

MOTIVATING VOLUNTEERS!

Volunteers generally fit into one of 3 types of motivational patterns. It's important to key into what type of motivation will keep them coming back to your agency and what will make them happy volunteers! Use the chart as you look at each of your volunteers to see where they may fit. It is not uncommon for a person to start out as one style and move onto another style as you get to know them.

| Description of Volunteer ↓ | Motivational Types → | AFFILIATORS | POWER ORIENTED PEOPLE | ACHIEVERS |
|--|-------------------------|--|--|--|
| How you can tell... | | <ul style="list-style-type: none"> ~they like being part of a team ~they want group activities ~"I just want to know I'm helping someone" ~they are looking to make friends | <ul style="list-style-type: none"> ~outgoing ~"I have a lot of experience and/or ideas in this area." ~"I want to change the world" ~they know people in the community ~want control | <ul style="list-style-type: none"> ~want to do their best ~judge success against past & others ~"How much do you want done?" ~problem solvers, and goal setters ~like "pressure" |
| What kinds of projects will they like best | | <ul style="list-style-type: none"> ~social event chair ~nursing home ~committee work ~group projects ~information desk ~team work ~where they can be part of something bigger | <ul style="list-style-type: none"> ~new projects ~revamping an old program ~something involving public attention ~committee/board ~frequent job changes- gets bored easily | <ul style="list-style-type: none"> ~fundraising ~data gathering ~designing systems ~working w/ board ~committee chairs |
| How we can guide them through projects | | <ul style="list-style-type: none"> ~establish relationships with them ~learn about their family, pets, job, etc. ~realize socializing is not a bad thing ~help them feel included use "us"/"we" | <ul style="list-style-type: none"> ~Let them follow their own plan, within limits ~let them take risks ~make sure they are sensitive to others ~give them responsibility | <ul style="list-style-type: none"> ~Make "to do" lists with check offs ~Point out how far they have come ~set clear and measurable goals ~offer challenge |
| How to recognize and reward their efforts and achievements | | <ul style="list-style-type: none"> ~recognize them in front of their peers ~personalize recognition ~"Thank you's" ~name badges ~reference letters ~social get-togethers ~post a list of volunteers with photos | <ul style="list-style-type: none"> ~reward publicly ~leadership roles ~photos w/ important people in organization ~"___ of the Year Award" ~give them a title ~listen to their ideas | <ul style="list-style-type: none"> ~certificates of accomplishment ~a visual representation to all about how volunteer got from start to finish ~### hours of service, meals served, projects completed |