Motivating Your Members

The GRAPE Principle

G is for Growth
R is for Recognition
A is for Achievement
P is for Participation
E is for Enjoyment

Motivating your members comes from their inner needs, personal drives, and goals. It is your task as a leader to tap into these and supply an outlet for their fulfillment. The rest is up to your group members!

- Ask why they are involved and what they want to get from their involvement.
- Explain the purpose of your organization. All members need to buy into the purpose.
- Acknowledge those who do a good job.
- Motivation has to come from within. Model a positive, “can do” attitude.
- Allow for personal growth.
- Use peoples’ names; a person’s own name is the sweetest sound in the world!
- Give titles and build prestige into the job.
- Use team building exercises to strengthen loyalty and commitment.
- Involve members in goal setting and decision-making. Delegate tasks.
- Be courteous and respectful at all times.
- Keep members well informed.
- Clarify your expectations.
- Be honest, fair, and consistent. Be an impartial leader.
- Provide honest feedback.
- Create social support networks.
- Provide individual attention that identifies and utilizes members’ strengths and provides opportunities to develop new skills.

Students stay with organizations that are organized, dynamic, and meet their personal goals for membership. Prospective members want to know that the organization is moving forward and successful in meeting the group’s goals. Identify the needs of the individual members is the key to having a strong organization with enthusiastic members. To remember why students join organizations and what helps retain them, just think of the GRAPE principle!