



Beyond Contentment: Motivating Members to Do More

Unitarian Universalist Association of Congregations
General Assembly
The Kentucky International Convention Center,
Louisville, KY

June 20, 2013

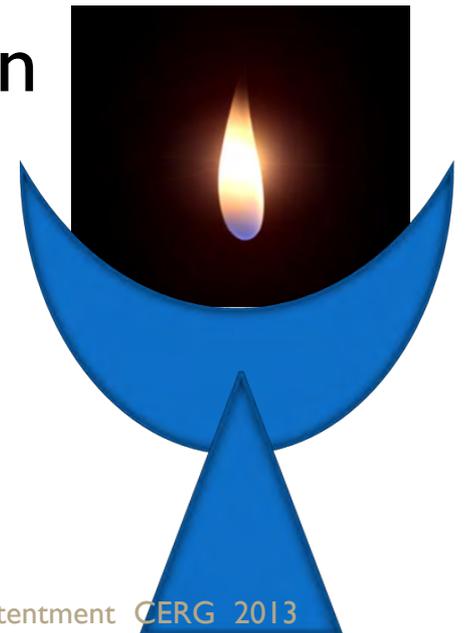
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www.cerguua.org

“I believe in the spirit of sharing and I believe we are what we are because of those around us.”

"I am what I am because of other people and they are what they are because of me being around."

"One hand cannot clap on its own but it needs the other hand to make a clap."



People do not join
a church or
fellowship in the
hopes that
someday they will
be blessed to
make coffee for
other members of
the congregation.



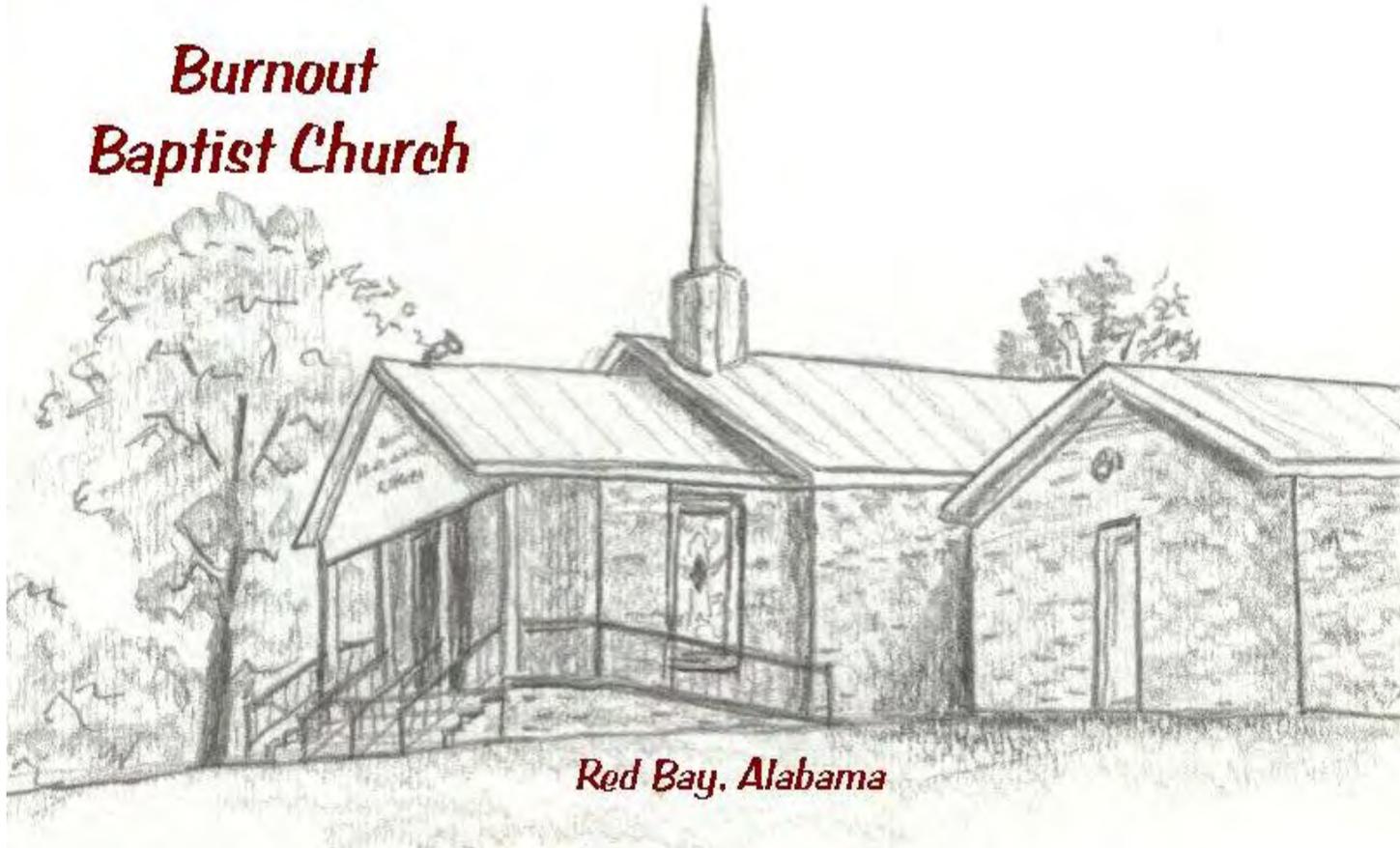
If many hands make light work...



