

FACTORS THAT MOTIVATE VOLUNTEERS TO SERVE

Every volunteer has their own unique reason or motivation to offer their time, talents or resources to an organization. The key to effective volunteer motivation is to discover why that individual has the desire to volunteer. Listed below are the motivational factors for volunteering:

1. Achievement

Volunteers will experience a strong sense of achievement when their individual talents and skills are matched with the volunteer assignment. (Butler, Duffy & Miller, 2002)

2. Affiliation-Companionship and a Sense of Belonging

Individuals have the need to fit in or be affiliated with a group or club, volunteering with an organization will meet that need. (Spencer, 1999)

3. Power/Control

Individuals have the need to feel in control of their lives. Many times the workplace does not allow this need for control to be filled; individuals simply follow directions from employers. Volunteer roles which allow individual creativity and control can be a strong motivator for many individuals. (McCurley & Lynch, 2000)

4. Recognition

Recognition is a need for many volunteers. Recognition can be in many forms; it might be presenting an award in a public forum or a simple heart felt thank you from a child. Volunteers have different recognition needs, the task is to discover the type of recognition which meets the needs of each individual volunteer. (Taggart, 1999)

5. Personal Growth

Volunteers need to feel that they are learning and growing from their volunteer experience. Educational opportunities that will enable volunteers to excel in their role need be made available. (Etling, 1995)

6. Family Involvement

Involve the children and the adult's involvement will follow. Individuals with families seek out opportunities to volunteer which will increase family time together. The key to success of this factor is to keep volunteers in roles which they can serve along side their family members. (Butler, Duffy & Miller, 2002)

7. Community Service

Volunteers have the desire to give back to their community or help those in need. (Muegge & Ross, 1996)

8. Bringing About a Social Change

Volunteers possess a desire to bring about change in a community or an organization. (Butler, Duffy & Miller, 2002)