

Non-Profit Organization and Motivation

SUBMITTED BY: WGYE Summer 2011 Instructor

SUBJECT(S): Communication, Management

GRADE LEVEL(S): 9, 10, 11, 12

≡ OVERVIEW:

In this lesson, students will learn how to motivate team members when working on not-for-profit projects. The motivations that drive employees in for-profit companies can be very different than in non-profits. They will read a short article on this and then work in groups to brainstorm strategies to motivate their team and others. They will also role-play situations to motivate less eager team members.

≡ NBEA STANDARD(S):

- Communication, III. Workplace Communication
- Management, VI. Human Resource Management

≡ WHARTON GLOBAL YOUTH PROGRAM ARTICLE:

- [“Nonprofits Are Changing the World – With a Little Help from the Next Generations”](#)

Common Core Standard(s):

Reading Informational Text–RI.9-10.1.; RI.9-10.2.

Speaking and Listening–SL.9-10.1.

Resources:

Worksheet

Internet; Projector; Computer

Purposes:

- After this lesson, students will understand the difference between an NPO and for-profit group.
- They will learn and act out ways to motivate team members that are not based solely on compensation.

Activity:

Introduction (5 min)

To begin, ask students to differentiate between for-profit and non profitable organizations (NPOs). How does each define success? They can think about how companies and schools differ. How do groups like the PeaceCorps, the Gap, or Google differ? What is the mission of each group? How do they motivate team members to participate? The fundamental difference that emerges is that one is trying to make more money and the other wants to make a bigger impact in whatever capacity.

Brainstorm NPOs and their missions (5 min)

Ask your students to come up with a list of NPOs that they know of and what they do. Ask them to think about how these groups fit into the economy and society. The teacher can volunteer names as well and help expand the students' understanding of what such organizations do.

Suggestions: Teach for America, PeaceCorps, PBS, UNICEF

Silent Reading (5 min)

Have them read Worksheet 1 on their own.

Video (10 min)

Have students watch the Youtube video by Dan Pink for the Royal Society of the Arts on Motivation. Here is the [link](#).

Small Group Work (5 min)

Ask them to imagine that each of them is the leader in a NPO. Come up with a list of 5-10 strategies to enhance community and foster good teamwork in the group. They should incorporate ideas from the article and movie.

Suggestions: Have weekly dinners together; go on camping trips; giving employees greater autonomy

Completing Each Other's Sentences (10 min)

The teacher divides the students into pairs. Each pair serves, in effect, as a two-headed person. Ask the one member of the pair to play the negative voice and the other the positive. Ask another student to play the leader trying to get the 2-headed person to participate in an activity. The negative person says something negative in response to the "leader" which the other person has to turn into a positive. Example: If the question is, "Let's have a meeting tomorrow at 7am.", the answer might be, participant A: "It's too early. I can't make it." participant B replies: "But if we get the meeting done early, we can have an earlier lunch." Have each pair go through this exercise once for about a minute each.

Tying It All Together:

As a group, think through what they learned that they hadn't thought about before and the importance of teamwork. They can think about the importance of setting goals in any group and rewarding those who work hard and help the team achieve their goals. Make sure the students return to how these lessons would translate for real-life business meetings or working in an office.

What Worked and What I Would Do Differently:

The video was very successful in getting students to think about motivations for work other than monetary compensation.