



SC PIEDMONT CHAPTER

Fostering Philanthropy Through Board & Volunteer Motivation

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Trends in nonprofit fundraising

- To remain competitive in the marketplace in our present climate of change, your board and volunteers are increasingly important to maintaining strong fundraising and advancement operations.



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**What is the role of the board
members and volunteers in
fundraising at your
organization?**



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How would you rate their motivation?

Motivation is a hidden key to creating and growing your organization's culture of philanthropy.



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Motivators

One of the following is typically a primary motivator driving the service of your board and volunteers:

- **Achievement**
- **Power**
- **Affiliation**
- **Recognition**
- **Altruism**
- **Education**



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Achievement Motivated

- This person enjoys situations requiring top performance in which they can excel.
- They feel rewarded by accomplishments and enjoy solving problems.



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Success with the Achievement Motivated Worker

- Assign challenging tasks that require efficiency.
- Give autonomy.
- Provide minimal positive reinforcement.



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Power Motivated

- Desire to make an impact, influence others with their ideas.
- Often seek ways to influence others through communication.



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Success with the Power Motivated Worker

- Offer opportunity to implement changes.
- Have them interact with coworkers and supervisors regularly.
- Assign tasks requiring some managerial skill or enable some control.
- Jobs should have visibility.



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Affiliation Motivated

- The social aspect of volunteering is very appealing.
- High value on being around others.
- Desire to build relationships and be respected.
- Looking for friends and leaders.



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Success with the Affiliation Motivated Worker

- Offer opportunities to work with others.
- Assign tasks requiring cooperation.
- Make them hosts at your fundraising events - they will proudly represent your organization.
- Permit time for them to interact with co-workers and build relationships (leverage their motivation to interact with and cultivate prospective donors.)



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Recognition Motivated

- Prestige and status are important.
- Prefer short-term responsibilities.
- Enjoy being connected with popular projects.
- Typically enjoy public relations.



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Success with the Recognition Motivated Worker

- Offer work that can be completed quickly.
- Provide opportunity for them to be in positions of higher visibility.
- Thank with public tokens of appreciation.



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Altruistic Motivated

- Mission driven.
- Place high value on the greater good of the community.
- Care about social accountability.



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Success with the Altruistic Motivated Worker

- Allow them to work with others possessing similar values and goals.
- Demonstrate how their work directly advances your organization's mission.
- Utilize them as sounding boards for your development office.



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Education Motivated

- Place high value on self-enrichment.
- The learning aspect of their work is very important.



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Success with the Education Motivated Worker

- Direct them towards responsibilities that involve learning.
- Offer plenty of resources.
- Provide enriching and challenging tasks.



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Motivations

- Achievement
- Power
- Affiliation
- Recognition
- Altruism
- Education



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Maximizing your Board and Volunteers

- Identify their unique goals and needs.
- Offer jobs they can enjoy and learn from.
- When possible, involve in planning and decision-making.
- Show them their value to your organization.
- Reward and encourage, always.



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Don't Always Enjoy Working with Board & Volunteers?

- Workplace relationships, involving multiple personalities and motivations, is always challenging!
- Keep in mind how each person is essential to maximizing your organizational and fundraising operations. Don't be afraid to delegate and make your team work!
- Remember the bigger picture— it's enriching to see your community come alive through everyone contributing according to their motivations.



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Common Obstacles to Motivation

- Burn out.
- Mismatch of task and motivational style.
- Underutilization of an individual's skills.
- Overambitious, unrealistic goals.

Which of the above is the tendency at your organization?



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Overcoming Obstacles

- Encourage your board members and volunteers to ask for help.
- Communicate your expectations clearly.
- Make your team feel important and necessary to your organization's success.
- Have high expectations for everyone.
- Celebrate the small things.



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Consider the Following Exercise

- Identify a particular fundraising challenge your organization has.
- Identify which motivator(s) type would be most beneficial to helping solve the problem (achievement, power, affiliation, recognition, altruism, education.)
- Assign a task to an individual possessing the complementary motivator or identify a team of people with these motivators to work together.



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Redefining Fundraising Excellence

THANK YOU!

The Winkler Group's Innovation Center is full of ideas and inspiration. Turn in your questions today and then follow us on Facebook and Twitter for the answers.



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