

## Motivating Club Members

It is often difficult to motivate members within a student organization. As a leader, it is important for you to understand where your members are coming from and what their purpose is for participating in the organization. If you can determine the source of your member's motivation for belonging, you can begin to encourage that member to take on an active role with your group.

- If they joined out of a need to belong, they may be motivated by the opportunity to plan social activities or other high "people contact" projects.
- If they are interested in learning new things, then they may be interested in researching a new issue for the group, helping to plan an educational program or taking on a project that has never been done before.
- Some members are dedicated to the cause of the group. They are ideal for recruitment of new members or social functions.
- People also join because the group relates to their major or future career. They are motivated by projects that bring them in contact with faculty or with professionals in the community.

There is no set formula for motivation; however, the following is a list of helpful hints that everyone appreciates.

- Members are more likely to stay motivated when they understand the purpose of the group and the mission.
- Give members a chance to take part in decisions, particularly those affecting them. When members feel like they have ownership, they are more likely to stay involved and interested.
- Utilize special talents of members. Give weight to the fact that people carry out best their own ideas.
- Give a lot of support and build camaraderie. Show your members that you have confidence in them and ensure that they are a part of the team.
- Have fun! Make meetings and events enjoyable for all members.
- Praise in public. Criticize or reprove constructively and in private.
- Express an appreciation for each member. Use every opportunity to build up in members a sense of the importance of their work.
- Give members goals – something to strive for and to achieve. Motivation tends to remain high when members feel like the group is moving forward and making progress.