

Motivating Community Organizations

A member of an association is considered motivated if he or she willingly puts time and effort into helping achieve the goals of the organization. When a person can achieve personal goals while working towards the goals of the organization, he or she will be highly motivated. A challenge then of a leader is to ensure that a member's personal goals and the organization's goals are aligned.

Considering motivation there are three factors which affect behavior with different strengths:

- 1) A need for affiliation (84 percent effect)
- 2) The need for achievement (12 percent effect)
- 3) A need for power (4 percent effect)

Thus, the strongest motivation effect is that of needing to feel connected with or affiliated with the organization. This effect may occur when the group member feels the task given to him or her has some personal value related to their own goals.

Positive styles of motivation

Rewarding Style – "I like your suggestion and I think we will try it out."

– "You did a fine job."

Including Style – "What do you think of this?"

– "What do you think we should do?"

Involving Style – "I want you on the Planning Committee because you are so good in this area."

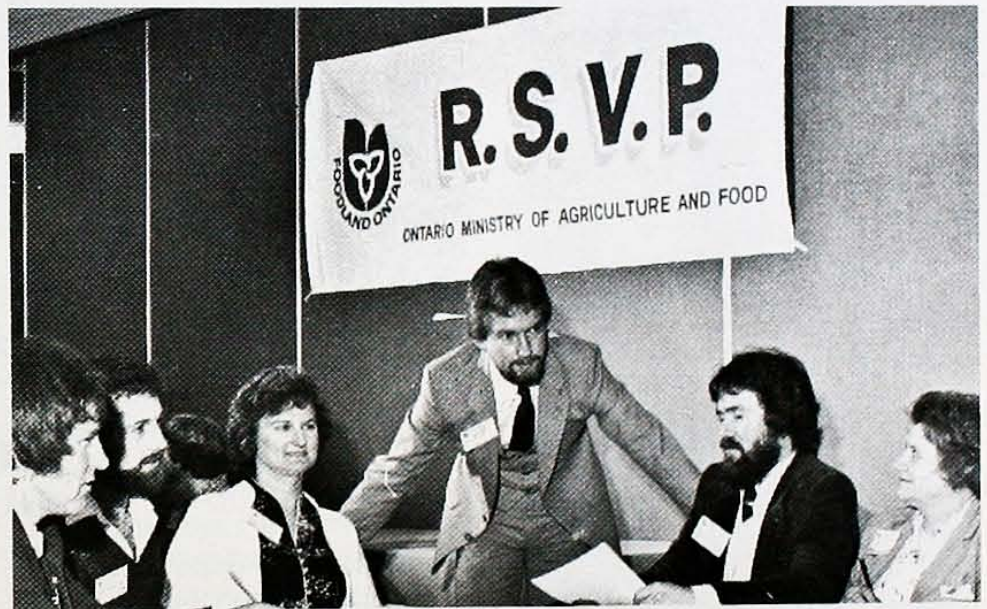
– "I would like all of us to come to some agreement on this."

This positive type of motivating behaviour is the most useful technique for helping to create a

positive, healthy self-image in a member. To evaluate your own skills at motivating members, consider the following list of questions:

- When was the last time you:
- thanked a member personally?
 - took a member out for a coffee?
 - got together over lunch with a member to talk informally?
 - asked a member how he or she was enjoying the club?
 - said we missed you to a member who had been sick?

- mentioned a member in your newsletter or in the press?
- gave a member a special thank you such as a phone call, flowers, or personal letter?
- asked a member for advice on an important decision?
- honestly confronted a member about a problem you're having with him or her?
- involved a member in evaluation of the association's programs?



More than 3,400 rural leaders attended RSVP workshops – Rural Seminars for Vital People – held until the end of March across the province to help rural leaders sharpen their skills and improve their organization's effectiveness. Parliamentary procedure, group objectives and evaluation of group programs were discussed at these workshops, sponsored by the Ontario Ministry of Agriculture and Food. One group of rural leaders attending a workshop in the Brant-Wentworth area is shown here, left to right: Alex Sutherland, Dale Smith, Helen Arva, Chuck Jacobs of the ministry's rural organizations and services branch, Dave Mitchell, and Henrica Hoostraaten. Attendance at the workshops was almost double the expected number. (photo by the Ontario Ministry of Agriculture and Food)