

EXPOSING THE ROOT OF

Motivation & Membership Engagement



LEARNING OBJECTIVES

- Explore ways to motivate membership and empower future leaders
- Learn methods of engaging membership through programming and more
- Develop strategies for marketing a positive membership experience rooted in the purpose that starts with “WHY”





Ask yourself...

Why do you stay involved in your organization?

Why do you think other members stay involved?

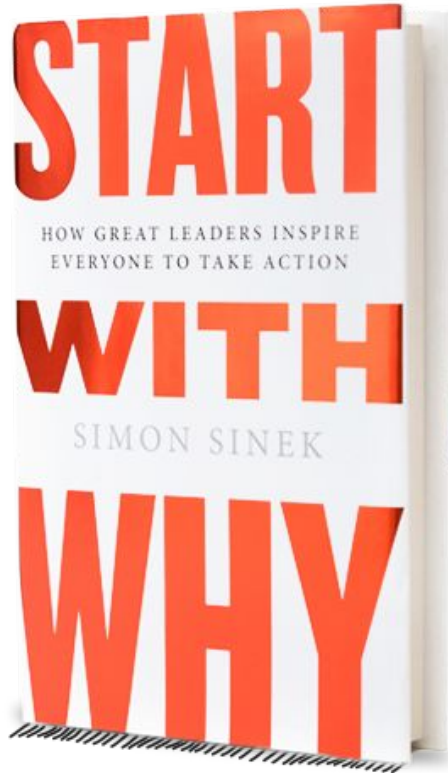
Why do you think members *disengage* and lack involvement?



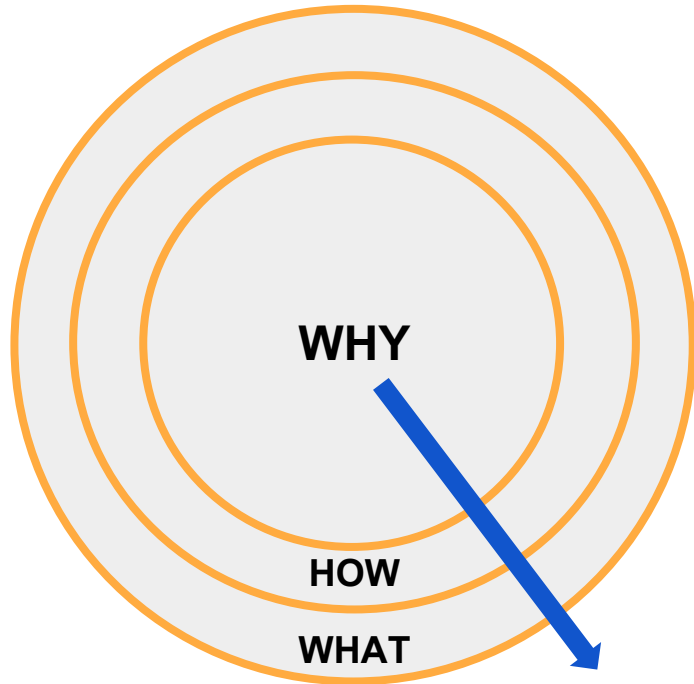
Who are we marketing to?

OUR MEMBERS

How are we marketing to our members right now?

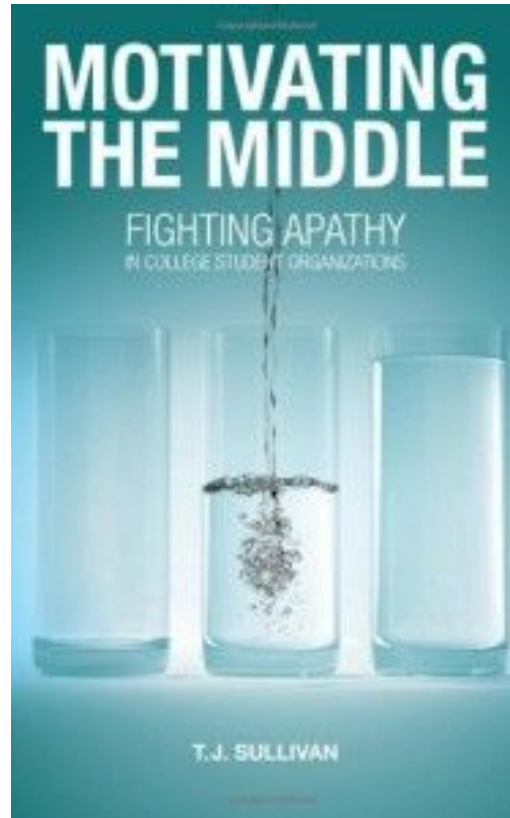


TED Talk: [Start With Why](#)



THE GOLDEN CIRCLE

- Why do you believe in your organization? Why do you exist?
- How do you do it?
- What do you do as a member of your organization?





