

Old Problems New Solutions: The Motivation Hour Session Notes

More than 50 association executives attended the 1 ½-hour session in Nashville at ASAE's annual conference to explore leadership issues within components and how to craft the critical "What's In It For Me?" Equation. Here are the ideas and solutions that we jointly explored.

What is a Good Volunteer Leader? *Helps us identify characteristics we're looking for in good leaders and by knowing them better we can better craft the value statement and incentive!*

- Promotes Vision
- Enthusiasm
- Good Delegator
- Inspire others (to get involved)
- Open to change
- Commitment
- Organized
- Manage expectations
- Do what asked to do
- Knows when to facilitate/ push
- Prepared
- Thinks outside the box
- Available active participate
- Understands members needs
- Knowledgeable about the government
- PASSION!
- Shows up
- Purpose
- Sees opportunities / knows how to capitalize
- Create Fun/ enjoyment
- Respect other volunteers time and effort
- Accessible
- Mentoring new leaders
- Dedication
- Responsive
- CRP
- Self motivated
- Match professional members needs
- Put aside ego /desires
- Thanks everyone
- Good time management
- Follow through
- Volunteer manager
- Rich!
- Sense of Humor!
- Realistic
- Resourceful
- Understands legal issues
- Communicator
- Willing to do what needs to be done
- Resourceful
- Focused on mission
- Ability to say "No"
- Negotiator
- Legacy
- Sense of purpose
- Open to learning
- Match talents
- Awake!
- Discreet
- Can Answer "WIIFM"

Sugartown Chapter – Lessons, Ideas, Solutions

The Sugartown Chapter, founded 60 years ago, is a chartered chapter of a professional association serving the insurance industry that has big problems including a dearth of leaders, recycled leaders, disengaged members, and financial questions. Session participants looked at the chapter and considered ways to rebuild the leadership core. For a full look at the case study, view the Old Problems/New Solutions Session Handout.

Ideas for Building a New Leadership Track

1. Survey members to identify needs
 - Phone Survey option
 - builds connections
 - identifies leaders
 - Set up task forces
 - Meeting with all members to determine ...
 - Disband or not? If not, create a rebuilding committee
 - Consider adapting a new model
 - Fish or cut bait meeting after survey
2. National/ local collaboration
 - Make it a local issue but let National facilitate
 - Get past leaders to buy into the new model
 - Recognize past/current leaders for holding together
 - Identify a successful chapter mentor – perhaps the nearby chapter
 - Recognize that National dropped the ball too!
 - National can identify pool of members to get process restarted
 - Use treasury (chapter has significant bank account) to have a *nice* meeting
 - Change meetings not evenings
3. Revisit and Reconfirm the Core Mission
 - Have one-to-one conversations to members & potential leaders
 - Conduct board retreat with new board
 - Construct strategic plan
 - Build committee structure – which in turn builds pipeline
 - Emphasize core mission: Networking & meeting CEU needs
 - Develop marketing plan
4. Revisit structure –
 - One shot volunteerism
 - Target new member company in town to take lead
 - Provide support from National to assist in “start-up”
 - Contract with AMC for administrative support

Incentives For Volunteers

- Underscore member benefits like networking
- Show national commitment
- Provide administration support such as AMC – so they focus on fun and making a difference
- Provide recognition
- Hold a Board Retreat
- Have clear expectations
- Promote a NEW Volunteer model
- They can create a Legacy
- Develop their skills as a turnaround specialist
- Ego
- Reassurance: their 1st job is to find a replacement!
- Provide child care to attract members with kids
- Virtual meetings

Crafting the WIIFM?

From a Volunteer's Perspective:

- Leaving a legacy
- Free education package
- Learn how to solve professional problem through volunteering
- Get professional development
- Networking at a more personal level
- Find key networks & build them
- Acquire skills that can be transferred to job-leadership/ financial skills
- Knowing your contribution makes a difference
- Learn how to use time effectively – time management
- “Guilt thing” – giving back to the profession

From a Volunteer Manager's Perspective:

- Be sure to address family and job needs
- Help Volunteers craft their own WIIFM:
 - Ask volunteers from the start two questions
 - What do they know about the organization (helps you understand where they are coming from and gets you on the right foot for clarifying expectations)
 - What do they want from the experience – what does success look like to them? (This helps them articulate WIIFM them so you can help make that happen)
- Remember some will volunteer but don't want to be the leader
- Leaders need support
- Spell out expectations
- Be sure volunteers are working efficiently – don't want to, for ex., duplicate work
- Virtual meetings – do work differently