

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