

# Volunteer Motivations Activity

Match the volunteer motivations on the left with the recruiting taglines on the right that best speak to them by drawing a line between the two. Answers are provided on the next page.

## Motivation

## Tagline

Make a difference

*Answer the call to serve—tutor a child.*

Use a talent or skill

*Mentors improve learning, lives and communities.*

Gain professional experience or make contacts

*Mentoring: When just being yourself can change the future.*

Express religious faith

*They need what you know.*

Meet people

*Build your future while you help a child build hers.*

Achieve personal growth and enhanced self-esteem

*What's your passion? Share it with a child.*

Seek a more balanced life

*Join our team of great people doing great things for youth.*

Give something back

*Volunteering makes us and the world whole.*

# Answers

The following are what we view as the best matches between the motivations and taglines. Don't worry if your choices don't match ours exactly. Instead, use this activity as a starting point for creating your own marketing messages.

