

# What's My Motivation? Training & Motivating Student Volunteers on a Limited Budget



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## Recruiting & Marketing

- Identify a good core group of students to lead
- Create a mission for the organization that aligns with the mission/vision of the university, and that the students understand and embrace
- Market your organization on campus in creative ways
- Identify potential members or target student needs
- Cultivate the personality of the organization
- Provide opportunities for engagement

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## Goal Setting Within the Organization

- Why does the organization exist?
  - What are current and/or future projects?
  - Why are you a member of the organization?
  - What benefits do you receive from membership?
  - What makes your organization special?
  - What do you offer to potential members that are unique?
- Always ask the students: "Does this goal align with our mission?"
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## Training

- Interactive Training
    - Training Manuel
    - Skit/Scenario icebreakers
  - Retreat
  - Team Building Activities
  - Public Speaking Presentation
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## Supervising

- Identify a strong leader for the organization
  - Potential weekly or bi-weekly meeting with Coordinator & Advisor
  - Develop an Executive Board to lead the organization
  - Attend a meeting monthly (If time permits)
  - Always try to identify and train a few leaders to "take over"
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## Supervising

- Evaluation
  - Give monthly evaluations to improve the students progress
  - Train Executive Board to evaluate organization and what will enhance it.
  - Provide an end of the year survey to determine where improvements can be made.
  - Have an officer transition to set goals for next year

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## Making Communication a Top Priority

- Social Media
  - Facebook
  - Twitter
- Text Messaging
- Phone Tree
- Blackboard (UIW Official student site)
- Calendar
- All communication should be exactly the same across all mediums

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## Retention of Active Members

- Make members feel welcomed at every meeting/event
- Provide opportunities for involvement
- Review Goals Annually
- Provide Opportunities for input into the organization
- Create a Positive Environment in the organization
- Review/revise your mission
- HAVE FUN....

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## Why Student Volunteers Lose Interest

- No chance for personal development or growth
- Unclear group goals (Re-evaluation of goals)
- Discrepancies between group member
- Lack of praise, rewards or recognition for their involvement
- Feelings of inadequacy
- Job tasks are too routine or mundane; there is no variety offered
- Lack of support from other group members or tension among them
- Lack of opportunities to demonstrate initiative and creativity
- Other groups may be more appealing (athletic teams, spirit squads, Greek Life)

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## Motivating

- Food-Sponsored group functions
- Community Service Hours (If required on campus)
- Campus promotional items (donations)
- Allow students to take on specific projects that they can "make their own" and feel motivated to complete



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## Motivating

- Possible Internship Opportunities
- Great talking points for resume
- Develop networking skills with campus administrators
- Outings-Trips/Retreats
- Birthday celebrations



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## Budget Restraints

- Promote Fundraisers
- Attend free school funded events as a group activity
- Allotted stipend for organizations
- Ask for donations from local businesses in creative ways
- Promotional gifts to wear as a uniform
- Team up with other student organizations to share cost



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Any Questions?

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