

THE SECRET TO RECRUITING AND *KEEPING* VOLUNTEERS

A Practical Guide for Associations

You need volunteers to keep your Association humming. Recruiting them can be tough. Retaining them can be even tougher. But if you unlock the secret to the psychology behind volunteering, you'll have the formula that works.

Why DON'T people volunteer?

- "I don't have the time."
- "I'm doing things with my family."
- "I have a full time job."
- "I already have too many priorities."



Why DO people volunteer?

According to renowned psychologist David McClelland, **people have three motivation drivers** regardless of gender, culture or age.



ACHIEVEMENT

People want a sense of accomplishment and to learn new skills.

AFFILIATION

The ability to meet and connect with others is huge. So is having a sense of belonging and feeling part of a worthy cause.

POWER

People thrive on status and recognition. They love making an impact on others and playing to win.

What do volunteers want?

Volunteers want to:

- Feel like you're prepared for them
- Feel welcome
- Be trained
- Do interesting work
- Know up front how much time the job will take
- Be appreciated
- Be socially connected
- Learn something new
- Be communicated with regularly
- Know they're making a difference

What does this mean to your Association?

By understanding what motivates people, you can assign tasks that meet their motivation driver. Suddenly, you have happy and fulfilled volunteers that keep coming back for more!

