

## RECOGNIZE

The **most effective** recognition (the type of recognition that inspires repeat performance) touches the member-volunteer.

- **What** matters to them- to each member uniquely:
  - To altruize
  - To socialize
  - To learn and/or
  - To self-actualize

### Why does extrinsic recognition NOT motivate volunteers to keep coming back?

- **EXTRINSIC RECOGNITION** – Is quid pro quo! It is given **by someone else** to get a volunteer to do something or more of something (that the member may or may not want to do).
  - Others, those not getting an award - might feel they were neglected.
  - Salem OR Branch survey indicated NO recognition, or just a thank-you or being a “Named Gift Honoree” was good enough!
  - Accept and respect what a member wants – or doesn’t want, likes or doesn’t like in the way of recognition.

### Why does extrinsic recognition inspire volunteers? Because...

- **Intrinsic Recognition** is given by someone else but **for no other reason** other than to say that the member matters and is valued as a person for being there!
  - Members will keep coming back as long as they “matter.”

## RECOGNITION IS A LEADERSHIP PRACTICE

- Not an event
- Not physical or tangible
- It is ongoing and is expressed through: CARING, CONNETING and SUPPORTING
- Connecting a member’s joy in “doing” to an expression of how that member’s *being there matters* and makes the necessary connections!

### A BASIC BEHAVIORAL PRINCIPLE: What Gets Recognized Gets Repeated

- Caution: The expression of recognition **must be connected** to a member’s **unique** intrinsic need/s.
- Basically:
  - All volunteers want to **share**.
  - All volunteers want to **matter**.
- Therefore: Expressions of appreciation **MUST** address the **value of a volunteer’s**
  - **Sharing** – giving of self, skills, abilities, being there etc.
  - **“Mattering”** – **what they did and said** and **why it mattered/matters**

Resource: The Five Love Languages by Gary Chapman