Volunteer/member recognition strategies

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What is recognition?

- the action of recognizing: the state of being recognized: such as
  - a: ACKNOWLEDGMENT
  - b: knowledge or feeling that someone or something present has been encountered before

“Recognition isn’t just about remembering what something looks like — it’s also used to describe when you remember that someone has done something special, and decide to recognize their efforts with an award or speech. This type of recognition is a form of acknowledgment, a way to say "we approve" or "good work!”*  

*via [www.vocabulary.com](http://www.vocabulary.com)
Why is it important? (1/2)

- Recognition is essential to building loyalty: loyalty can be built when we can recognize many different types of behaviors (volunteering, publishing, attending conferences, and more).

- Recognition programs aim to increase members’ sense of belonging and sense of recognition/acknowledgement.

- Rewards and recognition can be a strategy to address business needs (highlight programs that need support, new products, drive early renewal, etc.).

- Rewards and recognition strategies provide motivation for members/volunteers, and allow you to measure level of activity and engagement, as well as trends and topics of interest.
Why is it important? (2/2)

- Confirms to your volunteers that their work is valued by others
- Shows your volunteers that their contributions are key to the success of the team
- Retention rises
- Overall morale improves

- Volunteers are happy, and more likely to recruit new volunteers
- Gives a purpose
- Increases productivity
- Engagement rises
- It is the duty of a good leader to recognize great team members
What are some volunteer recognition strategies?

- Use more than one strategy to show your recognition.
  - Social Media (volunteer of the week, month)
  - Newsletters
  - Blogs
  - Events (acknowledge volunteers at annual awards event with special seating, grants to attend conferences, etc.)
  - Certificates
  - Branded goodies (limited edition celebratory pins, coins, plaques, writing instruments)
  - Acknowledge milestones (years, projects, etc.)
  - Video (record a quick update of milestones, or interview with volunteers)
  - Provide the volunteer with a position of more authority and responsibility
  - Acknowledge volunteers in your parent OU’s media (Section/Society etc. newsletter or Web page, official publications)
  - Send a letter to employer on individual’s contributions (ask volunteer permission first)
  - IEEE Awards
  - Loyalty Program
Strategy to develop an effective recognition and loyalty system

- Recognition is enabled via specific, measurable activities
- It’s important to identify and reward those specific behaviors that drive engagement
- Rewards must deliver value that drives ongoing engagement
  - Recognition and rewards unlock additional value in return for ongoing engagement of YPs
- Intrinsic vs. extrinsic motivation
  - **Intrinsic motivation** involves doing something because it's personally rewarding to you.
  - **Extrinsic motivation** involves doing something because you want to earn a reward or avoid punishment.
- Approach to developing a recognition program:
  - Identify behavior you want to encourage
  - Measure the chosen behavior
  - Provide rewards that encourage behavior
Examples of pins and certificates

- IEEE Fellow Pins
- Past Section Chair Pin
- IEEE HKN products
- IEEE President’s coin (2016, 2017, 2018)
- Examples of printed IEEE certificates with gold stamp
Examples of YP Recognition Strategies

- IMPACT Blog: Volunteer Spotlight
- IEEE Honors Ceremony YP Theodore J. Hissey Award
- IEEE YP Hall of Fame Award
- MGA Young Professionals Achievement Award
- IEEE PES Outstanding Volunteer Award
- IEEE Sensors Council Young Professionals Service Award
- IEEE ComSoc Best YP Award for Academic and Industry
- Region 8 Volunteer Award
- Region 8 Young Professionals Exceptional Volunteer Award 2019 and Region 8 Outstanding Young Professionals Affinity Group Award 2019
- Region 10 Young Professionals Awards (for outstanding Affinity Group and Outstanding Volunteer)
- Award Certificate
Recognition and Rewards Resources

- Order official IEEE recognition products
- Officer Recognition Certificates
- Additional Branded IEEE Certificate Templates
- IEEE Recognition and Awards
- IEEE Awards
- IEEE Student Awards
- Event Guide: Steps for Holding an IEEE Awards Banquet
- Tips for recruiting and retaining volunteers
- The Senior Membership and IEEE Fellow programs are also forms of recognition
- Additional Resources in the YP Google Drive

Thank You!
Questions?

You can reach out to us at yp@ieee.org