

Reel 'Em in:
Hook, Line and Sinker



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Why do Volunteers volunteer?

1. To learn something
2. To be part of a group
3. To live my values
4. To make a difference
5. To build relationships
6. Other reason?





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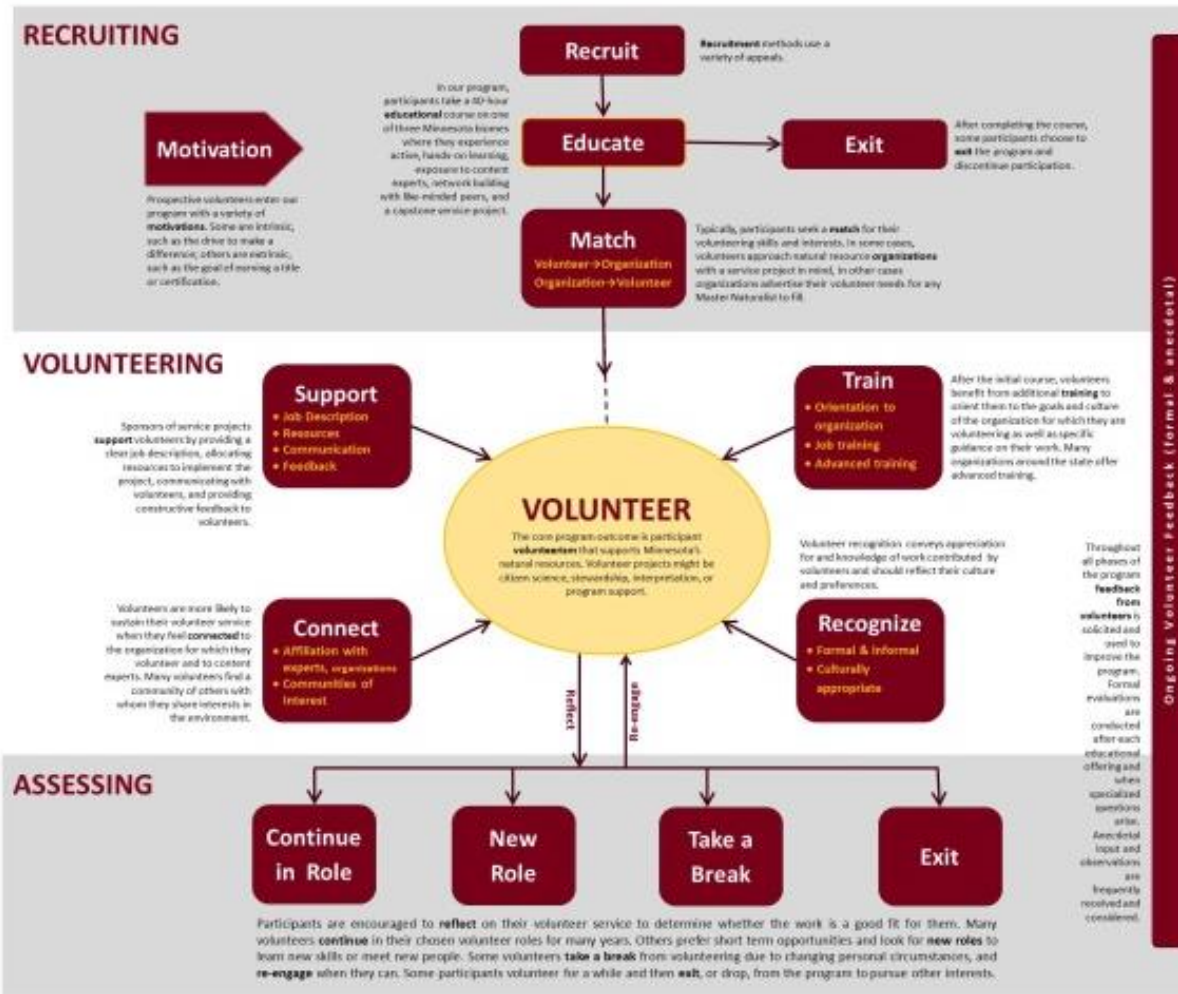
When the people side goes well, the science will also go well.



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Master Volunteer Life Cycle



RECRUITING

Motivation

Experience

Prospective volunteers enter our program with a variety of **motivations** and **life experience**. Some motivations are intrinsic, such as the drive to make a difference; others are extrinsic, such as the goal of earning a title or certification.

In our program, participants take a 40-hour **educational** course on one of three Minnesota biomes where they experience active, hands-on learning, exposure to content experts, network building with like-minded peers, and a capstone service project.

