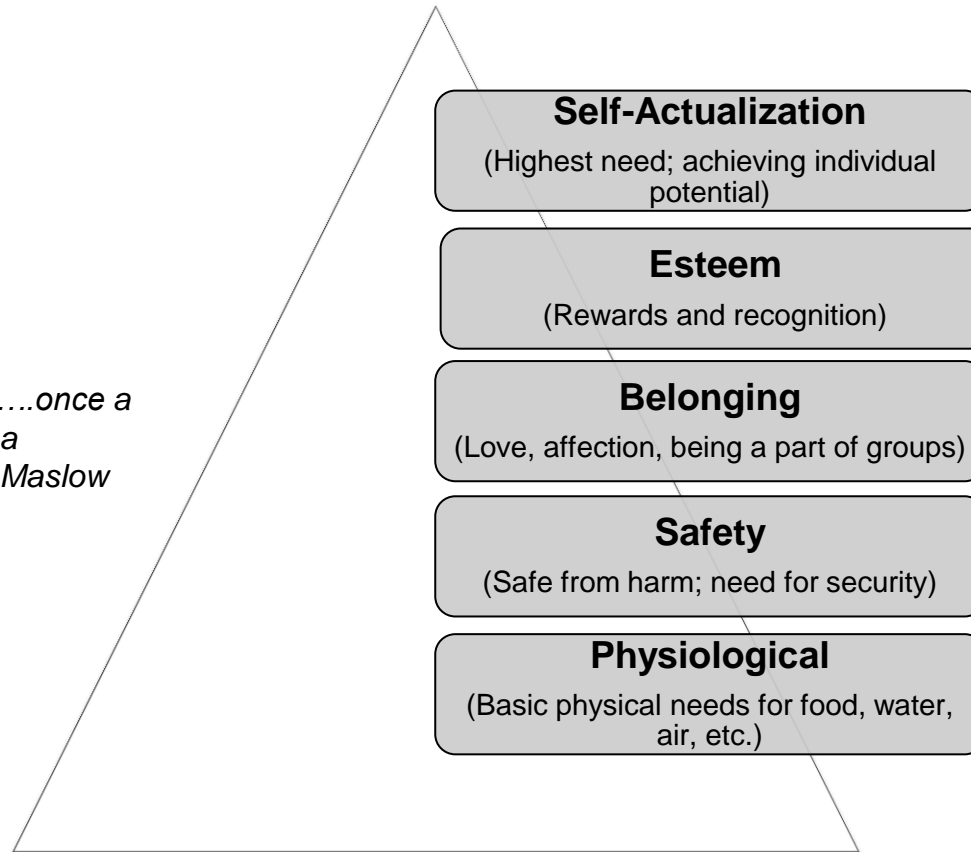
We All Bring Something

“Behavior on the job is a function of what the person brings to the situation and what the situation brings to the person. When people come to work in organizations they do not come ‘empty handed’...they bring various needs or motives which predispose them to release their energy or behave in particular ways – ways which seem to them likely to satisfy their needs.”

-- Organizational Behavior and the Practice of Management (Hampton, Summer, and Webber)

We All Have Needs

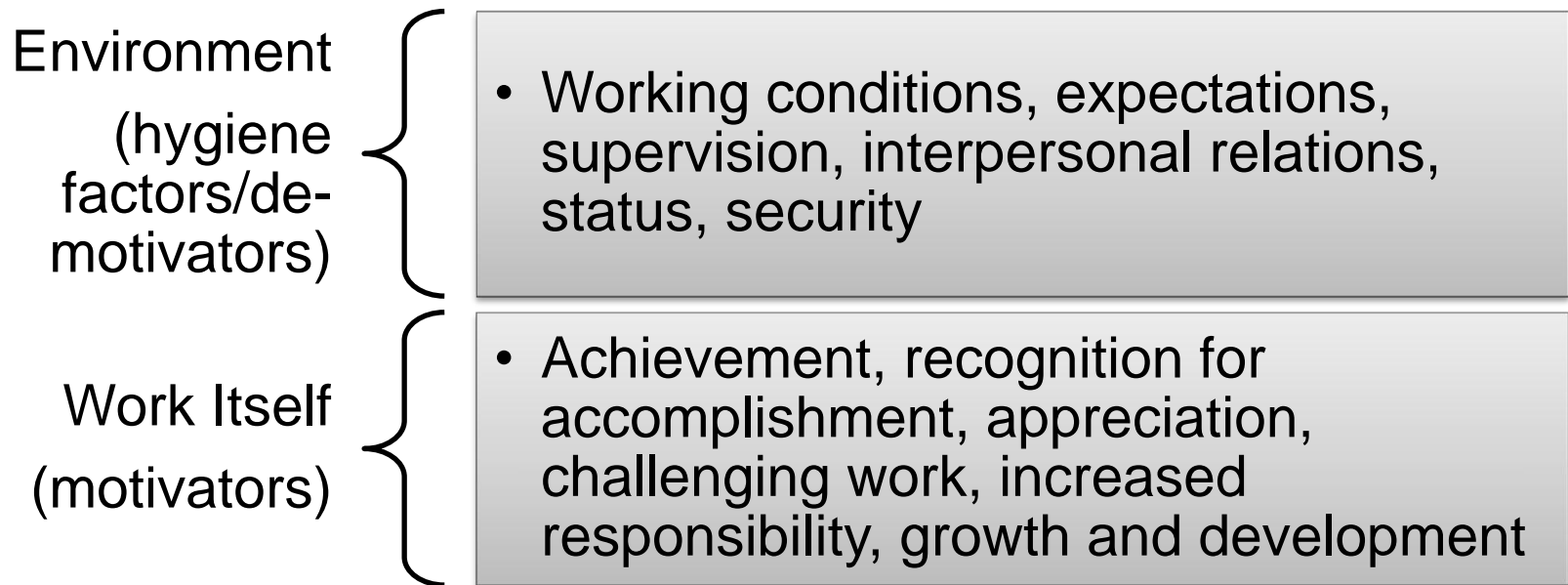
"Man is a wanting creature....once a need is met, it is no longer a motivator." --Abraham Maslow



