Mobilizing Members, Volunteers & Leaders

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KELD
Kentucky Extension Leadership Development
Objectives

- Create personal interest in EHM or programs that will engage individuals
- Develop skills in motivating members, volunteers or leaders to achieve organizational goals
- Determine how well the member, volunteer or leader is utilizing the resources available to them
Introduction

- Members, volunteers and leaders accomplish nothing until they have been *mobilized* or called to action.
- Three components of Mobilize
  - Engage
  - Motivate
  - Supervise
Engage: Serving the organization

- Create a personal interest in EHM or its programs.
- Service to the organization cannot occur without the engagement of volunteers and leaders.
Engage: Serving the organization

- Not all members will choose to volunteer.
- Not all volunteers will choose to lead.
- “What roles or activities will engage new people in EHM or its programs?”
Motivate: Why we do what we do

- Individual motives are important determinants of performance and success in work and volunteer service.
- There are different motives for beginning, continuing and discontinuing service.
- Primary categories of motivation
  - Achievement
  - Affiliation
  - Power / Control
  - Avoidance
Primary categories of motivation

- Achievement
  - Value accomplishments and excellence
- Affiliation
  - Value relationships with people or groups
- Power / Control
  - Need control and influence over others
- Avoidance
  - Seek alternatives to something unpleasant
Your category of motivation

- What type of service role do I prefer?
  - Accomplishing a task
  - Serving on a committee
  - Being in charge of a group
  - Trouble-shooting

- What type of recognition do I prefer?
  - My contributions and accomplishments
  - Belonging to and participating in a group
  - Leadership characteristics
  - I don’t like to be recognized
Supervise: Striving to be *their* best

- The needs, skills and knowledge of the volunteer determine how much and how often supervision is needed.
- Agents should determine how well the member, volunteer or leader is utilizing available resources to perform a task.
Supervise: Striving to be *their* best

- An effective supervisor is an enabler of human resources.
- Supervision requires an individual who receives responsibility and a supervisor who is willing to delegate responsibility.
Supervision self-assessment activity

- How do I like to be supervised?
- What supervision style is most effective with my personality?
- Can everyone be effectively supervised in the same manner?
- Can an individual be effectively supervised in the same manner all of the time?
Conclusion

- Mobilizing members, volunteers and leaders to engage in their role in and serve EHM and its programs benefits the community, Extension, CES clientele and staff.
- Mobilizing adds the “hands” and “feet” to CES, FCS and EHM and enables and empowers members, volunteers and leaders to effectively represent, serve and lead.
- Without mobilized members, volunteers and leaders, the benefit and outreach of EHM cannot be extended throughout the community.
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