

Understanding Factors that Foster Volunteer Commitment in Nonprofit Organizations

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Introduction

The life expectancy of a nonprofit organization (NPO) depends on its ability to enlist volunteers and retain them. Losing volunteers creates challenges to an organizations' delivery of services to the community, but it can also mean that other factors are affecting the motivation of the volunteers.

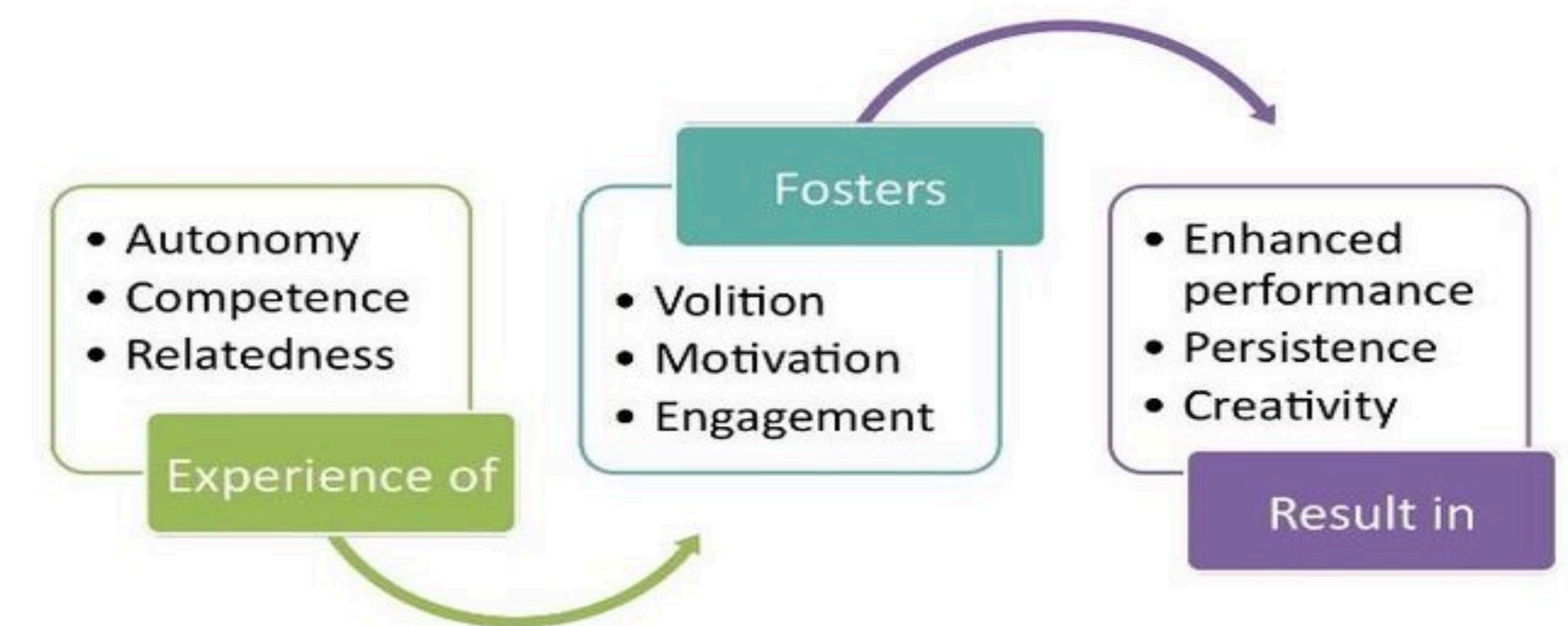
Methods

Examining contexts that support the satisfaction of needs which promote a person's enjoyment of activities and the autonomous self-regulation of behaviors.

Key Findings



Self-Determination Theory (SDT)



Deci & Ryan, (2000)

Literature Cited

Finkelstein, M. A., Penner, L. A., & Brannick, M. T. (2005). Motive, Role Identity, and Prosocial Personality As Predictors Of Volunteer Activity. *Social Behavior and Personality: An International Journal*, 33(4), 403–418.

Edward L. Deci & Richard M. Ryan (2000) The "What" and "Why" of Goal Pursuits: Human Needs and the Self-Determination of Behavior, *Psychological Inquiry*, 11:4, 227-268.

Acknowledgments

I am grateful to the HDO faculty and staff involved in creating and accepting me into the program, and to my advisor Polly Strong and my second reader David Beaver for helping to me to stay focused. Many thanks to all of my professors for presenting the course work in a way that allowed me to go beyond the typical ways of thinking and expressing my point of view. To my HDO cohort, you will always have a special place in my heart.

Conclusions

- The degree of **autonomy supportiveness** within the volunteering organization relates to the satisfaction of the autonomy and competence needs, which in turn relates to the degree of **autonomous motivation** of the volunteer.
- Organizations will need to create a volunteering climate that provides good logic and offers **choice**, acknowledges the volunteers' **feelings** toward the activities, offers positive **feedback**, and encourages **personal initiative**.
- People who feel **competent**, **volitional** and **related** to their peers may be more likely to be **motivated to engage** in behaviors that are more prosocial.