...fewer hands make work more difficult for those who extend them.



*Burnout
Baptist Church*



Red Bay, Alabama

THIS PLACE REALLY EXISTS!!!

Why are some people reluctant to volunteer?

- Too many other priorities
- Fear of getting “stuck” in something from which they cannot escape
- Fear of making a deeper commitment to the congregation
- Feelings of inadequacy
- Lack of ownership in the congregation
- A sense of not feeling connected to other members of the congregation

In order to figure out what motivates members to engage in congregational life, we need to first look at management theory.



What the heck is he talking about????

What do people need and want?

Leadership

Validation

Pride in their Work

Trusting Relationships

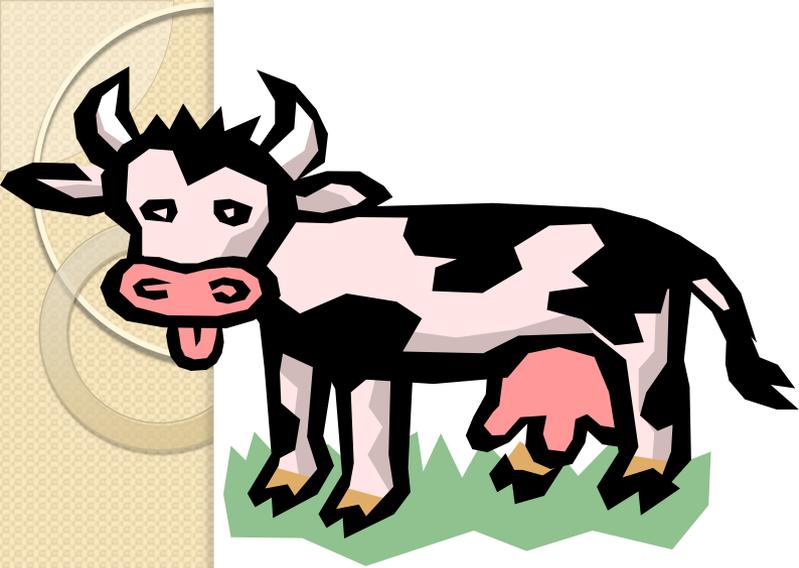
Teamwork

Commitment to Quality

Involvement

Personal and Professional
Recognition





Meaningful Work

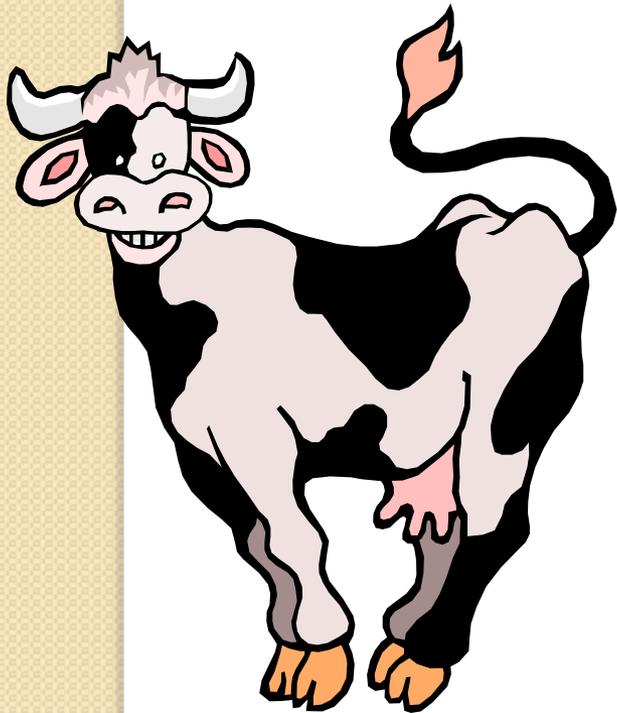
High Standards

Clear Sense of Purpose
and Direction

Balanced “worth-its”

Level Playing Field

To be and Feel Competent





Herzberg's Motivation-Hygiene Theory (What?)

