

Motivating people involved in your group

Keeping people inspired and involved is vital for keeping them active with the group.

- Early on – explore what motivated them to join the group
- In the first few months – involve and support them
- After a few months – would they like to be involved in a main campaign
- On-going – gather everyone’s ideas about what the group should do

Identify how they heard about local group and what motivated them to join

People have different motivations

- Some might want to use the skills they use in their work and careers
- Others may want to do something very different from their work

Did they see a specific ‘job ad’ – e.g. for a website developer? If so – they have already expressed an interest in something.

Have they just come along with nothing specific in mind? Then find out about:

- Motivations: specific campaign, social, raising money, develop a skill (refer back to your brainstorm on motivations)
- Interest: writing – press work, organiser – event,

How to support and motivate a new member

Brainstorm: Motivating someone who has come along to your group with a general interest:

- Ask why they joined – social, specific concern, etc.
- Find out if they have any specific interests – link these to those of the group and put them in touch with other members
- Explore how much time they feel they can give to the group
- Have quick tasks or actions that they can do at or between meetings – to help them feel involved but not having to take up a whole campaign (e.g. read and review local paper regularly, book meeting venue for next time etc.)
- Offer a buddy system – someone to get to know them better and make them feel part of the group
- Identify some roles/tasks that don’t need in-depth knowledge such as minute-taker
- Offer work shadowing – if interested in the Waste campaign (for example) get them helping out the Waste campaigner to build up knowledge, skills and confidence
- Give them the contact details of others interested in similar topics – within your group, or in the wider network

Brainstorm: Motivating someone who has come along to your group answering a specific ad (in this case for a Media/Publicity person):

- Discuss the time they have available to do it, and the time you think is needed to do it
- Explore the skills they have, and share ideas about how they could gain others
- Ask what work they don’t want to do
- Explain the group’s current thinking and campaigns
- Help them build a good understanding of the group
- Talk through what the group has done recently and in the past on media/publicity
- Share ideas for best practice
- Tell them about people in other Friends of the Earth groups doing good media work, and put them in touch with them
- Share contacts useful for media and publicity work in local area (e.g. journalists, council etc.)
- Emphasise the need to celebrate the positive in media work, not just highlight the negative
- Provide them with internet access if they don’t have it
- Check in with them regularly to see if they want support
- Give them feedback on their work – campaign successes, scrapbook

Keeping your new member involved

Make time to have a catch up with the new member (between 1 - 3 months).

- Find out how they are finding being in the local group
- Do they have any questions?
- Do they have any suggestions on how the group can work better?
- If they have been working on a particular project find out if anything else interests them, do they have further ideas beyond those specified, do they require training (free training may be available through your council or via Friends of the Earth).
- If they have discovered an interest in a particular role in the group e.g. waste campaigner or be a fundraiser find out if they have any skill gaps and decide on a way to fill this.
- Thank them for their work, and celebrate any achievements

Keeping all your members motivated

All members should be guided into getting active and taking part in the work of the local group. They should have a good idea of the current aims of the group and past successes. They will have had opportunities to share their ideas, to feedback on achievements they have had and to have been thanked for their time.

Ideas for re-motivating and re-inspiring people:

- Gain everyone's input into the types of activities and types of campaigns people enjoy
- Explore what people think have the most impact and are the most fun – prioritise these activities
- As a group – do a range of completely different activities e.g. a litter pick, planting day, visit a community centre, social events
- Provide feedback and recognition for people's work, as well as regular updates
- Celebrate campaign successes, and make sure it's more widely recognised: e-mail staff and other local campaigners, as well as alerting the press
- Keep photographs and press cuttings – put them on your website and in your newsletter
- Nominate people for EarthMovers Award at Conference as well as local and national award schemes e.g. Nationwide Awards