What is “APATHY”?

- Absence or suppression of passion, emotion, or excitement
- Lack of interest in or concern for things that others find moving or exciting

What does apathy look like in your organization?



“I don’t believe in apathy. I don't think apathy is caused by bad members. I believe apathy is caused by poor leadership. Uninspiring leadership.”

- T.J. Sullivan



So tell me, what motivates you?





EXTRINSIC MOTIVATION

Extrinsic motivation is driven by rewards, competition or praise

What are some ways we utilize extrinsic motivation within your organization?



INTRINSIC MOTIVATION

Intrinsic motivation is driven by an interest or enjoyment

Exists within the individual and there is a natural tendency towards growth and development



What are some ways in which intrinsic motivation plays a role with your organization?



TOP THIRD

WHO ARE THEY?

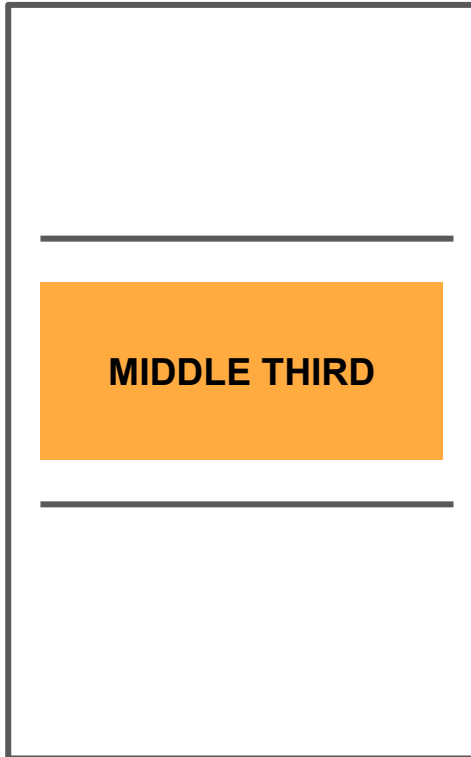
- Recognized as leaders in the organization
*Executive Board
Committee Heads*
- Intrinsically motivated and focused on being their best
Don't usually need basic direction
- Your organization is a strong part of their identity
Their #1 priority (or close to it)



TOP THIRD

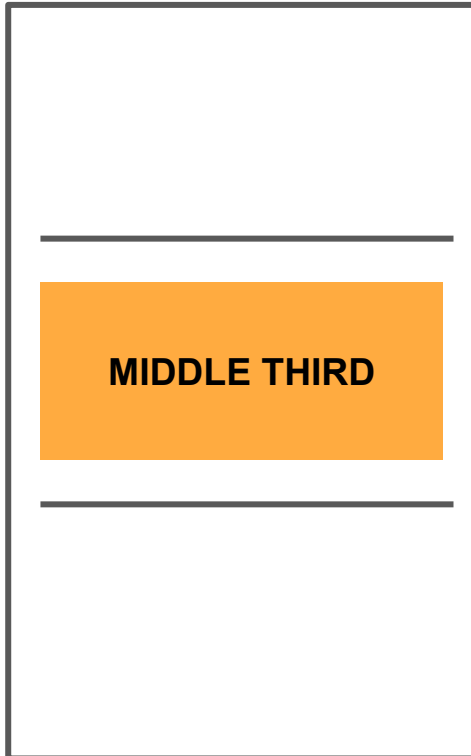
WHAT ARE THEY DOING?

