

Motivating Your Members

A. The Grape Principle

G is for Growth: Does your organization provide growth opportunities for all interested members? Are there opportunities for members to move into positions of leadership or are there only a few opportunities usually “saved” for the senior members?

R is for Recognition: Do you recognize members when great things are occurring in your organization? Don’t wait till the end of the year. People need and appreciate being recognized for the hard work they have been accomplishing in a timely manner. Recognition or awards that are presented may also serve as a motivating factor for other members who would like to achieve a certain level of success.

A is for Achievement: A sense of “team” achievement is important. Even if the member wasn’t the “key” person who helped accomplish a task, it’s important that everyone feels as if they contributed to the success of the organization. When the organization is honored, it is important that the group realize that everyone from a member who may have done a simple task to the president of the organization contributed and has a feeling of accomplishment.

P is for Participation: Can everyone participate in programs and events? At one time, perspective members of certain organizations had a six-month waiting period before reaching “full” membership status. This is limited the participation of the new members. There was no problem when new members were needed to work on menial tasks but other tasks were reserved for “full” status members only. Make sure your organization is open and willing to accept all members’ contributions regardless of how long they have been with the organization.

E is for Enjoyment: Volunteering and working hard in an organization has to be fun! If being a part of a group isn’t fun why be a member? Members are valuable and there is a multitude of options for them to be involved with. Make sure one of the best options is being involved in your organization.

B. Motivating Members

Motivating your members comes from inner needs, personal drives and goals. It is your task as a leader to tap into these and supply an outlet for their fulfillment. The rest is up to your group members

Ask why they are involved with the group and what they want to get from their involvement.

Acknowledge those who do well, card, candy, small thank you, chapter or national recognition, etc.

Motivation has to come from within. Be a model.

Explain the purpose of your organization. All members need to buy into the purpose.

Have a positive, “can do” attitude.
Allow for personal growth.
Use people’s names, a person own name is the sweetest sound in the words
Give titles and build prestige into the job
Use team building exercises to strengthen loyalty and commitment
Sponsor contest and give awards
Involve members in goal setting and decision - making.
Be courteous and respectful at all times
Keep members well informed
Clarify your expectations
Be honest fair and consistent. Be an impartial leader
Provide honest feedback
Evaluate members
Delegate
Create social support networks
Provide individual attention that identifies and utilizes member’s strengths and provides opportunities to develop new skills.