

# What's the Motivation?

## Recruitment and Recognition Strategies for Achievement-, Affiliation-, and Power-Motivated Volunteers

<b>Achievement:</b> “climbing the ladder of success”	<b>Affiliation:</b> “we’re all in this together”	<b>Power:</b> “come join my cause”
<p><b><u>Recruitment strategies:</u></b></p> <ul style="list-style-type: none"><li>• List clear goals, objectives, and strategies</li><li>• Provide benchmarks &amp; timelines</li><li>• Offer tasks that can be done alone</li><li>• Provide opportunities to learn new skills and knowledge</li><li>• Merit-based tier system (level 1, 2, 3...) allows for advancement</li><li>• <i>Map out in advance a “volunteer career pathway”</i></li></ul>	<p><b><u>Recruitment strategies:</u></b></p> <ul style="list-style-type: none"><li>• Personal ask by a friend already in your volunteer program</li><li>• Provide group or team activities</li><li>• Ensure volunteer has a “Point Person” on staff</li><li>• May be an excellent long-term volunteer, if they are energized and nurtured inside the group</li><li>• <i>Be very careful with criticism; these are often “Feelers”</i></li></ul>	<p><b><u>Recruitment strategies:</u></b></p> <ul style="list-style-type: none"><li>• Explain how volunteer program furthers the mission</li><li>• Give stats and show impact of your organization’s services</li><li>• Offer leadership role with title: “Fundraising Task Force Leader”</li><li>• Provide opportunities for advancement</li><li>• <i>Mission focused, so can be excellent “cheerleaders” for the organization</i></li></ul>
<p><b><u>Recognition ideas:</u></b></p> <ul style="list-style-type: none"><li>✓ Tangible rewards to mark achievement (1-year pin, 200-hour T-shirt)</li><li>✓ “Most” and “Best” award certificates, President’s Award</li><li>✓ Thank with specifics: “for achieving the highest success rate with...”</li><li>✓ Letter of recommendation</li><li>✓ Present thanks in front of peers and friends</li></ul>	<p><b><u>Recognition ideas:</u></b></p> <ul style="list-style-type: none"><li>✓ Group photo in the newsletter</li><li>✓ Invite family and co-workers to the awards ceremony</li><li>✓ Socials, parties, group events</li><li>✓ Shirt/cap/vest/nametag with your organization’s logo &amp; volunteer’s name</li><li>✓ “We” and “us” language</li><li>✓ Letter of appreciation from patient/mentee/recipient</li></ul>	<p><b><u>Recognition ideas:</u></b></p> <ul style="list-style-type: none"><li>✓ Spotlight in the newsletter</li><li>✓ Merit-based thanks: “Volunteer of the Year” or President’s Award</li><li>✓ Letter of appreciation from CEO or Board Chair</li><li>✓ Public praise</li><li>✓ Listen to their ideas and put them into action</li><li>✓ Invite to sit on the governing board</li></ul>