- Winning awards
- Meeting with campus officials
- Applying for leadership development workshops
- Seeking leadership opportunities
- Volunteering to clean up after an event



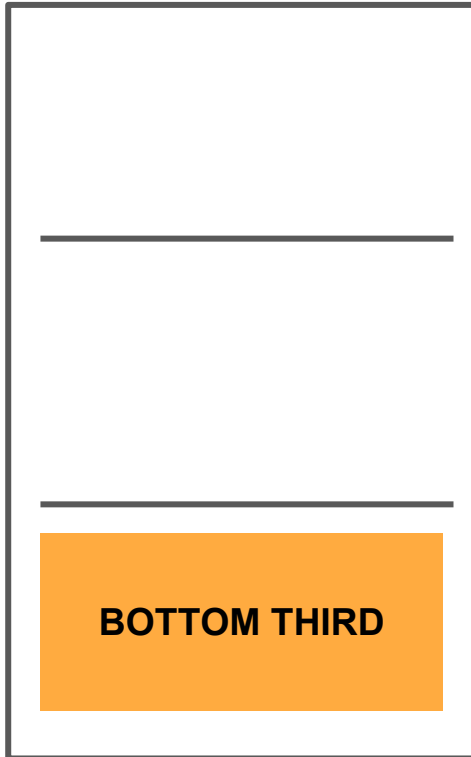
WHO ARE THEY?

- Are in good standing
- Don't need many reminders or constant setting of expectations
- Balance competing interests
 - Often play a supporting role
 - Willing to help if asked



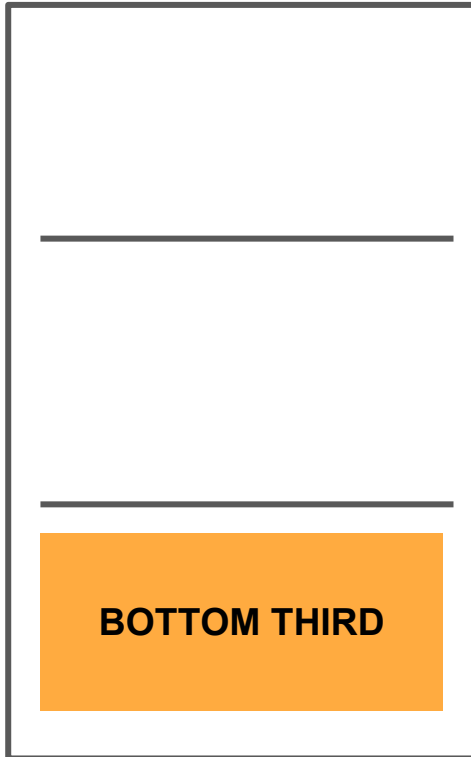
WHAT ARE THEY DOING?

- Meeting expectations
- Working jobs
- Participating in other clubs
- Embracing your organization as **one of the many things on their plate**



WHO ARE THEY?

- May or may not be in good standing
- Enjoy the benefits of membership
Have a desire to be seen and heard
- Will likely miss any number of required events
- Express their feelings in the form of a complaint



WHAT ARE THEY DOING?

- The bare minimum
- Occupying the role of “fun members”
- Conduct issues
- Complaining instead of helping



INTERACTIONS

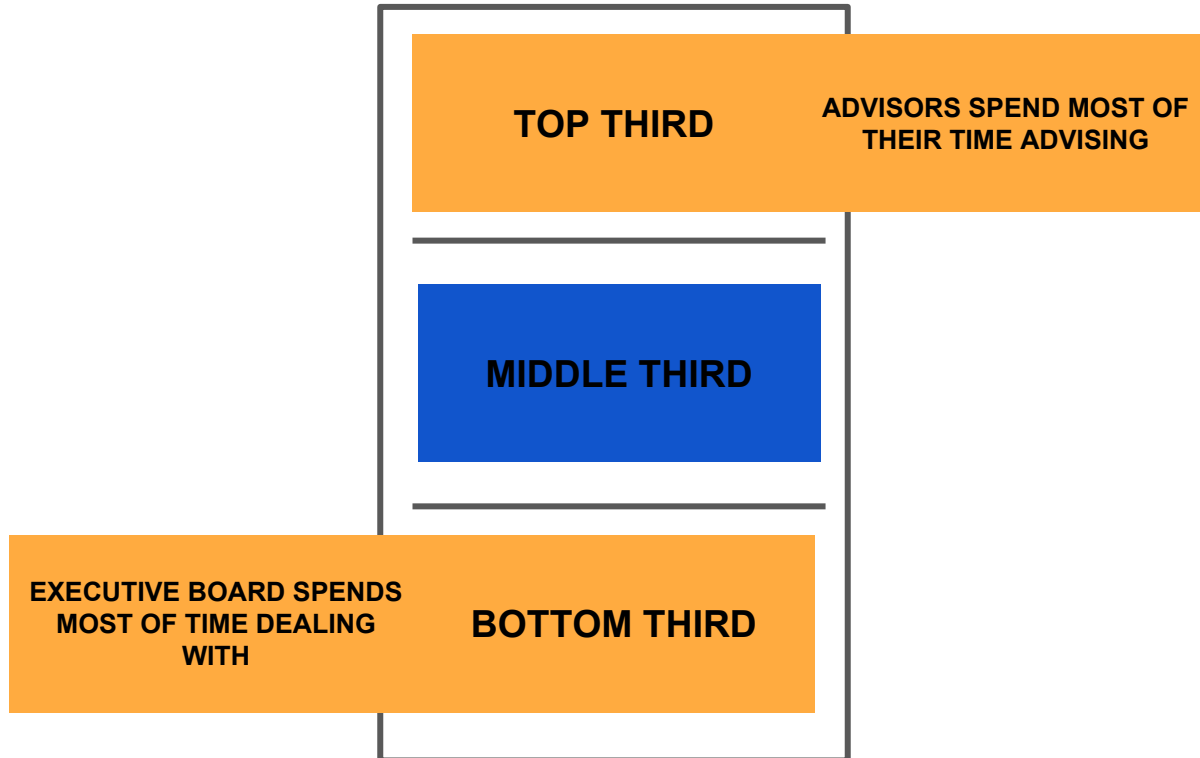
Who do we hear from the most?

