Leader Lesson Script for:

“Building OHCE Enthusiasm: The Shock and Awe of Motivating Your Volunteers.”

Slide 1/Cover Slide: Enthusiasm and Motivation go hand-in-hand

Slide 2: “Enthusiasm is your soul in action” is a quote by Earl Prevette, 1949. This photo really looks like what this quote means. Here are a few things to note about Enthusiasm.

* Start with YOU. Be enthusiastic. Do things that make YOU enthusiastic.
* It’s not about changing other people! It’s about tapping in to what already makes them feel this way.
* As a group, do things that make you feel this way. People who get enthusiastic about the same things are going to find you. You’ll find each other and your groups will grow.

*Talk about this. What does your group get enthusiastic about? Ask them.*

Slide 3: Here’s the shocking part. ALL VOLUNTEER ARE MOTIVATED. They are either motivate to serve OHCE or they are motivated for something else.

“Everything Else” as indicated in this slide, could be a lot of different things. Some of them are very worthy such as volunteering at a food pantry. The point is: there is a lot of competition! And if people are choosing those other activities over being a part of your group, it means they have more enthusiasm for that other activity than they do for participating with your group.

Slide 4: Motivation levels are almost always going to be high for opening a gift. *Ask your audience to give some reasons why.* For a bonus, the presenter could actually wrap up a little gift and hand it to the first person who gives an answer.

Let them answer, but things you are probably going to hear are: It’s fun! It’s free! Gifts make us feel good, loved, appreciated. Mystery and anticipation of the unknown. “What’s in it!!” Plus, there is almost no cost or risk of opening a gift from a loved one.

Those things the audience listed are motivational needs. Opening a gift hits on a lot of a human’s Basic Motivational Needs (next slides.)

Slide 5: *As you read through the motivational needs on this and the next 2 slides, stop and ask your audience about how your OHCE group is able (or unable) to meet the need. Use the handout and fill in the column for Long-Term Volunteers.*

Slides 6-7: Continue the Motivational needs

Slide 8: In recent years, there has been a significant shift in the motivations of potential volunteers. Today’s new volunteers are probably “Short-Term Volunteers.” Many individuals today get recognition, achievement, and affiliation from their work. That was not true in 1935.

This may be very different from when you joined OHCE, meaning the set of motivations might be different with today’s new volunteer.

Slide 9: Long term volunteers – note they are strongly motivated by affiliate and achievement. This slide pretty much describes many of our current members. Too bad newly recruited members can’t magically be turned into long-term volunteers. Only time can do that.

Slide 10: Short-term volunteers are who you have to recruit. They tend to be recruited by one-time events. You lose them when you ask them to spend time on things they do not enjoy.

*Ask your audience to think about this. What kinds of things are we asking new members to do that they may not enjoy?*

Slide 11. BIG TAKEAWAYS…

1. Your first step is to up your game in terms of recruiting the short-term volunteers. Recall from last slide, they are attracted to a…
   1. particular event (usually fun)
   2. Particular kind of job of limited duration
2. Once recruited, keep meeting their needs and some may become long-term volunteers.

Hint: This is called Retention. If they become long term volunteers, it means they are enthusiastic and motivated.

It’s also interesting that when you are successfully able to do things that attract new members, your established members get pretty enthusiastic about it.

Slide 12. What now? Have a special group session to determine the following:

1. A big need in your community that your OHCE group could address – this serves as sort of a mission. Remember, your group has to be enthusiastic about this. It could be anything from teaching safe food preservation (canning) to dealing with childhood hunger.
2. Your target audience – These are the other people you think would be enthusiastic about that mission—about addressing that need you identified.
3. Where to find them?
   1. Go to them – get out in the community. (Community events, Chamber of Commerce, Civic Club presentations, volunteer as a group, etc.)
   2. Do your thing! And do it enthusiastically. Wear your matching t-shirts. You’ll attract people.
   3. Invite them to you – host unique events – have some fun!

Slide 13: A few more things:

1. Write down your message and be ready to share it.
2. Make a plan for how to treat a visitor to your meeting (gifts, special treatment, follow-up, etc.). Sadly, many new visitors are treated to a business meeting, a discussion full of acronyms or activities they know nothing about, and being put on the spot asking them to introduce themselves. Some return; some do not. Have you ever followed up with a visitor who has not returned to ask them why?