



# Power Booster

DuPage Association of Volunteer Administration

## Ways to Match Recognition to Motivation

Excerpt from *Best Practices for Volunteer Programs*, Sue Vineyard & Steve McCurley, 2001, pages 51-56.

"Recognition is rooted in a philosophy of being "user-oriented" and good programs reflect this understanding in how they honor their volunteers." "To know more about matching recognition to people's personalities, we can turn to the writings of David McClellan who gave us his Motivational Categories."

**ACHIEVEMENT MOTIVATED PEOPLE:** "These are folks who are enthusiastic when they are given specific goals and tools to get a job done that can be quantified." "Achievers respond to recognition that: (just a few examples from the article)

- Quantifies their success ("Joe raised 50% more money for our cause than anyone has before!").
- Offers tangible rewards such as plaques, pins, letters of recommendation, etc.
- Recognizes them to the general public, telling of their specific deeds.

**AFFILIATION MOTIVATED PEOPLE:** "These are folks who value relationships above all else. They want to be liked and be surrounded by others whom they like. They hate conflict and strive for harmony among people." "Affiliators respond to recognition that: (a few examples from the article)

- Provides notes or gifts from clients
- Gives them some tangible, recognizable symbol that instantly identifies them as part of a successful group, such as a uniform. .
- Offers social opportunities such as potlucks, banquets, etc."

**POWER MOTIVATED PEOPLE:** "These are volunteers who wish to impact and influence others. They are excited by assignments that afford them the opportunity to persuade others to support the organization. They respond to recognition that: (a few examples from the article)

- Allows them to interact with high officials or other power people.
- Provides personal notes from high level officials of the organization or community.
- Names an effort, site or program in their honor.

## Matching Motivation to Time Availability

"Here are some ways to motivate time-crunched volunteers:

- Keep them part of your volunteer "family" by sending them regular newsletters even when they are not actively working with you.
- Mention them and their work in your newsletter.

In general, recognition of *short-term* volunteers should center around:

- Recognition at work-unit level, presenter is colleague or co-worker
- "Portable" recognition
- Recognition at home, paid work

While recognition of long-term volunteers should include:

- Recognition within the group, presenter is authority figure
- Use of group symbols
- Increased power, access, involvement"

We all strive to find fresh and creative ways to recognize and retain our volunteers and this article has many pages of great ideas. I urge you to read it in full for more creative ideas to match your recognition to your volunteers' motivation.