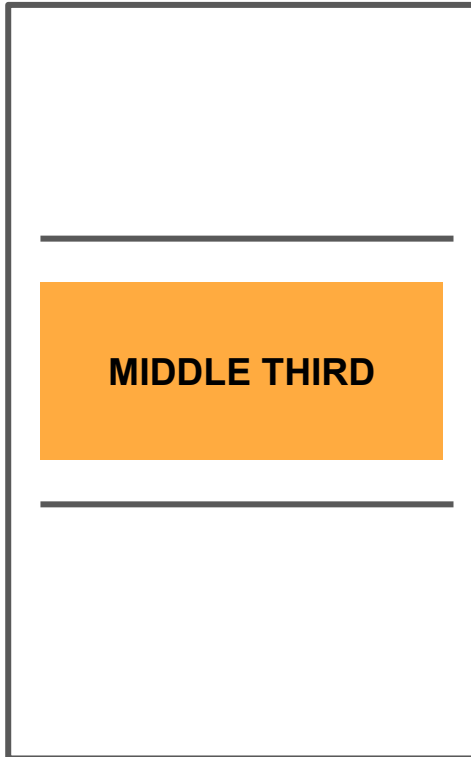
BOTTOM THIRD

Who do we interact with the most?

TOP THIRD

Motivation & Membership Engagement





HOW DO WE INCREASE ENGAGEMENT?

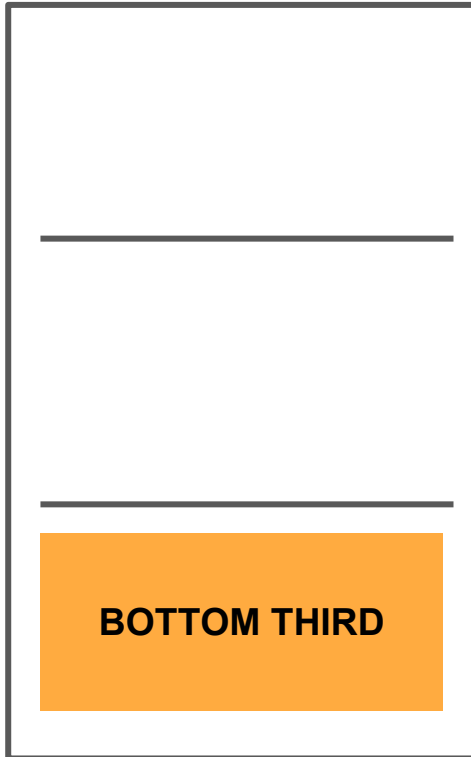
- Seek them out for opportunities
- Offer choices of activities
- Ask for their input and value their time
- Show your appreciation



TOP THIRD

HOW DO WE INCREASE ENGAGEMENT?

- Work as a team
- Ask for assistance
- Include other leaders in your decision making process
- Utilize resources



HOW DO WE INCREASE ENGAGEMENT?

