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”
Motivation & Membership Engagement

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?
Motivation & Membership Engagement

TED Talk: Start With Why
Motivation & Membership Engagement

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?
Motivation & Membership Engagement

MOTIVATING THE MIDDLE
Fighting Apathy in College Student Organizations

T.J. SULLIVAN
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
Motivation & Membership Engagement

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?
Motivation & Membership Engagement

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)
Motivation & Membership Engagement

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
Motivation & Membership Engagement

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
Motivation & Membership Engagement

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
Motivation & Membership Engagement

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

BOTTOM THIRD

EXECUTIVE BOARD SPENDS MOST OF TIME DEALING WITH

MIDDLE THIRD

TOP THIRD

ADVISORS SPEND MOST OF THEIR TIME ADVISING

BOTTOM 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
HOW DO WE INCREASE ENGAGEMENT?

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

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
Motivation & Membership Engagement

- 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
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!