

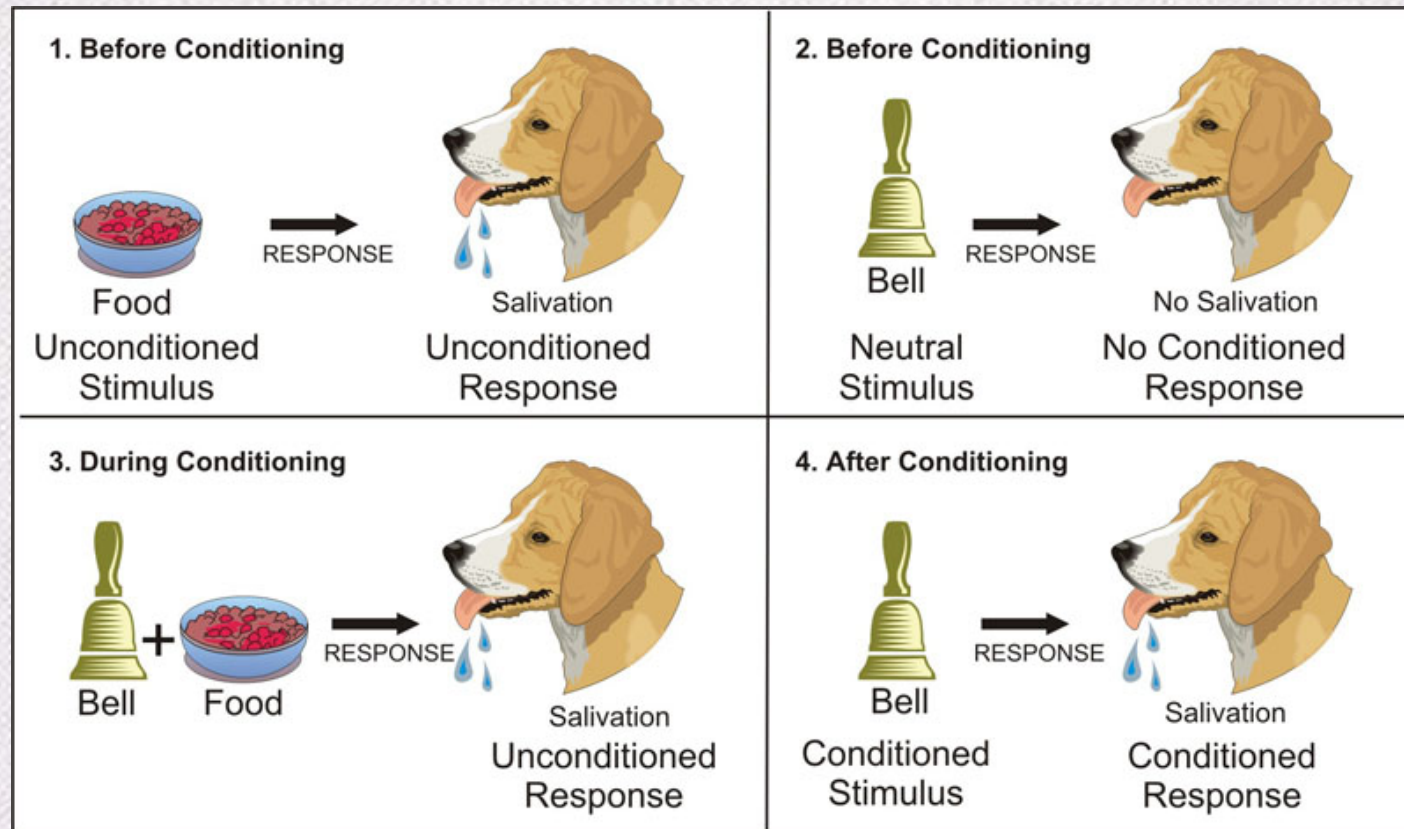
Motivating your Members

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Is there anything better than free caffeine???



Classical Conditioning-so easy we do it to ourselves!



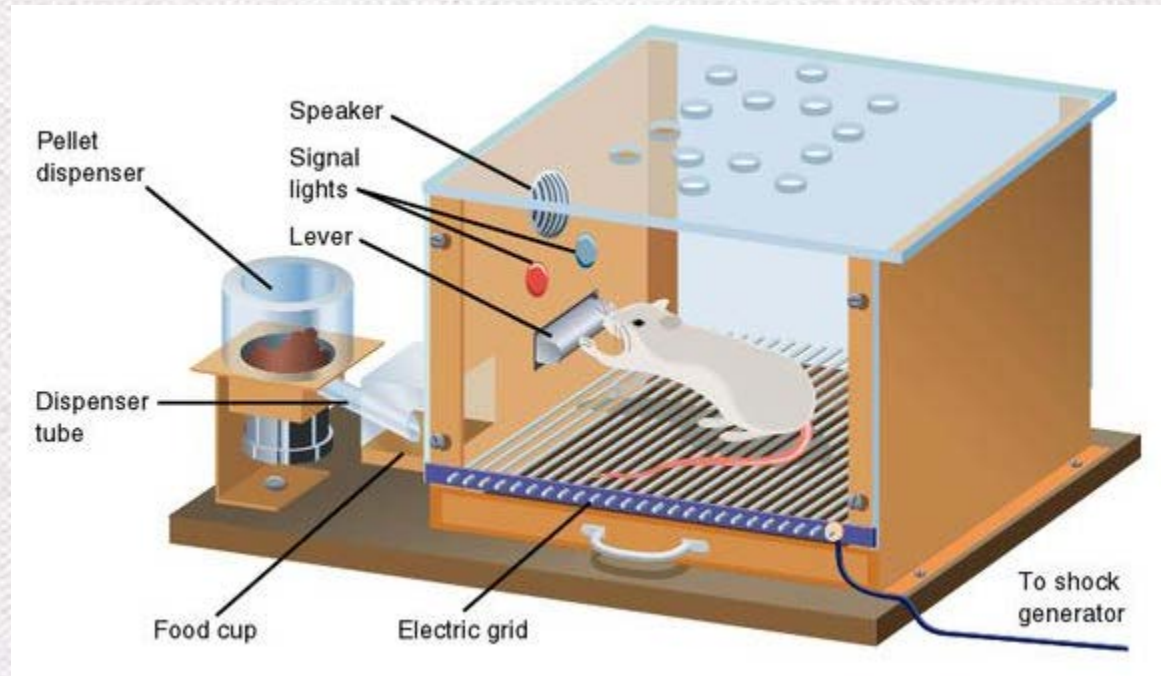
Classical Conditioning

Why do you participate in your club?

- It's fun!
- It can help you get into graduate school!
- It looks great on a resume!
- It is a vehicle to change the world!

How can you ASSOCIATE these things with your organization so that the members want to be involved?

Operant Conditioning-we are already doing it!



How can you reinforce active participation?

- Reinforcement is more effective than punishment (Belskey, 2018).
- What makes you want to come back to a club? What makes you walk away and never come back?

Conclusion

- Make sure your club feels good to its members.
- Value your members and their unique contributions.
- Reinforce their worth in your group!

