

It's important to consider the components that motivate people to join a group or organisation or stay active within that group.

Here is a list of things people often say when asked:

'What do you personally want to get out of taking part in a campaign and/or meetings?'

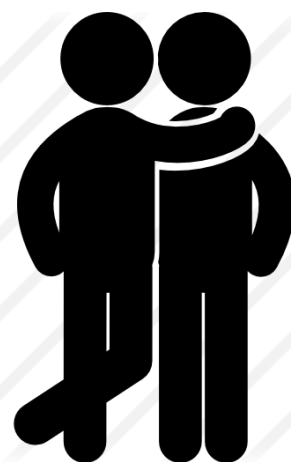
It is important to make sure people's different motivational needs are met

(but remember you can't please everyone!!)



Meet people, socialise and make friends

1. Set aside time for people to get to know each other, for example if you are having a face to face meeting book the room for an extra half an hour for people to chat or, afterwards go to a cafe or pub. Make time for plenty of breaks during a meeting so people can chat and catch up.
2. During your face to face meetings try to include practical tasks as well as planning tasks where people can get to know each other in a more relaxed environment, for example making banners, writing blogs, designing leaflets or webpages.
3. Try to make sure that during meetings people get to talk to each other – split people into small groups for discussion and change the groups around so everyone meets each other.
4. Every time the group has a meeting start the meeting with a different question that helps people to get to know each other for example 'who would you invite to a party at your house for dinner? One interesting thing that happened to you since the last meeting'



Learn New Skills

1. Find out what skills people have but also the things they would like to learn or try out.
2. Make sure people have a chance to try out new things and ask them if they need any support from others to be able to do so.
3. If mistakes are made when people are trying out new things make sure this is talked through in a way that does not discourage people from taking risks in the future.



Feeling like you're making a difference and changing things for the better

1. Your group is more likely to be making a difference if its meetings are well structured and effective. Some ways of doing this include a) make sure everybody (that wants to) has a chance to talk and that one or two people don't dominate the discussions, b) make sure it's clear (and everyone understands) what decisions have been made, c) set a maximum time for each meeting (e.g. 2 hours).
2. Have a clear campaign plan and make sure that everybody understands what the campaign goal is and how it will be achieved.
3. Set aside time for people to regularly reflect on what the group has achieved so far and to pat each other on the back for all their efforts.



Feel part of something that is working well and is making a difference

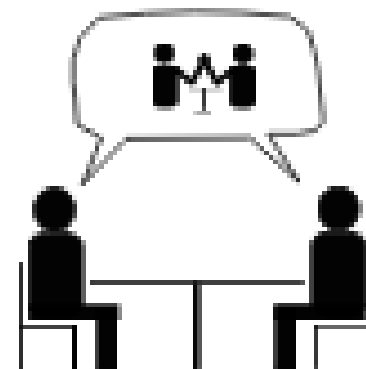
People will feel that the group is working well if:

1. Things get done; this means sharing responsibilities and making sure everybody knows who is doing what and by what date.
2. There is good communication between everybody so everybody is clear what is happening.
3. Everybody understands and agrees the goal of the campaign group and its plan.



Feel valued by others

1. Make sure everybody is really listened to.
2. Find out why people want to get involved with the group. Lots of people have different motivations for taking part.
3. Find out and recognise what people's strengths are and try to make opportunities for people to use them.
4. Recognise the work people put in (for example 'I want to thank Amanda for the huge amount of work she put into getting people to sign the petition')



Because 'it feels good to get out'

1. Try to make sure that meetings are organised at convenient times so that they don't clash with people's other commitments (for example work, childcare, caring responsibilities). Ask people regularly what times and days of the week are best for people to meet as people's circumstances can change all the time.



Have a break from other commitments

1. Make sure meetings are effective and enjoyable, this means things get done (remember everyone's time is valuable), everyone is able to have their say, people are valued and there is still time to have some fun.

2. Not everybody can spend lots of hours every week on campaigning, many people have lots of other commitments and may not always be able to attend meetings or events. Make sure those people know that there are lots of things that need doing that can be done at times that are convenient to them (for example sending emails, finding things out, making phone calls, designing leaflets)



Have Fun!

Although your issue may be very very serious this doesn't mean there is no place for having fun together. Everybody enjoys a laugh either as part of a meeting as part of a separate social occasion.

