

# Motivating Your Members

**Motivation is one of the most important jobs a group leader has. There is not just one way of motivating members. To be effective in inspiring and motivating members, it is important to understand what your members want and need, and provide members with meaningful opportunities for involvement.**

## ***Understand why individuals choose to join your organization:***

In order to motivate your members, make certain that the reasons they joined are being fulfilled. Each person has different motivation. Here are some examples:

- |                                 |                         |                           |
|---------------------------------|-------------------------|---------------------------|
| to feel needed and/or important | to use their creativity | to be in a power position |
| to receive recognition          | to build their resume   | to identify with a cause  |
| to become part of a group       | to have fun             | to be challenged          |
| to develop skills               | to have new experiences | to make social contacts   |

## ***Lead by Example:***

One of the most powerful motivation tools is to exhibit personal motivation. Offer a helping hand. Build rapport with students and show them you are interested in their success. Work icebreakers and team-building into your organization's meetings and events. And remember to keep a welcoming smile on your face and offer encouragement.

## ***Create Shared Goals and Vision:***

Creating a shared vision, goals, and process for attaining goals as a group allows members to buy-into your organizations purpose and encourages involvement. Don't forget to base goals on the needs and values of your group. Break them into long-term and short-term goals so members don't feel overwhelmed.

## ***Fit Tasks to People:***

Distribute work evenly and fit work to individual strengths. Ask people what they are interested in doing. Identify skills and talents members possess and offer opportunities for members to play into their personal strengths. Members are more likely to stay interested and work hard if they feel they are capable of completing a task well. Let members be creative!

## ***Make Sure Resources Are Available:***

Nothing is more frustrating than taking on a task and feeling you don't have the support and resources you need. Make sure members have the resources they need to succeed at individual tasks. Look for resources around campus and look at the resource lists available in the CLCE office (ARKU A665).

## ***Understand What Motivates Individuals:***

Some members are motivated by hard work, achievements and by being involved. Other members do not get motivated by any of these ways. Getting to know your members will help you read what they respond to.

## ***Utilize Awards and Recognition:***

Different people prefer different kinds of recognition. Some prefer formal or informal public recognition and some prefer a kind word in private. Several ways of motivating volunteers include:

praising achievement    recognizing accomplishments    providing challenging work    increasing responsibility

### ***Keeping Yourself Motivated:***

- Stay positive
- Know yourself and play into your strengths
- Prioritize tasks to avoid getting overwhelmed
- Work with others who are better in areas you are not
- Constantly work on creating a motivating environment
- Take time to relax and have fun!



UNIVERSITY OF  
**ARKANSAS**  
STUDENT AFFAIRS

CENTER FOR  
LEADERSHIP  
& COMMUNITY  
ENGAGEMENT