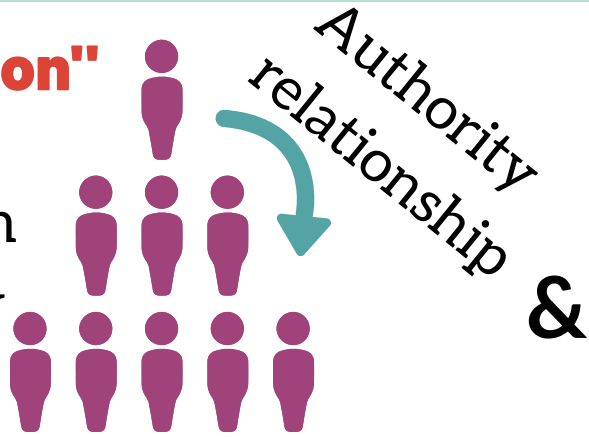


## Motivation of working in Nonprofit

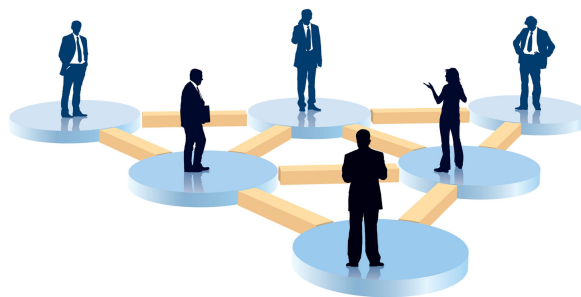
### "Centralization"

- A form of organizational hierarchy

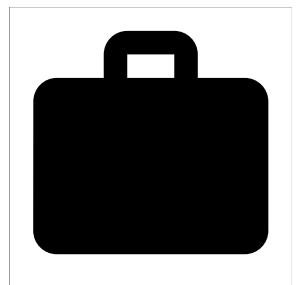
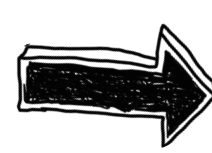


### "Decentralization"

- A form of equal status relations



### Work or not in NGO?



### Three-needs Theory (McClelland, 1984)



#### 1 Investment Gains

volunteer efforts will increase their own experience and skills  
⇒ enhance later careers

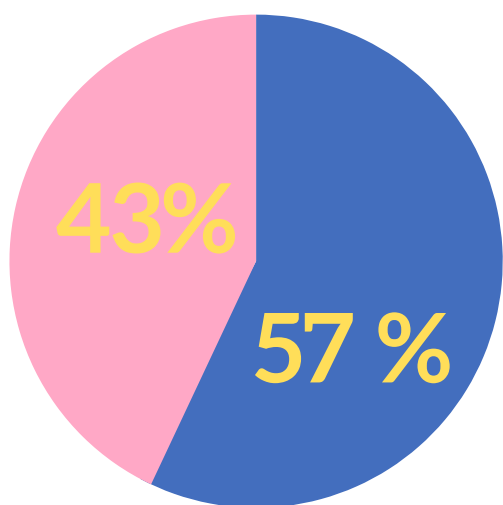


#### 2 Consumption Reasons

interested in the mission of org.  
⇒ gain utility by helping org. accomplish its goals

Whether employees in nonprofit can get their job done with authority

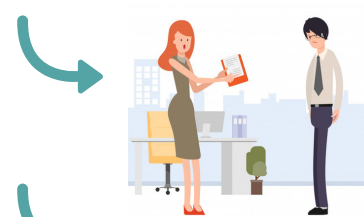
With Authority  
43%



Lack of Authority  
57%



Centralized org. structure grant less authority of employees on the works



Supervisors ⇒ Employees

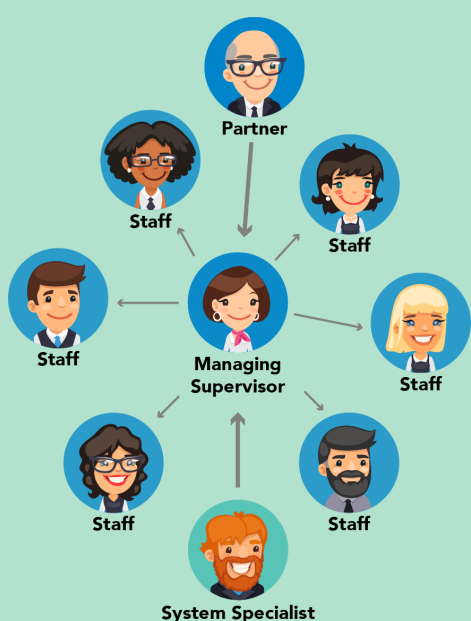
Impeded employees from feeling that they can achieve their desired goals in nonprofit