From: *The Effective Management of Volunteer Programs* by Marlene Wilson (1976)

We All Have Limits

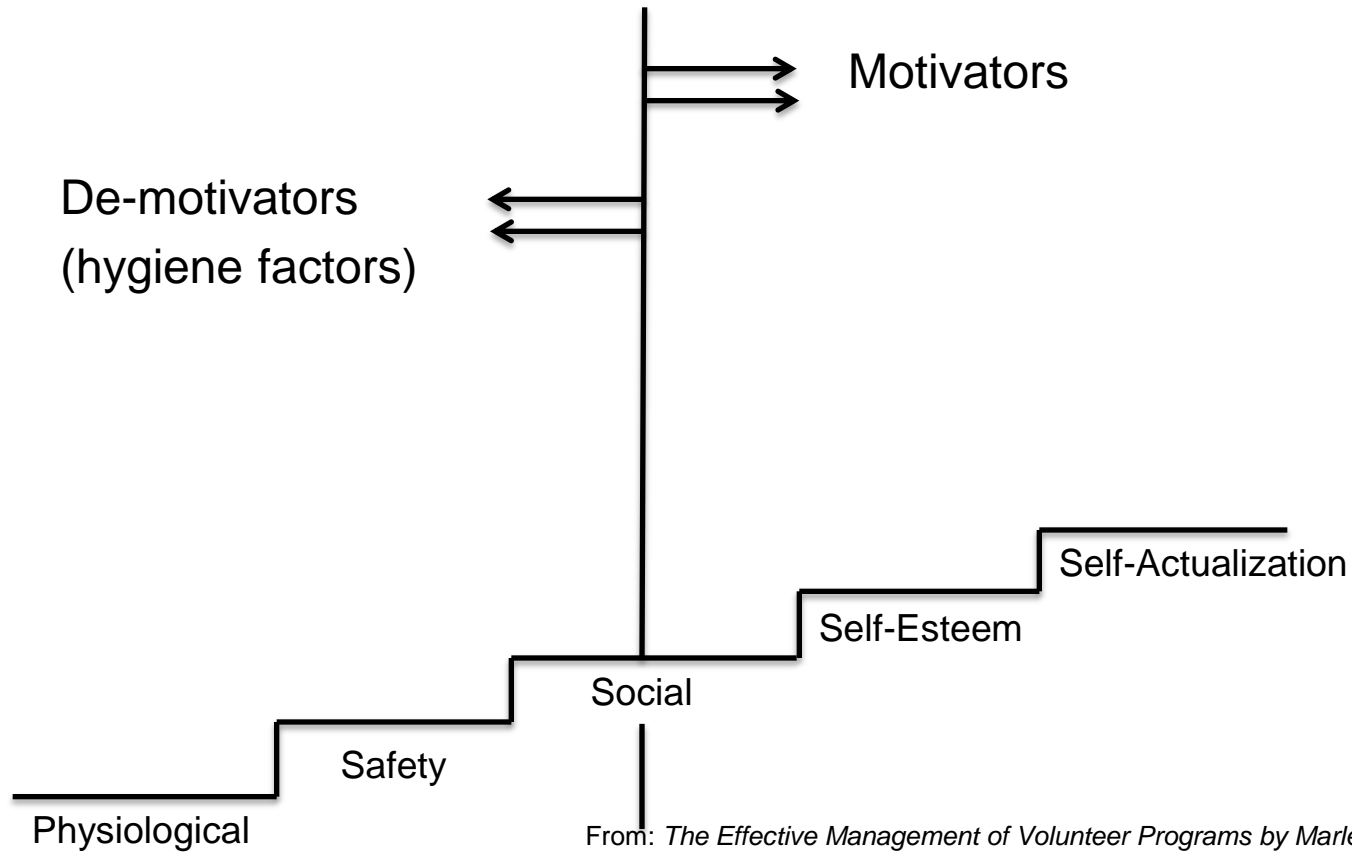
Frederick Herzberg's Motivation-Hygiene theory



