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)

Need for achievement

Need for power

Need for affiliation

Whether employees in nonprofit can get their job done with authority

With Authority

43%

57%

Lack of Authority

Investment Gains

volunteer efforts will increase their own experience and skills

→ enhance later careers

Consumption Reasons

interested in the mission of org.

→ gain utility by helping org. accomplish its goals

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