The 9 Basic Motivational Needs

Directions: Consider if each of the motivational needs is applicable to both short- and long-term volunteers. For context, YOU are probably a long-term volunteer. If the need is applicable to both, think about differences. For example, many potential new members (aka short-term volunteers) are in the workforce. Is their need for achievement already met in the work place?

|  |  |  |
| --- | --- | --- |
| Motivator | Long Term Volunteer/Your OHCE Group | Short Term Volunteer/Potential New Members |
| Need for Achievement |  |  |
| Need for Recognition |  |  |
| Need for Control of own life |  |  |
| Need for Variety |  |  |
| Need for Growth |  |  |
| Need for Affiliation/Friendship |  |  |
| Need for Power |  |  |
| Need for Fun |  |  |
| Need for Uniqueness |  |  |

Basic Motivational Needs

From: Steve McCurley and Rick Lynch, *Essential Volunteer Management*, VMSystems, Washington D.C., 1989

1. The Need for Recognition: The need to feel appreciated or held in high esteem by others.
2. The Need for Achievement: The need to accomplish something.
3. The Need for Control: The need people have to be independent, feel in control of their own lives.
4. The Need for Variety: Human beings tend to get bored. People need variety and a new challenge.
5. The Need for Growth: People feel the need to increase their skills, knowledge, or status in life.
6. The Need for Affiliation: People need to belong, feel accepted, be loved. People need friendship.
7. The Need for Power: A need to be able to influence the action of others. Met by taking on roles of leadership.
8. The Need for Fun: This may sound frivolous, but it most certainly is not. It is a very powerful motivator—possibly outweighing all others at times.
9. The Need for Uniqueness: The need to feel special—a major component of self-esteem.

…and to each, his or her own mix.

But keep in mind that there has been a shift from long-term volunteers toward short-term volunteers, with different mixes of needs.

Long Term Volunteer: (YES! We want these volunteers. Unfortunately, it’s difficult to recruit them.)

* Dedicated to the cause/organization
* Takes “ownership”
* Often recruited through self-recruitment
* Motivated by Achievement and Affiliation
* Sounds like many of you

Short Term Volunteer: (They are probably different from you, but they are the ones you must recruit.)

* Has a general interest, but is not a believer/joiner
* Recruited by attraction to a particular volunteer job or event (Fun)
* Possibly recruited by forced choice – asked by a friend or employer
* They want well-defined jobs of limited duration
* They need to control the time they give to the cause/organization
* Make sure their time is well-utilized and not wasted on extraneous requirements.