From: *The Effective Management of Volunteer Programs* by Marlene Wilson (1976)

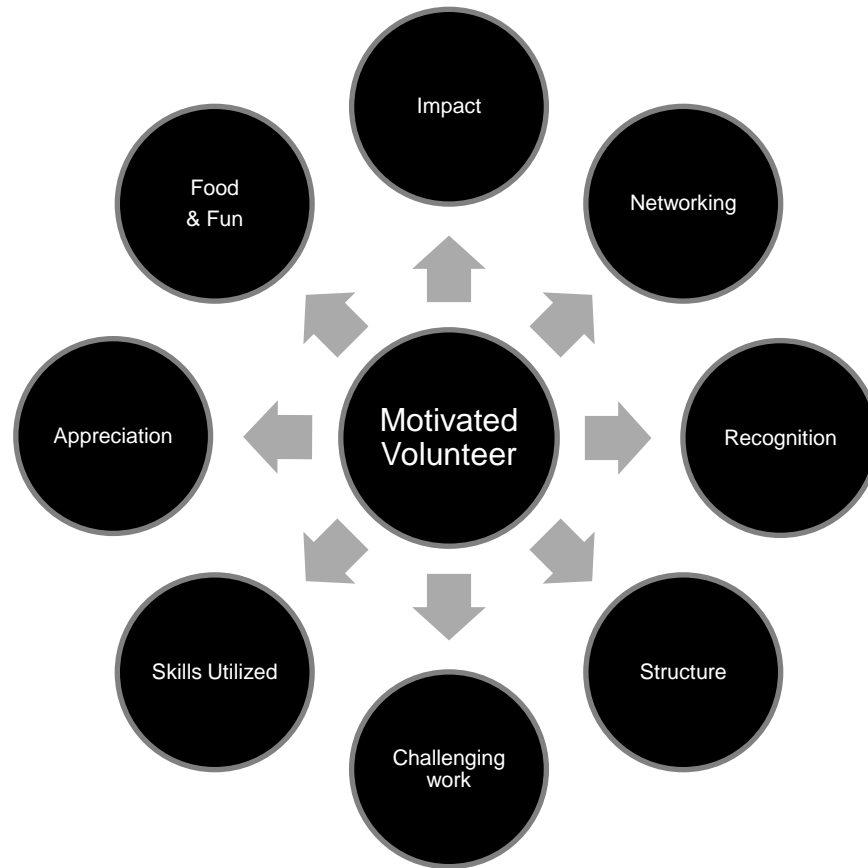
Finding Balance

Herzberg's Motivation-Hygiene Theory laid over Maslow's Hierarchy of Need



From: *The Effective Management of Volunteer Programs* by Marlene Wilson (1976)

What motivates CMU volunteers?



Motivational Types

- Achievers
 - Accomplishment- and results-driven
 - Set goals and solve problems
 - Organized, articulate, take modest risks
 - Don't waste their time!
 - Tangible rewards are often effective

From: The Effective Management of Volunteer Programs by Marlene Wilson (1976)

Motivational Types

- Affiliators
 - “People” people
 - Enjoy interaction, group projects, being part of a community
 - Make organizations pleasant places to be
 - Sensitive, caring, but easily hurt ☹️
 - Personalized, unexpected thank you notes are appreciated

From: The Effective Management of Volunteer Programs by Marlene Wilson (1976)

Motivational Types

- Power People
 - Think long-term; good strategists
 - Want to make an impact
 - Social – enablers, goal to help you succeed
 - Personal – use for own aggrandizement
 - Visible recognition

From: The Effective Management of Volunteer Programs by Marlene Wilson (1976)

Matching Types with Volunteer Roles

Achievers

- Peer solicitors
- Event planners
- Web and social media volunteers

Affiliators

- Event hosts
- Committee members, group projects
- Greeter, minglers

Power People

- Group leaders and board chairs
- Speakers, presenters at events
- Focus groups or feasibility studies

Discussion/Questions

- What motivates you?
- What is your motivational type?
- What have you done to motivate volunteers in your group?
 - Identify the most effective
 - Identify the “flops”

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