↓ motivation of working in nonprofit

### Suggestions in motivating workers...

- 1** Your **MISSION** matters the most!!
  - High attachment with the mission and direction

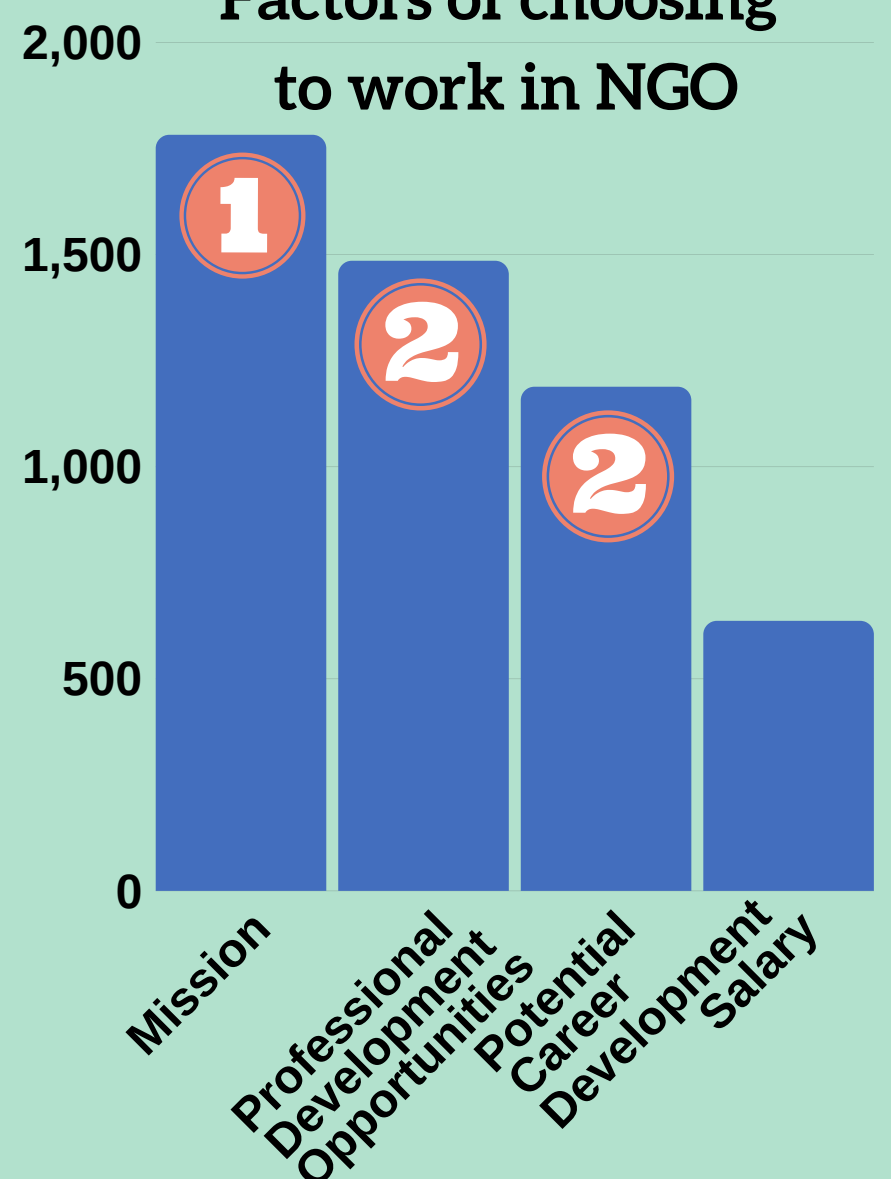
- 2** Bureaucracy ⇒ **FLAT HIERARCHY**



More autonomy + independence

Fulfilling the three needs of workers

### Factors of choosing to work in NGO



#### Reference:

Opportunity Knocks, (2011). Engaging the Nonprofit Workforce: Mission, Management and Emotion.

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