Member Motivation  
Bachelor Course 108

Objectives
- Define Motivation
- Review three theories of motivation
- Consider how theories apply to Lions
- Survey participants on motivation
- Present practical application of theory to Lionism

Motivation
- is a process that initiates, guides and maintains goal oriented behavior,
- causes an individual to act,
- arises from needs or wants that drive behavior and explain what we do.

Maslow Theory (1946)

McGregor Theory (1957)

Theory X:
- Close supervision
- Work is objectionable
- Little initiative, creativity
- Little decision making
- No responsibility for decision making or for decisions made
- Economic rewards and security are primary motivators

Theory Y:
- Find ways to be productive
- Work is natural and enjoyable
- Ambitious, desire autonomy and self control
- Effective problem solving
- Creativity distributed equally across the population
- Multiple motivators
McClelland Theory (1957)

Acquired Needs Theory

Maslow – McClelland Comparison

Recruitment Tips
- Individuals join Lions for reasons that provide the motivation to be an active member.
- Must devise plans to retain motivation
- Involve before joining

Practical Applications - Recruitment
- Focus on service
- Interest and motivation inventories
- Up front with time and financial commitments
- Share successes
- Networking potential
- Invite to a service project
- Immediate involvement
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Motivation in the Club
Remember why we joined:
• Focus on service
• Sense of community
• Match activities/assignments with interests
• Member interaction
• Opportunities for growth

Practical Applications In Your Club
• Acknowledge service at each meeting
• Remind Lions of accomplishment
• Have benchmarks for long-term projects
• Conduct Lions business at Lions meetings
• Regular and predictable meetings
• Update interest inventories frequently
• Lead by example
• Communicate regularly
• Celebrate success
• Lead Lions, Manage systems, events
• Frequent Self-Evaluation
  • Events
  • Service Activities
  • Club
• Have Fun
• Lions should look forward to meetings

Rewards and Recognition as Motivators
Different motivators for different Lions – not one size fits all.
• Formal and informal rewards
• Input from each Lion
• Develop a plan
• Be creative

Practical Examples – Rewards and Recognition
• Ask each Lion about recognition, update regularly
• Certificates and plaques
• Fellowships and other donations
• Recognition in media
• Hand written notes
• Phone calls, emails, social media
• Birthday celebration
• Lion of year/month
• Opportunity to serve as delegate to convention
• Opportunity to attend training