Framing messages for volunteer recruitment: Identifying motivational and socio-psychological factors
by
Peter Vitartas & Simon Rose
this presentation is about volunteers.....
In particular, how can management ....

communicate effectively to.....

attract and retain volunteers?
4 potential factors affecting volunteer satisfaction

The cause

Non-profit’s reputation

Social interaction

Procedural justice
4 potential factors affecting volunteer satisfaction

The cause

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Procedural justice
the cause
4 potential factors affecting volunteer satisfaction

The cause

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4 potential factors affecting volunteer satisfaction

The cause

Non-profit’s reputation

Social interaction

Procedural justice
Australia’s (& NZ’s) top socially responsible companies
4 potential factors affecting volunteer satisfaction

The cause

- Non-profit’s reputation
- Social interaction
- Procedural justice
The Study
The findings

Social interaction

Procedural justice
Implications....
Learn, Inspire, Teach, and Serve in Rural China

Volunteer in Rural China
2008 Summer, May 26 - June 28

Dream Corps International
www.DreamCorps.org
compassion • participation • excellence

- build basic library infrastructures
- develop library management system
- develop reading programs to promote motivated learning (e.g., stage a play, "story-telling")
- conduct extracurricular activities and English teaching
- help with community initiatives and projects (e.g., talent show, recycling)
- provide scholarships to talented and needed students

Application is now on-line at www.DreamCorps.org

Dream Corps, an innovative nonprofit student organization, is recruiting 30 to 40 highly motivated volunteers who are interested in education oriented community building projects in rural areas and urban migrant communities in China during summer 2008.

application deadline: March 02, 2008
Thank you
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