The Power of Motivation
What is Motivation?

Internal

External
MASLOW’S TRIANGLE

- Survival
- Social
- Personal Growth
Volunteer Motivators

Achievement

Affiliation

Power
External Motivators for Volunteerism
For Achievement People

- Give challenging tasks that require efficiency with clear goals - $$\$, numbers.
- Tangible awards, plaques, pins, badges, newsletter media articles for display.
- Commendation letters/compliments/smiles/publicity—supervisors, those in charge/team members.
- Opportunity to create innovative ideas to achieve goals/request input for goal decisions.
- Opportunity to advance, introductions to authority related to accomplishments.
For Affiliation People

- Opportunities for socialization on the job/coffee breaks/family picnics.
- Affection, humor expressed, praise in front of family/gifts, letters from clients.
- Take time to talk, personal notes expressing thanks/personal events.
- Commendations telling how work benefits people/respect sensibilities.
- Inclusion in PR promotions/banquet recognition.
For Power People

- Job assignments which offer increased responsibility and authority/visioning.
- PR and media contacts, recognitions seen by people in authority and broad based.
- Opportunity to innovate, interact with highest authorities/question/debate decisions.
- Opportunity to teach/persuade others/name connected to books, articles.
- Listen to ideas/introduce to people of influence/advocacy opportunities.
Summary

✔ Understanding personal needs and desires in any situation can better define internal motivations for action behavior.

✔ A person will be driven to fulfill basic survival needs in all situations before taking action for personal growth.

✔ One cannot “motivate” others to action; yet external factors such as praise, promotions or raises could influence action if they produce connections to internal needs.

✔ As persons desire to grow themselves or help others, understanding their volunteer motivation type will help provide positive experiences that satisfy needs for all.
References


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