



# Volunteer/member recognition strategies

8 June 2020



# 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)

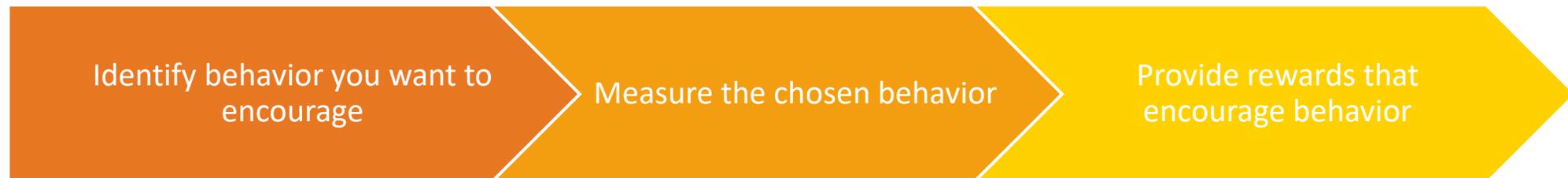
- Confirms to your volunteers that their work is valued by others
- Shows your volunteers that their contributions are key to the success of the team
- Retention rises
- Overall morale improves
- Volunteers are happy, and more likely to recruit new volunteers
- Gives a purpose
- Increases productivity
- 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:



# 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

Thank  
You!

# 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](mailto:yp@ieee.org)