Motivating Your Members

Motivation is one of the most important jobs a leader has. 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 members chose to join your organization:
In order to motivate your members, make certain that the reasons they joined are being fulfilled.
Here are some examples:

to feel needed and 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 friends

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. Smile and offer encouragement. Enthusiasm is contagious!

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

Make sure resources are available:
Nothing is more frustrating than taking on a task and not having the support and resources you need. Make sure members have the materials and information necessary to be productive and contribute.

Understand what motivates individuals:
Some members are motivated by hard work, achievements, and by being involved. Others may not be motivated by these concepts. Get to know your members and personalize encouragement for each one.

Utilize awards and recognition:
Different people prefer different kinds of recognition. Consider formal/informal, public/private recognition. Some ideas:
Praising an achievement   Recognizing accomplishments   Increasing responsibility

Don't forget to keep yourself motivated!
- ✓ Stay positive
- ✓ Know yourself and use your strengths
- ✓ Prioritize tasks to avoid getting overwhelmed
- ✓ Work with others who can help you in your areas of weakness
- ✓ Consistently work on motivating your members – they will motivate you too!
- ✓ Take time to relax and have fun

Adapted from Tulane University and Center for Leadership and Community Engagement, University of Arkansas