



# **Motivating Volunteers: Create Action throughout the Volunteer Lifecycle *Planning Guide***



# Three Types of Motivation Based on Motivation Theory by John Atkinson & David McClelland

Qualities of People with <b>Achievement</b> As a Prime Motivator	Qualities of People with <b>Affiliation</b> As a Prime Motivator	Qualities of People with <b>Power/Influence</b> As a Prime Motivator
<p><b>Think About:</b></p> <ul style="list-style-type: none"> <li>• Goals and how to achieve them</li> <li>• Problems and how to solve them</li> <li>• Strong performance and success</li> </ul>	<p><b>Think About:</b></p> <ul style="list-style-type: none"> <li>• Interpersonal relationships</li> <li>• Feelings (theirs and others)</li> <li>• How they can help</li> </ul>	<p><b>Think About:</b></p> <ul style="list-style-type: none"> <li>• Impact, influence on behalf of others (social power)</li> <li>• What's in it for me? Keeping the power I have (personal power)</li> <li>• Leadership, prestige, and job status (both kinds of power)</li> </ul>
<p><b>Strengths:</b></p> <ul style="list-style-type: none"> <li>• Well organized</li> <li>• Innovative</li> <li>• Good planner and problem-solver</li> <li>• Strong initiative</li> </ul>	<p><b>Strengths:</b></p> <ul style="list-style-type: none"> <li>• Good barometers of "climate"</li> <li>• Team players</li> <li>• Sensitivity</li> <li>• Good listeners</li> </ul>	<p><b>Strengths:</b></p> <ul style="list-style-type: none"> <li>• Door openers</li> <li>• Strategic thinkers</li> <li>• Fundraising from individuals</li> <li>• Teachers, trainers</li> <li>• Work through hierarchy</li> </ul>
<p><b>Struggles and Weaknesses:</b></p> <ul style="list-style-type: none"> <li>• Delegating to others</li> <li>• Process (they can be impatient)</li> <li>• Valuing relationships and team</li> <li>• Perfectionism</li> <li>• Sensitivity</li> <li>• Risk taking (only calculated)</li> </ul>	<p><b>Struggles and Weaknesses:</b></p> <ul style="list-style-type: none"> <li>• Over sensitive</li> <li>• Unaware of time</li> <li>• Dealing with conflict</li> <li>• Needing much affirmation</li> <li>• Being alone or with strangers</li> </ul>	<p><b>Struggles and Weaknesses:</b></p> <ul style="list-style-type: none"> <li>• Dominating – possibly intimidating to affiliators</li> <li>• Argumentative</li> <li>• Outspoken</li> <li>• Intimidating (especially to affiliators)</li> </ul>
<p><b>Needs:</b></p> <ul style="list-style-type: none"> <li>• Feedback (they don't like to fail)</li> <li>• Challenge and opportunity to grow</li> <li>• High standards, unique accomplishments</li> <li>• Deadlines</li> <li>• Responsibility</li> <li>• Checklists-and crossing them off!</li> </ul>	<p><b>Needs:</b></p> <ul style="list-style-type: none"> <li>• To help and be needed</li> <li>• To be with friendly people</li> <li>• To feel included, liked</li> <li>• To be supervised by a "Leader friend"</li> <li>• Personal recognition</li> <li>• Opportunities to express feelings</li> </ul>	<p><b>Needs:</b></p> <ul style="list-style-type: none"> <li>• Position of leadership and influence</li> <li>• Public recognition</li> <li>• Prestige and job status</li> </ul>
<p><b>Best Types of Jobs:</b></p> <ul style="list-style-type: none"> <li>• Fundraising</li> <li>• Training</li> <li>• Data gathering</li> <li>• Board of Directors</li> <li>• Administration</li> <li>• Financial</li> <li>• Professional tasks</li> </ul>	<p><b>Best Types of Jobs:</b></p> <ul style="list-style-type: none"> <li>• Direct client services</li> <li>• Group or family activities</li> <li>• Planning/giving recognition</li> <li>• Public relations</li> <li>• Leading support groups</li> </ul>	<p><b>Best Types of Jobs:</b></p> <ul style="list-style-type: none"> <li>• Advocacy</li> <li>• Policy making</li> <li>• Fundraising</li> <li>• Political action</li> <li>• Speaker, trainer</li> <li>• Media representative</li> <li>• Board chair or Chair of powerful taskforce committee</li> </ul>



## Motivational Analysis

Each of the following groups of statements has three choices. Choose the one in each set which *most closely* fits your own motivations. Remember, there are no wrong answers. Place an "X" before the letter of your choice.

1)

- a. When doing a job, I seek feedback
- b. I prefer to work alone and am eager to be my own boss.
- c. I seem to be uncomfortable when forced to work alone.

2)

- a. I go out of my way to make friends with new people.
- b. I enjoy a good argument.
- c. After starting a task, I am not comfortable until it is completed.

3)

- a. Status symbols are important to me.
- b. I am always getting involved in group projects.
- c. I work better when there is a deadline.

4)

- a. I work best when there is some challenge involved.
- b. I would rather give orders than take them.
- c. I am sensitive to others - especially when they are mad.

5)

- a. I am eager to be my own boss.
- b. I accept responsibility eagerly.
- c. I try to get personally involved with my superiors.

6)

- a. I am uncomfortable when forced to work alone.
- b. I prefer being my own boss, even when others feel a joint effort is required.
- c. When given responsibility, I set measurable standards of high performance.

7)

- a. I am very concerned about my reputation or position.
- b. I have a desire to out-perform others.
- c. I am concerned with being liked and accepted.

8)

- a. I enjoy and seek warm, friendly relationships.
- b. I attempt complete involvement in a project.
- c. I want my ideas to predominate.

9)

- a. I desire unique accomplishments.
- b. It concerns me when I am being separated from others.
- c. I have a need and desire to influence others.

10)

- a. I think about consoling and helping others.
- b. I am verbally fluent.
- c. I am restless and innovative.

11)

- a. I set goals and think about how to attain them.
- b. I think about ways to change people.
- c. I think a lot about my feelings and the feelings of others.



## Motivational Analysis Key

**1)**

- a. Achievement
- b. Influence
- c. Affiliation

**2)**

- a. Affiliation
- b. Influence
- c. Achievement

**3)**

- a. Influence
- b. Affiliation
- c. Achievement

**4)**

- a. Achievement
- b. Influence
- c. Affiliation

**5)**

- a. Influence
- b. Achievement
- c. Affiliation

**6)**

- a. Affiliation
- b. Influence
- c. Achievement

**7)**

- a. Influence
- b. Achievement
- c. Affiliation

**8)**

- a. Affiliation
- b. Achievement
- c. Influence

**9)**

- a. Achievement
- b. Affiliation
- c. Influence

**10)**

- a. Affiliation
- b. Influence
- c. Achievement

**11)**

- a. Achievement
- b. Influence
- c. Affiliation



**Head to our Learning Center for Volunteer Leaders to access bonus resources on Volunteer Management Tools + How-Tos on motivating volunteers and making an impact!**

[www.galaxydigital.com/blog](http://www.galaxydigital.com/blog)