Factors for Dissatisfaction

- Company policies
- Supervision
- Relationships
- Work conditions
- Salary
- Security

HYGIENE FACTORS

Factors for Satisfaction

- Achievement
- Recognition
- The work itself
- Responsibility
- Advancement
- Personal Growth

MOTIVATORS

What are the hygiene factors in our congregations?

- Relationships
- Covenants
- Music
- Worship
- Pastoral Care
- Programming
- Coffee

**You need to
eliminate
dissatisfaction
with these
factors!**

What are the motivators that compel members to immerse themselves in congregational life?

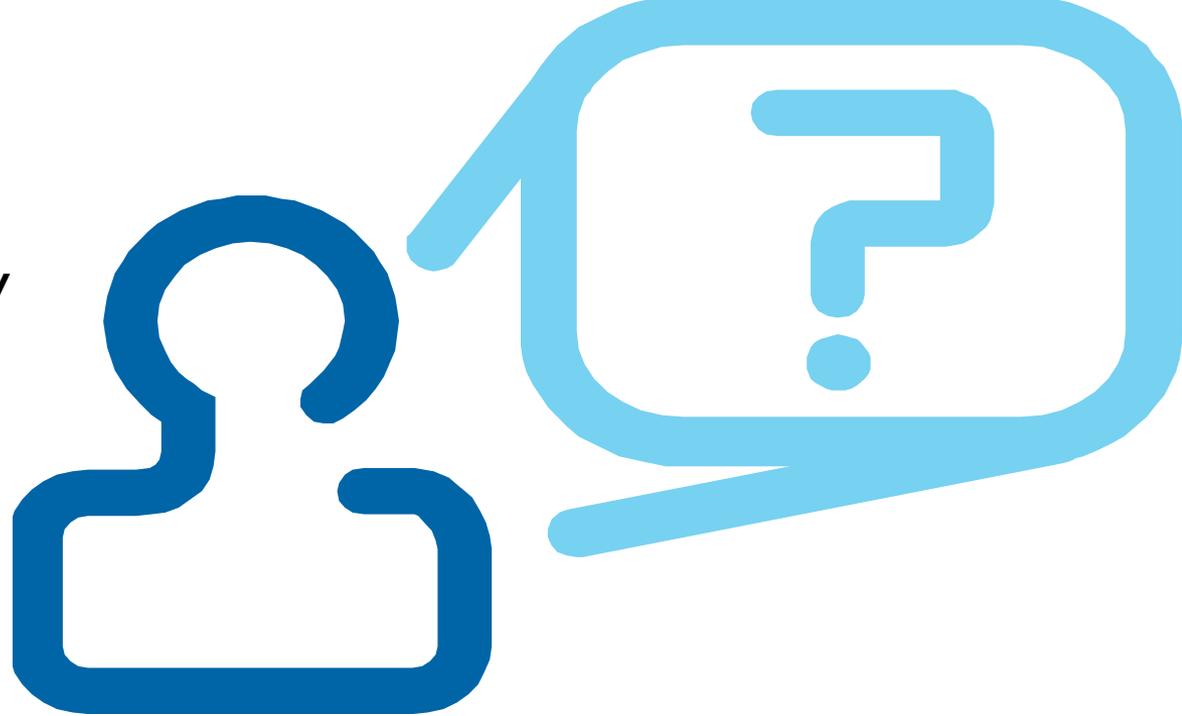
- Achievement
- Affiliation
- Power (authority)
- Our Life Saving Faith
- Responsibility
- Meaning
- Affirmation (recognition)
- Personal Growth

Creating Highly Motivated Participants in Congregational Life

1. Ownership
2. Making a Contribution or Having a Transcendent Purpose
3. Recognition or Sharing of Gifts



Powerful questions are those that evoke a choice for accountability and commitment.



Powerful questions are the ones that cause you to become an actor as soon as you answer them. You no longer have the luxury of being a spectator of whatever it is you are concerned about.

Questions that have the power to make a difference are ones that engage people in an intimate way, confront them with their freedom, and invite them to co-create a future possibility.

Questions with Little Power

How do we get people to serve on the Board?

How do we get people to accept the move to two services?

How do we get people to pledge more money?