Recruit

Recruitment methods use a variety of appeals.

Educate

Exit

After completing the course, some participants choose to **exit** the program and discontinue participation.

Match

Volunteer → Organization
Organization → Volunteer

Typically, participants seek a **match** for their volunteering skills and interests. In some cases, volunteers approach natural resource **organizations** with a service project in mind, in other cases organizations advertise their volunteer needs for any Master Naturalist to fill.



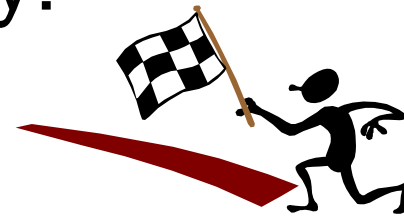
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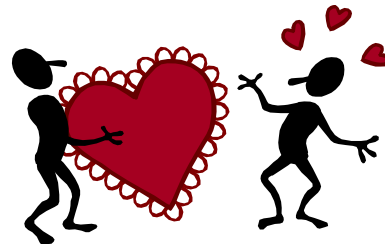
Understanding volunteers

Humans are motivated by:

- Achievement



- Affiliation



- Power/Influence



Based on Motivation theory by John Atkinson & David McClelland 1951



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Achievement

- Learn
- Make a difference
- Gain recognition



Power

- Transmit values
- To influence others
- To have a say



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Affiliation

- Be part of something larger
- Be with like people



How Can YOU make the
People side go well?



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VOLUNTEERING

After the initial course, volunteers benefit from additional **training** to orient them to the goals and culture of the organization for which they are volunteering as well as specific guidance on their work. Many organizations around the state offer advanced training.

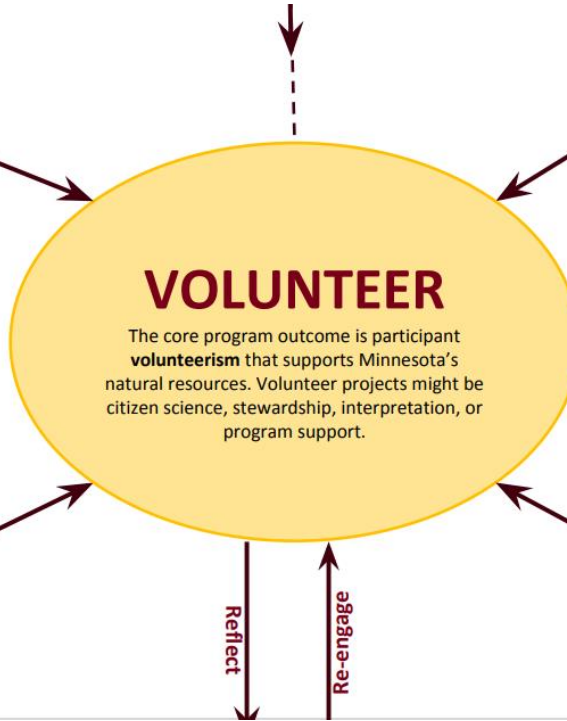
Volunteers are more likely to sustain their volunteer service when they feel **connected** to the organization for which they volunteer and to content experts. Many volunteers find a community of others with whom they share interests in the environment.

Train

- Orientation to organization
- Job training
- Advanced training

Connect

- Affiliation with experts, organizations
- Communities of Interest



Support

- Job Description
- Resources
- Communication
- Feedback

Sponsors of service projects **support** volunteers by providing clear job description, allocating resources to implement the project, communicating with volunteers, and providing constructive feedback to volunteers.

Volunteer recognition conveys appreciation for and knowledge of work contributed by volunteers and should reflect their culture and preferences.

Recognize

- Formal & informal
- Culturally appropriate



TRAIN



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SUPPORT

- Job description
- Volunteer handbook



CONNECT

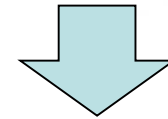
Stay Connected

MINNESOTA I'm a member of:
 **Minnesota Master Naturalist**
NATURALIST

The MN Master Naturalist Program is designed to teach participants...



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YOU!



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RECOGNIZE



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ASSESSING



Participants are encouraged to **reflect** on their volunteer service to determine whether the work is a good fit for them. Many volunteers **continue** in their chosen volunteer roles for many years. Others prefer short-term opportunities and look for **new roles** to learn new skills or meet new people. Some volunteers **take a break** from volunteering due to changing personal circumstances, and **re-engage** when they can. Some participants volunteer for a while and then **exit** or step back from the program to pursue other interests.



Master Volunteer Model provides a way for you to think about the “people” part of the equation!




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Set the Hook and.....



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