- Assume good intentions whenever possible
- Ask questions and *listen*
- Validate their concerns
- Help them discover their strengths

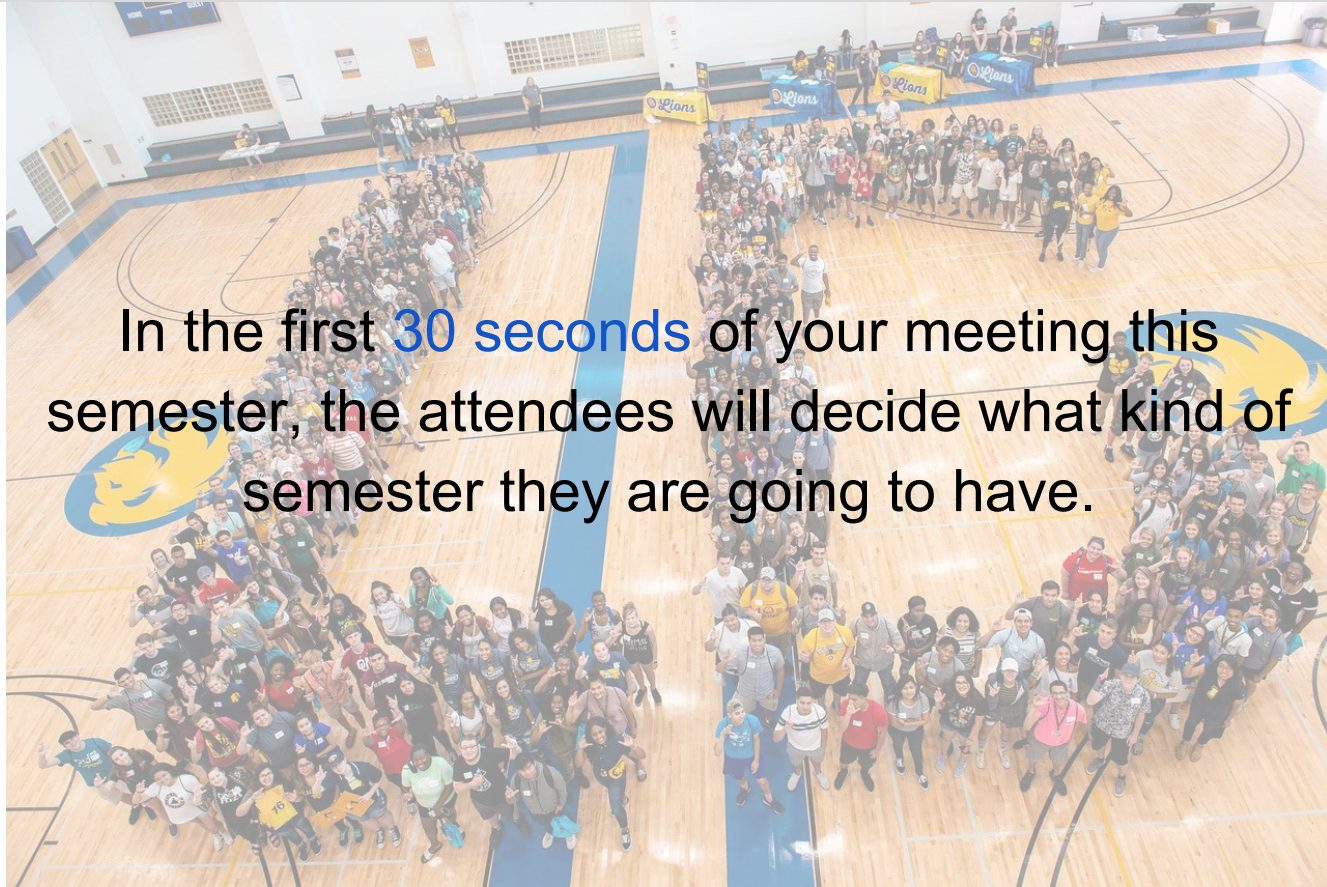
In the end, establish the baseline and hold members accountable to it



- Levels of involvement are fluid
Opportunities for a member to re-engage/become involved again
- Commitment:
It is important to remember that not every member will be *equally* committed or engaged, **and that is okay!**

If we are experiencing apathy, we have a commitment AND leadership issue

Motivation & Membership Engagement



In the first 30 seconds of your meeting this semester, the attendees will decide what kind of semester they are going to have.



“People don’t buy *what* you do, they buy *why* you do it.”

-Simon Sinek



Thank you!