How do we get more people to attend congregational meetings?

Powerful Questions

What gifts do you hold that you are willing to bring to this congregation?

What are you willing to give up in order to move forward?

What is the commitment that you bring to this congregation?

How valuable do you want this congregational experience to be?

Creating a Sense of Ownership

I am, of course, aware that the ultimate solution is the ownership and control of the means of life by the whole of the people; but we are not at that stage of development as yet.

James Larkin

We have to realize that each time people enter a room, they walk in with ambivalence, wondering whether this is the right place to be. This is because they believe that someone else owns the room.

Peter Block

The ownership conversation asks us to act as if we are creating what exists in the world.

This requires that we believe in the possibility that our congregation is mine or ours to create.

It stems from the belief that each of us is cause not effect.



Powerful Questions related to Ownership

How valuable an experience do you plan for this to be?

What do you risk by becoming a member of this congregation?

Helping Members to Realize their Contribution or Transcendent Purpose

When you discover your mission, you will feel its demand. It will fill you with enthusiasm and a burning desire to get to work on it.



W. Clement Stone



Powerful Questions related to Contribution and Purpose

How do you want to live out your Unitarian Universalist beliefs?

What are you called to do as a member of this congregation?

Acknowledging Our Gifts

We are not defined by
deficiencies or what is missing.
We are defined by our gifts
and what is present.



We embrace our own destiny when
we have the courage to acknowledge
our own gifts and choose to bring
them into the world.





Powerful Questions for Acknowledging Our Gifts

What is the gift(s) that you wish to share with other members of this congregation?

How will you acknowledge the gifts that other members bring forth into the congregation?

Strategies for Recruiting and Retaining Volunteers

- Test the Waters With a One-Time Commitment (otherwise known as First Serve)
- Make sure that the congregation knows that volunteers are needed
- Advertise areas that need more volunteers. You can do this verbally, you could have a volunteer fair, you could send emails, or even post needs on your website.
- Start a connection desk

More Strategies

- Empower members to do their own recruitment
- Recruit mini-recruiters
- Write and share “job” descriptions
- Ask people to take on tasks, not to serve on committees.
- If you must have committees, impose term limits. Consider having committee heads elected by the congregation.
- If you request that someone take on a leadership role, offer a system of support that is already in place.
- Acknowledge the efforts of your volunteers with mentions at worship, in the newsletter or order of service, and celebratory events.

It begins with the invitation



Invitation is the means through which hospitality and community are created. It is an act of generosity; a call to create an alternative future, to join in the possibility that we have declared.

In an authentic community, members decide anew every single time whether to show up. If they do not choose to show up, there are no consequences. They are always welcome.





Invitation is not only a step in bringing people together. It is also a fundamental way of being in community.

Genuine invitation changes our relationship with others, for we come to them as an equal. I must be willing to take no for an answer, without resorting to various forms of persuasion.



Making the Invitation

1. Name the Possibility

The invitation is activated by the possibility we are committed to.

The possibility is the future that the convener is committed to.

Example: the possibility of a congregation that is vital, healthy and thriving.

2. Frame the Choice

The invitation must allow room for a no. We need to be clear that we will not initiate consequences for not attending and that we respect someone's decision not to attend.

3. Name the Hurdle

The invitation is not only an invitation to show up, but to engage. We need to tell people explicitly what is expected of them should they choose to attend.

4. Reinforce the request

End the invitation by telling people that you want them to come and that if they choose not to attend, they will be missed but not forgotten.

5. Make it personal

A visit is more personal than a call; a call is more personal than a letter; a letter is more personal than an email.





Sometimes...less is more

GINE

Good **I**dea **N**o **E**nergy.

Unitarian Universalist Church of Delaware County (UUCDC)

Growth Through Service Project: Statement of Theological Grounding

As Unitarian Universalists, we live out our faith through our service to others. True spiritual growth, in ourselves and in our congregation, arises, in part, through our connectedness with others and through serving a higher purpose that is greater than our own individual needs. In this context, service to our church community becomes a sacred experience, one in which our relationships are defined by a sense of caring, respect, commitment, and responsibility.

As sources for this statement, we draw on our third principle, which encourages spiritual growth in our congregations; our seventh principle, which acknowledges the interdependent web of all existence of which we are a part; and the mission of UUCDC, which calls on us to care deeply about each other, our children, our neighbors and our Earth.



If you want to build a ship, don't drum up people together to collect wood and don't assign them tasks and work, but rather teach them to long for the endless immensity of the sea.

Antoine de Saint-Exupery