

Encourage and Motivate Volunteers - Unit CU3748

	Assessment Criteria	Activity	Activity details	Primary & Supplementary Evidence	Links
A	3.1, 3.2, 3.4, 3.5	Facilitate group/individual discussion to draw out key points from assessment criteria.	<ul style="list-style-type: none"> • Why people volunteer, theory and examples. • Reflection on own experiences, as a volunteer and as a volunteer manager. • Implications to the organisation. • McClelland's Motivational Types – understanding and matching to individual motivational drivers. • Valuing individual volunteer needs. 	<p>P = Report to Management Committee</p> <p>S = Journal reflections S = Motivational quiz</p>	<p>Unit CU3749 LO2, AC 2.2</p> <p>Unit CU3751 LO1, AC 1.4 LO2, AC 2.1, 2.2</p> <p>Unit CU3752 LO3, AC 3.3</p>
B	1.1, 3.3	'Match or no match' – Case study	<ul style="list-style-type: none"> • Making the match – what does the organisation need from volunteers? What does the volunteer want to gain from their experience/have to offer? • Explanation of organisation and what they need help with, plus details of potential volunteers' skills, knowledge and experience. • Capture details on own organisational recruitment and selection process. 	<p>P = Results from case study</p> <p>S = Journal reflections</p>	
C	1.2, 1.3, 1.4, 1.5	Facilitate group/individual discussion to present theory & action points	<ul style="list-style-type: none"> • Introduce 'A Choice Blend': Volunteering Relationship Pressure Points theory. • Identify relevant 'Effective Actions' for own organisation. 	<p>P = Effective actions from 'Choice Blend'</p> <p>S = Journal reflections</p>	Unit CU3751 LO3, AC 3.1

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D	2.1, 2.2, 2.3, 4.1, 4.2, 4.3, 4.4, 4.5	Individual reflection & worksheet exercises Plus professional discussion.	<ul style="list-style-type: none"> • Introduce 7 C's of Communication worksheet. • Capture different ways this could be applied to communicating & giving feedback to volunteers and to others in the organisation. • Introduce Valuing Volunteers worksheet. • Identify pros and cons of each method & link to McClelland's Motivational Types (A). • Determine most effective methods to apply in order to highlight link with meeting organisational objectives. • Focus on one volunteer and discuss how opportunities for their ongoing development are facilitated and recorded. 	<p>P = Completion of worksheets</p> <p>P = Copy of volunteer development records</p> <p>S = Journal reflections</p>	Unit CU3752 LO2, AC 2.3, 2.4 LO3 AC 3.1, 3.2, 3.3 LO4 AC 4.1, 4.2, 4.3

Useful resources

- **A Choice Blend: What Volunteers want from organisations and management, Katherine Gaskin, 2003, <http://www.ivr.org.uk/>**
- **David McClelland's motivational needs theory www.businessballs.com**